

# 2019 AMA Summer Academic Conference

August 9-11 | Chicago, IL



Marketing on Fire: Burning Questions, Hot New Methods and Practical Ideas Worth Spreading

## **Friday, August 9**

(New) 11:30 am - 1:00 pm | | Poster Presentation Lunch

1:00 pm - 2:00 pm | | Concurrent Sessions

(New) 2:15 pm - 4:00 pm | | Master Class Sessions, [Registration Required](#)

4:15 pm - 5:30 pm | | Concurrent Sessions

(New) 5:30 pm - 7:30 pm | | Practitioner Panel and Reception

## **Saturday, August 10**

8:00 am - 9:00 am | | Concurrent Sessions

9:15 am - 10:30 am | | Concurrent Sessions

10:45 am - 12:00 pm | | Concurrent Sessions

12:15 pm - 1:45 pm | | Awards Luncheon

(New) 2:00 pm - 3:45 pm | | Master Class Sessions, [Registration Required](#)

4:00 pm - 5:15 pm | | Concurrent Sessions

5:30 pm - 6:45 pm | | SIG Receptions

## **Sunday, August 11**

8:00 am - 9:00 am | | Concurrent Sessions

9:15 am - 10:30 am | | Concurrent Sessions

10:45 am - 12:00 pm | | Concurrent Sessions

# Friday, August 09, 2019

11:30 AM - 12:00 PM

Chicago Ballroom DE

Poster Presentation

11:30 am – 12 noon: Lunch

12 noon – 1:00 pm: Presentations

List of presentations at the end of this document

1:00:00 PM - 2:00:00 PM

Chicago Ballroom A

Changing brands and the changing world: How consumers and firms react and cope.

ON PEOPLE & BRANDS: How Consumers Perceive, Interact with, and Communicate About Brands

"The Extendibility of Brand Names: A Financial Perspective"

Burcu Sezen<sup>1</sup>, Dominique Hanssens<sup>2</sup>

<sup>1</sup>Universidad de los Andes, <sup>2</sup>University of California, Los Angeles

Decision Heuristics in a Changing Global World: The Influences of Specific COO Label Information and Brand Familiarity on Brand Attitudes

Miao Zhao<sup>1</sup>, Ruby Dholakia<sup>2</sup>, Kathleen Micken<sup>1</sup>

<sup>1</sup>Roger Williams University, <sup>2</sup>University of Rhode Island

Brand Transgression and Community Coping

Yunmei Kuang, Scott A. Thompson, Mark Arnold

Saint Louis University

1:00:00 PM - 2:00:00 PM

Chicago Ballroom B

Marketing capabilities and their impact on firm performance

PLANNING & EXECUTION: Marketing Strategy

Lone wolf or social monkey? The role of marketing outsourcing in the development of second-order marketing competences

Dorian-Laurentiu Florea

Universidad Anáhuac México

The Effects of Institutional Uncertainty on Firms' Market and Nonmarket Capabilities

Xiaoyan Wang<sup>1</sup>, Fang Jia<sup>2</sup>, Zhilin Yang<sup>1</sup>

<sup>1</sup>City University of Hong Kong, <sup>2</sup>Shenzhen University

A Contingent View of Unequal Participation in Inter-firm Value Co-creation: The Roles of Privacy Concern and Contract Binding Force

Qingtao Wang, Julie Li

City University of Hong Kong

Friday, August 9

1:00:00 PM - 2:00:00 PM

Chicago Ballroom C

**Customer Experience in the Sharing Economy**

UX OFF/ONLINE: Managing Customer Experience and Value

The joint process of value co-creation in the Airbnb setting

Yangyang Jiang, Makam S. Balaji

The University of Nottingham Ningbo China

Driving the New American Dream: Investigating Sharing Economy Worker Motivations

Mark Gleim<sup>1</sup>, Catherine M. Johnson<sup>1</sup>, Stephanie J. Lawson<sup>2</sup>, Jennifer L. Stevens<sup>1</sup>

<sup>1</sup>University of Toledo, <sup>2</sup>Winthrop University

Spillover Effects of Home Sharing on Local Markets: Evidence from Local Tourist Attractions

Wei Chen<sup>1</sup>, Karen Xie<sup>2</sup>, Yong Liu<sup>1</sup>

<sup>1</sup>University of Arizona, <sup>2</sup>University of Denver

1:00:00 PM - 2:00:00 PM

Chicago Ballroom F

**Never Taught With a Competitive Simulation? Here's How! 1**

Teaching Tools - LINKS Simulations

Randall G Chapman, PhD

Founder, LINKS Simulations

Include a competitive marketing simulation in an introductory, elective, or advanced marketing course? Perhaps, but ... why, when, where, and how can this be done efficiently and effectively?

This presentation and the associated discussion address classic questions such as “why use a simulation?”, “when will it be effective?”, and “how to do it?” We’ll delve into teaching challenges that arise pre-, within-, and post-simulation and provide advice for first-time competitive-simulation users. Best-practices for course design and execution are discussed, as well as multi-faceted student assessment possibilities for student teams and for individual students.

1:00:00 PM - 2:00:00 PM

Chicago Ballroom G

**New horizons: Promoting through sonic elements, unexpected brand associations, and female sexual power**

ART OF PROMOTION: Advertising, Promotions, and Integrated Approaches

What drives positive eWOM on native advertising? The impact of design characteristics and brand-content incongruency

Qixing Li, Wenyu Dou

City University of Hong Kong

Did You Hear That? Sonic Logos Moderate Consumer Judgements of Logo Shapes

Shawn P. Scott, Daniel Sheinin, Lauren Labrecque

University of Rhode Island

Friday, August 9

### Sexual Appeals in Advertisement: How it Has Changed

Elika Kordrostami<sup>1</sup>, Melika Kordrostami<sup>2</sup>

<sup>1</sup>Rowan University, <sup>2</sup>California State University-San Bernardino

1:00:00 PM - 2:00:00 PM

Chicago Ballroom H

### The Art and Science of University Branding

Special Session: SIG Programming

Marketing for Higher Education SIG

Session will be chaired by **Dr. Atefeh Yazdanparast**, Associate Professor of Marketing and Mead Johnson Endowed Chair in Business, Schroeder School of Business, University of Evansville.

- Dr. V. Kumar, Regents Professor; Richard and Susan Lenny Distinguished Chair in Marketing; and Executive Director, Center for Excellence in Brand and Customer Management, Robins College of Business, Georgia State University.
- Dr. Francisco Guzman, Professor of Marketing, G. Brint Ryan College of Business at the University of North Texas and editor of the JPBM. (Also the session moderator)
- William Faust, Senior Partner, and CSO, Ologie Higher Ed Branding and Marketing

1:00:00 PM - 2:00:00 PM

Denver

### marketing in the sharing economy

THE DIGITAL WORLD: Digital and Social Media Marketing

### Quantifying the Effects of Platform Coupons in Sharing Economy

shaojun qin<sup>1</sup>, Xueming Luo<sup>1</sup>, Zhijie Lin<sup>2</sup>

<sup>1</sup>Temple University-Fox School of Business, <sup>2</sup>Nanjing University

### Regulating Institutionalized Players in Peer-to-peer Markets: An Empirical Investigation of Airbnb's "One-Host One-Home" Policy

Wei Chen<sup>1</sup>, Zaiyan Wei<sup>3</sup>, Karen Xie<sup>2</sup>

<sup>1</sup>University of Arizona, <sup>2</sup>University of Denver, <sup>3</sup>Purdue University

### The Battle for Homes: Is Home Sharing Disrupting Rental or Housing Markets?

Wei Chen<sup>2</sup>, Zaiyan Wei<sup>3</sup>, Karen Xie<sup>1</sup>

<sup>1</sup>University of Denver, <sup>2</sup>University of Arizona, <sup>3</sup>Purdue University

1:00:00 PM - 2:00:00 PM

Houston/Kansas City

### Numbers 1

THE NUMBERS GAME: Pricing in the Eyes of Consumers and Firms

### The Divergent Effects of Even and Odd Brand Names on Consumer Responses to Iterated and Non-Iterated Products

Dengfeng Yan<sup>2</sup>, Qiang Zhou<sup>1</sup>, Richard T. Gretz<sup>1</sup>

<sup>1</sup>University of Texas at San Antonio, <sup>2</sup>New York University Shanghai

Friday, August 9

Customer participation in Pay What You Want pricing

Seema Bihari<sup>1</sup>, Ashwini Awasthi<sup>1</sup>, Arvind Sahay<sup>2</sup>

<sup>1</sup>Institute of Management, <sup>2</sup>IIM- Ahmedabad

How to Frame Dynamic Prices? The Differential Effects of Different Framing Formats of Dynamic Prices on Customers' Price Perceptions and Purchase Decisions

Mila Vogelsang, Alisa Keller, Dirk Totzek

University of Passau

1:00:00 PM - 2:00:00 PM

Los Angeles

AI and big data in the service of marketing

AN INNOVATION IS BORN: Innovation, Creativity, and New Product Development

The use of machine-generated creativity in marketing

Christine M. Auer, Silke Bartsch

LMU Munich

The Effects of Artificial Agents (AA) on Consumer Attitudes: Resisting AA recommendation in symbolic consumption

Yaeri Kim

Seoul National University

USING BIG DATA TO LEVERAGE CUSTOMER NEED DIVERSITY IN RADICAL INNOVATIONS

Tereza Dean<sup>1</sup>, Haisu Zhang<sup>2</sup>, Yazhen Xiao<sup>3</sup>

<sup>1</sup>Ball State University, <sup>2</sup>New Jersey Institute of Technology, <sup>3</sup>University of Tennessee, Knoxville

1:00:00 PM - 2:00:00 PM

Miami/Scottsdale

Methods to Study Consumer Choice

CONSUMER 360°: Understanding Consumers from Multiple Perspectives

Understanding consumer's decision making process: New insights from constraints negotiation theory

Siti Agilah Jahari<sup>1</sup>, Pervaiz Ahmed<sup>2</sup>, Elaine Y. Chew<sup>2</sup>

<sup>1</sup>Sunway University, <sup>2</sup>Monash University

Sense of Beauty is Must or Plus? The Influence of Product Aesthetics Preference on Consumer Choice

Jesheng Huang

Chung Yuan Christian University

How Much Choice is Too Much? A Machine Learning Based Meta-Analysis of Choice Overload

Nan Zhang, Heng Xu

American University

Friday, August 9

02:15 PM-04:00 PM

Chicago Ballroom A

**MASTER CLASS SESSIONS – [PREREGISTRATION REQUIRED](#)**

**Estimating, Testing, and Interpreting Interaction Effects presented by Stephen Spiller**

**Abstract:**

In this Master Session, we will consider a variety of issues regarding the proper estimation, testing, and interpretation of interaction effects. This will include proper interpretation of simple effects given how variables are coded and how to recode variables in order to test specific values (spotlights and floodlights). In addition, we will discuss issues regarding statistical power in testing interactions and simple effects, options for visualizing interactions, and the importance of key assumptions underlying such tests.

**Bio:**

Stephen Spiller is an Associate Professor of Marketing and Behavioral Decision Making at the UCLA Anderson School of Management, where he has been since 2011. His research examines the psychology of fundamental economic concepts. This includes how and when people consider their opportunity costs, how they plan for the future, how they reason about product differentiation, and how they think about stocks versus flows. He also works to translate and disseminate best practices in data analysis for behavioral researchers. Stephen's work has been published in leading journals including Journal of Consumer Research, Journal of Marketing Research, Management Science, Psychological Science, and Journal of Consumer Psychology. He was named a 2017 MSI Young Scholar and was a finalist for the Journal of Marketing Research's William F. O'Dell Award in 2018. Stephen received his PhD in marketing from Duke University and his BA in psychology and economics from the University of Virginia.

02:15 PM-04:00 PM

Chicago Ballroom C

**Introduction to Machine Learning Methods: What you Need to Know to Conduct and Interpret Research with ML presented by Allison Chaney**

**Abstract:**

Machine learning bears the promise to transform research by discovering patterns hidden in data. Those patterns can then be used to make predictions, approximate concepts that cannot be measured directly, or explore the data through the lens of the learned (or "inferred") patterns. This session will provide a practical introduction to machine learning methods in two parts. First, we will cover a broad overview of machine learning techniques and software packages. Then, we will delve into a sequence of short case studies to help session participants gain a deeper understanding of popular machine learning methods and to illustrate common challenges and pitfalls that researchers might encounter when using these techniques.

**Bio:**

Allison Chaney is an Assistant Professor at the Fuqua School of Business at Duke University. Her research is at the intersection of machine learning and marketing, focusing on developing scalable and interpretable machine learning methods and understanding the impacts of these methods on individuals and society when they are deployed in real-world markets. She received her Ph.D. in Computer Science at Princeton University, under the advisement of David Blei. She holds a B.A. in Computer Science and a B.S. in Engineering from Swarthmore College and has worked for Pixar Animation Studios and the Yorba Foundation for open-source software; she has also collaborated with the research teams at eBay/Hunch, Etsy, and Microsoft Research.

Friday, August 9

**Demystifying Structural Models: What they are and why they are (still) useful presented by Brett Gordon****Abstract:**

Structural models—empirical models grounded in economic theory—have grown to represent a significant portion of empirical research in marketing. However, for the uninitiated, structural models can be daunting: too much math, too little intuition, and perhaps the question “Why are we doing all this?” lurking in your head. My goal is to demystify structural models, to explain what they are and why they can (sometimes) be useful. To this end, I’ll present the workhorse model from Berry, Levinsohn and Pakes (1995) (“BLP”), using it as a vehicle to illustrate core concepts such as a microeconomic model of demand, sources of endogeneity, justifying instrumental variables, insights from incorporating a (firm) supply-side model, and the importance of counterfactuals. My emphasis will be on interpretation and intuition, and not on econometrics and implementation, such that the content should be accessible to anyone interested.

**Bio:**

Brett R. Gordon is Associate Professor of Marketing at the Kellogg School of Management at Northwestern University. His research interests focus on building quantitative methods to assess the performance of marketing actions, particularly those around pricing, promotion and advertising, leveraging tools from empirical industrial organization, econometrics and machine learning. His recent work, conducted in collaboration with various companies, has emphasized how to design field experiments to answer meaningful business problems. His research has been published in the American Economic Review, Journal of Marketing Research, Journal of Political Economy, Marketing Science, and Quantitative Marketing and Economics. He currently serves on the Editorial board at Marketing Science and the Journal of Marketing Research and is an Associate Editor at Quantitative Marketing and Economics. Professor Gordon holds a Ph.D. in Economics from Carnegie Mellon University and started his academic career on the faculty of Columbia Business School before moving to Kellogg in 2014.

### Abstract

The Master Class will cover an overview of qualitative research in marketing journals. The session is based on a literature review of qualitative research in marketing journals focusing on how the demands on rigor and relevance has shaped the research methodology in published studies. It also highlights recent developments in qualitative research such as text mining, netnography and the use of multi-methods. The master class will cover the demands of what is needed to get published when using qualitative research methodology in a marketing journal (ranging from IMM, JSR, JAMS and JM) . In particular it discusses the demands on sample size, type of analysis, descriptions of analysis, use of software and how these demands have developed over time. The master class is based on a review of existing qualitative research, examples and interactions between participants.

### Biography

Dr. Lars Witell, is Professor at the Service Research Center (CTF) at Karlstad University, Sweden. He also holds a position as Professor in Business Administration at Linköping University, Sweden. He has received several nominations and rewards for his research and has been published in scholarly journals such as Journal of Service Research, Industrial Marketing Management, and Journal of Business Research; as well as in the popular press, such as The Wall Street Journal. Lars has also been a visiting professor at UQ Business School, Chalmers University of Technology and Queen Mary University of London, as well as visiting scholar at University of Michigan and Stanford University.



4:15:00 PM - 5:30:00 PM

Chicago Ballroom A

## The Signal of Sustainability

MARKETING FOR GOOD: Ethics and Socially Responsible Marketing

Sustainability Signaling, Corporate Identity Congruence & Corporate Image Congruence: Maybe it's best to say nothing at all

Tyler Milfeld<sup>1</sup>, Daniel J. Flint<sup>1</sup>, Paola Signori<sup>2</sup>, Bridget Satinover Nichols<sup>3</sup>, Irene Gozzo<sup>2</sup>

<sup>1</sup>University of Tennessee, <sup>2</sup>University of Verona, <sup>3</sup>Northern Kentucky University

The Influence of Supply Base Size on Sustainable Purchasing and Organizational Sustainability Performance

Anshu Arora<sup>1</sup>, Amit Arora<sup>1</sup>, K. Sivakumar<sup>2</sup>, Gerard J. Burke<sup>3</sup>

<sup>1</sup>University of the District of Columbia, <sup>2</sup>Lehigh University, <sup>3</sup>Georgia Southern University

When Ignorance is Bliss: The effect of multiple third-party environmental labels on ethical consumer behavior

Irem Yoruk, Andrea Tangari

Wayne State University

To Embrace or Not to Embrace Sustainability in Marketing Communication - That is the Question

Tyler Milfeld, Daniel J. Flint

University of Tennessee

4:15:00 PM - 5:30:00 PM

Chicago Ballroom B

## Sales Strategy for B2B Markets

B2\*: Selling and Sales Management in Business and Consumer Markets

SALES-SERVICE INTERFACES IN B2B VALUE CO-CREATION

Scott B. Friend<sup>1</sup>, Avinash Malshe<sup>2</sup>, Gregory J. Fisher<sup>1</sup>

<sup>1</sup>Miami University, <sup>2</sup>University of St. Thomas

How Institutional Pressures and System Characteristics Shape Customer Acceptance of Smart Product-Service Systems

Dirk Totzek, Eva Kropp

University of Passau

Is the potential B2B buyer interested or ready to buy? Estimating the stage of the B2B buying behavior

Neda B. Marvasti, Juho-Petteri Huhtala, Zeinab R. Yousefi, Bikesh Upreti, Pekka Malo, Samuel Kaski,

Henrikki Tikkanen

Aalto University

Prospect Evaluation: An Intuition-based Approach in the Presence of Market Turbulence

Gabriel Moreno, Milton Flores, Justin Munoz

The University of Texas at El Paso

Friday, August 9

4:15:00 PM - 5:30:00 PM

Chicago Ballroom C

### Consumer Wellbeing 1

CONSUMER WELL-BEING: Physical, Financial, and Emotional Health

#### UNLOCKING THE DYNAMICS OF SUBJECTIVE FINANCIAL WELL-BEING IN RETIREMENT

Teagan Altschwager, Jody Evans

Melbourne Business School

Understanding the effects of customer participation in financial services for the unbanked: A transformative service research perspective

Adriana Amaya Rivas, Juan Bustamante

ESPAE Graduate School of Management

#### Service Breakdown Prevention and Consumer Well-Being: A Mindfulness Perspective

Yao-Chin Wang<sup>1</sup>, Po-Ju Chen<sup>2</sup>, Carol M. Megehee<sup>3</sup>, Arch G. Woodside<sup>3</sup>

<sup>1</sup>University of Arkansas, <sup>2</sup>Northern Arizona University, <sup>3</sup>Coastal Carolina University

#### Materialism, Emotional Intelligence and Coping Strategies

Beata Šeinauskiene<sup>1</sup>, Ausra Rutelione<sup>1</sup>, Rosita Lekaviciene<sup>1</sup>, Shahrokh Nikou<sup>2</sup>, Ligita Zailskaite-Jakste<sup>1</sup>

<sup>1</sup>Kaunas University of Technology, <sup>2</sup>Åbo Akademi University

4:15:00 PM - 5:30:00 PM

Chicago Ballroom F

### Teaching beyond theory with WSJ Context

Teaching Tools – WSJ

Provide your insight to help shape The Wall Street Journal's dedicated tool for higher education, WSJ Context. All attendees will receive a \$25 gift card!

4:15:00 PM - 5:30:00 PM

Chicago Ballroom G

### Cross-cultural branding

SOCIETY & CULTURE: Exploring Consumer Culture and Diverse Communities

Foreign or Local Brand Name? The Interplay of Brand Name and Brand Origin on Developed vs. Developing Country's Brand Evaluation.

Sangwon Lee

Ball State University

How National Culture and Country Development Determine the Effects of Perceived Brand Globalness on Consumer Behavior

Carolina Sinning, Bernhard Swoboda

Trier University

The Relationships between Global Corporate- and Product-Brands: The Impact of National Culture and Country Development

Magdalena Klar, Bernhard Swoboda

Trier University

Friday, August 9

Consuming Western Products and Lifestyles in China

Weiwei Zhang  
Hartwick College

4:15:00 PM - 5:30:00 PM

Chicago Ballroom H

Journal of Marketing Best Paper Award Session

This session will celebrate and discuss JM's three award-winning best papers.

**MSI/Root Award:** The MSI/H. Paul Root Award celebrates the article that makes a significant contribution to the advancement of the practice of marketing in a calendar year. Winner: Liu, Xuan, Savannah Wei Shi, Thales Teixeira, and Michel Wedel (2018), "Video Content Marketing: The Making of Clips," 82 (4), 86-101.

Author presenters: Savannah Shi, Santa Clara University and Xuan Liu, Senior Data Scientist, Data Science and Engineering, Netflix  
Commentary: Lisa Burgess, Manager of Data Science & Engineering, Netflix

**Hunt/Maynard Award:** The Shelby D. Hunt/Harold H. Maynard Award recognizes the article that makes a significant contribution to marketing theory in a calendar year. Winner: Hartmann, Nathaniel N., Heiko Wieland, and Stephen L. Vargo (2018), "Converging on a New Theoretical Foundation for Selling," 82 (2), 1-18.

Author presenters: Nathaniel N. Hartmann, University of Hawai'i at Mānoa and Heiko Wieland, California State University, Monterey Bay  
Commentary: Robert W. Palmatier, University of Washington

**Sheth/JM Award:** The Sheth Foundation/Journal of Marketing Award honors the article that has made the most significant long-term contributions to the field five years after its publication. Winner: Manjit S. Yadav and Paul A. Pavlou (2014), "Marketing in Computer-Mediated Environments: Research Synthesis and New Directions," 78 (1), 20-40.

Author presenter: Manjit S. Yadav, Texas A&M University  
Commentary: Andrew S. Stephen, University of Oxford

Friday, August 9

4:15:00 PM - 5:30:00 PM

Denver

## Sponsorship-Linked Marketing: Towards a Managerially Relevant Perspective

### SIG PROGRAMMING

Session Chair: Lane Wakefield, Mercer University

Practitioners in sport marketing often critique academic research as being confusing and subsequently inapplicable. To their point, researchers could do a better job of selecting practical topics and streamlining hypotheses, models and implications. To that end, this special session features four papers that address pertinent issues and have clear consequences for sponsors and/or the properties sponsored. Topics include the effective measurement of sponsorships, the impact of an athlete's transgression on sponsors, and branded sports stadiums.

### **Empirical Generalizations about the Relative Efficiency of Individual Sponsorships Assets: Evidence from the NFL**

Kirk Wakefield, Baylor University, Lane Wakefield, Mercer University, and Daniel Zantedeschi, Ohio State University

### **Exploring the Evidence of Social Desirability Biases in Consumer Responses to Sponsors**

Youngho Park, Dae Hee Kwak, University of Michigan

### **In for a Penny or in for a Pound? The Impact of Athlete Transgressions on Team Sponsors**

David L. Alexander, St. Thomas University, & Ashley Stadler-Blank, Xavier University

### **Branded Sports Stadiums: The Roles of Sponsorship Sincerity and Consumer Gratitude on Building Customer Value**

Russell Lacey, Xavier University

4:15:00 PM - 5:30:00 PM

Houston/Kansas City

## New Service Channels

### UX OFF/ONLINE: Managing Customer Experience and Value

### **The Effects of AI Chatbot Disclosure for Conversational Commerce**

Siliang Tong, Xueming Luo  
Temple University

### **When Beauty Comes to Your Home: Profiling the ODB Consumer**

Jie Sun, Peter J. McGoldrick  
University of Manchester

### **Perceived Value and Satisfaction with a Retail Store's Omnichannel Customer Experience and Usage of Omnichannel Commerce Application (OCA)**

adesegun oyedele<sup>1</sup>, Monica Hernandez<sup>2</sup>, Roberto Saldivar<sup>1</sup>

<sup>1</sup>University of the Incarnate Word, <sup>2</sup>St. Edwards, The Bill Munday School of Business

### **A Cross-Cultural Exploration of How Necessary Evil Discourages the Subsequent Misbehavior of Other Customers**

Yu-Shan (Sandy) Huang<sup>1</sup>, xiang fang<sup>2</sup>, Ruping Liu<sup>3</sup>

<sup>1</sup>Northern Michigan University, <sup>2</sup>Oklahoma State University, <sup>3</sup>Northeastern University

Friday, August 9

4:15:00 PM - 5:30:00 PM

Los Angeles

**CRM in the digital world**

**THE DIGITAL WORLD: Digital and Social Media Marketing**

Are social influence and customer-initiated contacts valuable for firms? Measuring their impact on customer profitability

Jesús Cambra<sup>2</sup>, Lily(Xuehui) Gao<sup>1</sup>, Iguacel Melero<sup>1</sup>, Yolanda Polo<sup>1</sup>

<sup>1</sup>University of Zaragoza, <sup>2</sup>University Pablo de Olavide

The Making of Clicks-to-Buy at E-commerce Platforms, Customer Frustration and Customer Browsing Time

Jifeng Mu<sup>1</sup>, Jonathan Z. Zhang<sup>2</sup>

<sup>1</sup>Alabama A&M University, <sup>2</sup>University of Washington

Can consumers resist to smart services while perceiving their value ?

Zied Mani<sup>2</sup>, Inès Chouk<sup>1</sup>

<sup>1</sup>Cergy Pontoise University, <sup>2</sup>LEMNA Research Center

4:15:00 PM - 5:30:00 PM

Miami/Scottsdale

**Exploring the Consequences of Being Emotional**

**CONSUMER 360°: Understanding Consumers from Multiple Perspectives**

Reaching Beyond the Stars – The Effect of Emotionality in Online Word-of-Mouth Across Cultures

Tiffany Y. Wendler

Technical University Dortmund

Consumers' Correction for Mood Bias in Product Judgment

Yi-Wen Chien<sup>1</sup>, Chung-Chiang Hsiao<sup>2</sup>

<sup>1</sup>National Taiwan University, <sup>2</sup>National Taiwan Normal University

Ritual Affects Construal Level: The Roles of Emotion and Involvement

Chongye Huang<sup>1</sup>, Rong Chen<sup>2</sup>

<sup>1</sup>Beijing Jiaotong University, <sup>2</sup>Tsinghua University

How does it make you *feel*? Emotional reasoning and consumer choice

Blair Kidwell<sup>1</sup>, Andrea R. Bennett<sup>1</sup>, Jonathan Hasford<sup>2</sup>, David Hardesty<sup>3</sup>, Molly Burchett<sup>3</sup>

<sup>1</sup>University of North Texas, <sup>2</sup>University of Central Florida, <sup>3</sup>University of Kentucky

5:30:00 PM - 7:30:00 PM

Grand Ballroom Salon III

**PRACTITIONER PANEL**

Friday, August 9

# Saturday, August 10, 2019

7:30 AM - 9:00:00 AM

Chicago Ballroom D

## Editor's Perspective 1

- Journal of Marketing
- Journal of Marketing Research
- Journal of Consumer Research
- Marketing Science
- International Journal of Research in Marketing
- Journal of Academy of Marketing Science
- Quantitative Marketing and Economics
- Marketing Letters
- Management Science
- Journal of Consumer Psychology
- Journal of Retailing

8:00:00 AM - 9:00:00 AM

Chicago Ballroom B

## Marketing and Firm Performance

### PLANNING & EXECUTION: Marketing Strategy

#### Implementing Big Data Analytics to Achieve Data-Driven Marketing

Devon S. Johnson<sup>1</sup>, Debika Sihi<sup>2</sup>, Laurent Muzellec<sup>3</sup>

<sup>1</sup>Montclair State University, <sup>2</sup>Southwestern University, <sup>3</sup>Trinity College

#### After The Sun Comes Rain – The Impact Of Initial Public Offerings On Market Strategy

Bardo Droege, Steffen Strese, Andrea Greven

RWTH Aachen University

#### Customer-Relationships Asset As A Competitive Advantage

Feng Wang<sup>1</sup>, Clay Voorhees<sup>2</sup>, Roger Calantone<sup>3</sup>

<sup>1</sup>Bentley University, <sup>2</sup>University of Alabama, <sup>3</sup>Michigan State University

8:00:00 AM - 9:00:00 AM

Chicago Ballroom C

## Nonprofits in Emerging Markets

### MARKETING FOR GOOD: Ethics and Socially Responsible Marketing

#### Marketing Doctrine in Public Sector Undertakings in an Emerging Market

Srinivasan Swaminathan<sup>1</sup>, Sandeep Patnaik<sup>2</sup>, Rajiv Nag<sup>1</sup>

<sup>1</sup>Drexel University, <sup>2</sup>University of Maryland University College

#### A Comparison of Marketing Research on Nonprofits in China and the United States: Review, Assessment and Future Research

Chi Zhang<sup>1</sup>, Lanying Du<sup>2</sup>, Xiumei Li<sup>2</sup>

<sup>1</sup>University of Indianapolis, <sup>2</sup>Huazhong University of Science and Technology

Saturday, August 10

8:00:00 AM - 9:00:00 AM

Chicago Ballroom F

**How to leverage The Wall Street Journal to connect news with marketing concepts**

**WSJ – Teaching Tools**

Dr. Brian Tietje will share how he integrates The Wall Street Journal to illustrate course concepts and engage his students.

8:00:00 AM - 9:00:00 AM

Chicago Ballroom G

**Sales success with social media**

**B2\*: Selling and Sales Management in Business and Consumer Markets**

**Salespeople LinkedIn Effects on Opportunity Wins**

Danny P. Claro, Silvio A. Laban Neto, Fabio C. Miranda

Inspire Education and Research Institute

**Effects of CRM and Social Media on Buyer-Seller Information Exchanges: A Multigroup Analysis**

**Comparing High vs. Low Seller Experience**

Rakesh K. Singh<sup>2</sup>, Omar S. Itani<sup>3</sup>, Raj Agnihotri<sup>1</sup>, Kevin J. Trainor<sup>4</sup>

<sup>1</sup>Iowa State University, <sup>2</sup>Institute of Management Technology, <sup>3</sup>Lebanese American University, <sup>4</sup>Northern Arizona University

**Is Social Media Making the Sales Call a Lost Art or a Lost Cause?**

John Cicala<sup>1</sup>, Zhoufan Zhang<sup>1</sup>, Timothy Butler<sup>2</sup>

<sup>1</sup>Texas A&M University-Kingsville, <sup>2</sup>University of North Alabama

8:00:00 AM - 9:00:00 AM

Chicago Ballroom H

**Value Co-Creation**

**THE DIGITAL WORLD: Digital and Social Media Marketing**

**Examining the effects Social media marketing efforts on value co-creation and engagement: Evidence in Brazil and China**

Man Lai Cheung<sup>3</sup>, Guilherme D. Pires<sup>2</sup>, Philip J. Rosenberger<sup>2</sup>, Mauro J. de Oliveira<sup>1</sup>

<sup>1</sup>Centro Universitario da FEI, <sup>2</sup>University of Newcastle, <sup>3</sup>Beijing Normal University-Hong Kong Baptist University United International College

**THE SYNERGISTIC IMPACT OF SEEKING FACE-TO-FACE INTERACTION ON CONSUMPTION COMMUNITY BEHAVIORS**

Christine A. Ascencio, Scott A. Thompson, Yunmei Kuang

Saint Louis University

**THE TRANSACTION COSTS OF CROWDSOURCING**

Aric Rindfleisch<sup>1</sup>, Chirag Patel<sup>2</sup>, Mariyani Ahmed-Husairi<sup>3</sup>

<sup>1</sup>University of Illinois, <sup>2</sup>Grenoble École de Management, <sup>3</sup>NEOMA Business School

Saturday, August 10

8:00:00 AM - 9:00:00 AM

Denver

**Data Collection & Analysis I**

DATA COLLECTION AND ANALYTICS: Marketing Research, Methods, and Analysis

How to Capture Model (Mis-)specification in Structural Equation Modeling

Nadine Schröder, Andreas Falke, Herbert Endres

University of Regensburg

The Influence of Model Size on the Estimation Accuracy of Estimation Methods in Structural Equation Models with Ordinal Variables

Andreas Falke

University of Regensburg

Developing Analytical Capabilities in Marketing: Challenges Associated with Usage of Unstructured Data

Valeriia Chernikova, Johanna Frösén

Hanken School of Economics

8:00:00 AM - 9:00:00 AM

Houston/Kansas City

**Numbers 2**

THE NUMBERS GAME: Pricing in the Eyes of Consumers and Firms

Contract Preferences with New Entrant Entry under Asymmetric Demand Information

Hao Liu, Gengzhong Feng

Xi'an Jiaotong University

Re-examination of the IKEA Effect Using the Hedonic Pricing Method

Chih-Ning Chu<sup>1</sup>, Wenkai Zhou<sup>2</sup>, Ting-Yuan Huang<sup>3</sup>

<sup>1</sup>Mississippi College, <sup>2</sup>University of Wisconsin, <sup>3</sup>Feng Chia University

Cookie-Cutter Competition: Multiproduct Firms under Uniform Pricing

Gianluca Antonicchia

Erasmus School of Economics

8:00:00 AM - 9:00:00 AM

Los Angeles

**Stock markets and innovation**

AN INNOVATION IS BORN: Innovation, Creativity, and New Product Development

Divesting Development? The Impact of Share Repurchases on Corporate Innovativeness

Mario Vaupel, David Bendig, Malte Brettel

RWTH Aachen University

How New Product Preannouncements affect stock-listed Innovators: The Case of Book Adaptations

Rouven W. Schwerdtfeger

University of Cologne

Saturday, August 10



### Global Product Launches And Firm Value

M. Berk Talay<sup>1</sup>, Janell Townsend<sup>3</sup>, Michael Obal<sup>1</sup>, Billur Akdeniz<sup>2</sup>

<sup>1</sup>University of Massachusetts Lowell, <sup>2</sup>University of New Hampshire, <sup>3</sup>Oakland University

8:00:00 AM - 9:00:00 AM

Miami/Scottsdale

Inter-firm relationships and firm outcomes

PLANNING & EXECUTION: Marketing Strategy

### Exchange Conditions of Joint Liability Governance: Embedded Multi-case Study Based on Tea Supply Chain in China

Qinfang Hu<sup>1</sup>, Xiang Li<sup>1</sup>, Chaping Hu<sup>2</sup>, Huanfang Wang<sup>1</sup>

<sup>1</sup>Hunan University of Technology, <sup>2</sup>Guizhou Minzu University

### Franchisee Performance: A Signaling Perspective

Swati Panda<sup>1</sup>, Audhesh Paswan<sup>1</sup>, Sailendra Mishra<sup>2</sup>

<sup>1</sup>University of North Texas, <sup>2</sup>University of Texas, Dallas

### Switching the Focus from the Forest to the Trees: Interaction Orientation On Exporter's Performance

Boryana Dimitrova<sup>2</sup>, Brooke Reavey<sup>1</sup>, Trina Andras<sup>2</sup>

<sup>1</sup>Dominican University, <sup>2</sup>Drexel University

9:15:00 AM - 10:30:00 AM

Chicago Ballroom A

Teaching Marketing Analytics: Sharing Experiences, Lessons, Recommendations

Session Chair: Professor Gary L. Lilien, Penn State and University of Technology, Sydney;  
Glilien@psu.edu

Panelists:

Professor Michael Braun, Southern Methodist University; braunm@mail.smu.edu

Professor Arnaud De Bruyn, ESSEC Business School, France; [debruyn@essec.edu](mailto:debruyn@essec.edu)

Professor Mahima Hada, Baruch College, CUNY; Mahima.Hada@baruch.cuny.edu

Professor Alan Malter, University of Illinois, Chicago Circle; amalter@uic.edu

Professor Wendy Moe, University of Maryland; wendy\_moe@rhsmith.umd.edu

Professor Arvind Rangaswamy, Penn State; arvindr@psu.edu

In the last few years we have seen a radical change in the field of marketing...from a profession where marketing jobs demanded minimal analytical skills to one where those analytic skills (combined with an understanding of both customer behavior and firm processes) are now essential for employment. That change has driven a corresponding change in how marketing and marketing analytics are taught at all levels, both in stand-alone courses and in modules in other courses in the marketing curriculum. The panelists will share one key challenge they faced in their experience of teaching marketing analytics, how they addressed that challenge and their recommendations or take-aways.

Saturday, August 10

9:15:00 AM - 10:30:00 AM

Chicago Ballroom B

digital technology

THE DIGITAL WORLD: Digital and Social Media Marketing

1. **Hyper-personalization of Clothing Recommending System (RS) through Incorporation of Self-Generated Images**  
Zahra Saki, Marguerite Moore  
NC State University
2. **The Impact of Smart Technologies on Organizations**  
Estrella Diaz, ROCÍO C. VALLEJO, David Martin-Consuegra, Agueda Esteban  
University of Castilla-La Mancha
3. **Competitive Mobile Geo Targeting with Financially Leveraged Retailers**  
Chyi-Mei Chen, Shan-Yu Chou  
National Taiwan University
4. **The Optimal Mobile Temporal Targeting Strategy for a Capacity-constrained Physical Retailer**  
Shan-Yu Chou, Chyi-Mei Chen  
National Taiwan University
5. **Making sense of technology disruption: How small businesses navigate the "pass" model**  
Rowena Crabbe  
Virginia Tech

9:15:00 AM - 10:30:00 AM

Chicago Ballroom C

Thought Leaders in Entrepreneurial Marketing on the Past, Present, and Future Directions of the Field

Entrepreneurial Marketing SIG - SIG PROGRAMMING

Moderators: Todd Morgan, Assistant Professor, Western Michigan University  
Can Uslay, Associate Professor, Rutgers University

Panel Members:

**Jenny Darroch**, Henry Y. Hwang Dean, Professor,  
and Drucker Brand Champion, Peter F. Drucker and Masatoshi Ito Graduate School of  
Management, Claremont Graduate University  
**Ken Matsuno**, Professor, Babson College  
**Michael Morris**, Professor of Entrepreneurship and Social Innovation, Keogh School of  
Global Affairs, University of Notre Dame  
**Jagdish Sheth**, Charles H. Kelstadt Chair in Marketing, Emory University

The field of the Marketing and Entrepreneurship Interface has been researched for over 30 years. In today's marketplace, firms are faced with growing uncertainty, technological turbulence and quickly changing consumer preferences (Alqahtani and Uslay, 2017). These aspects of rapidly changing environments render traditional marketing strategies ineffective and obsolete (Whalen et al., 2016). Consequently, this has led to the growth of entrepreneurial marketing (EM), the "proactive

Saturday, August 10

identification and exploitation of opportunities for acquiring and retaining profitable customers through innovative approaches to risk management, resource leveraging and value creation” (Morris et al., 2002, p. 5). This convergence of thought and practice at the interface of marketing and entrepreneurship allows firms to develop appropriate strategies to deal with rapidly changing environments, lack of economies of scale, resource constraints, limited geographic presence, limited brand image, and limited market share, among others (Whalen et al., 2016). An overwhelming portion of research on EM suggests that either directly or indirectly, it has a largely positive influence on firm performance (Morrish et al., 2010; Jones et al., 2013).

While research on EM has brought about fruitful findings, much work remains. Research has been fragmented, an underpinning theoretical framework has not emerged, and empirical research, including scale development, has been lacking. This special session will include a panel of thought leaders at the research interface of marketing and entrepreneurship. We have four thought leaders and one moderator for the discussion on past, present, and future directions of the field. This includes theory, empirical research, relevance in today’s marketplace, scale development, and research priorities.

9:15:00 AM - 10:30:00 AM

Chicago Ballroom F

**Discover an easier way to teach conjoint analysis and discrete choice experiments**

**Sawtooth Software – Teaching Tools**

Christina Hubner, Consultant

Join us for an introduction to conjoint analysis/discrete choice experiments and MaxDiff, two widely used methods for understanding consumer preference. This will be followed by a brief walkthrough of Discover, a survey platform to easily create, field, and analyze surveys that contain choice experiments.

We will also highlight free curriculum resources you can use to strengthen your strategy, new product development, or other analytics-focused courses if you want to provide an introduction to choice modelling without any hands-on work for students.

Those who attend will receive a free year of access to Discover for you and your students. Students who use Discover during their coursework can use it at their first job for 1 year with our College to Career program. Sawtooth Software also provides software grants to graduate students.

9:15:00 AM - 10:30:00 AM

Chicago Ballroom G

**A 360 Spotlight on Online Marketing**

**CONSUMER 360°: Understanding Consumers from Multiple Perspectives**

- 1. THE EFFECT OF CUSTOMER FEEDBACK ON SALES PERFORMANCE IN ONLINE MARKET**  
seungyong lee, SUNJU PARK, SEUNGWHA A. CHUNG  
yonsei university
- 2. *Return attributes that matter! An abductive research approach to study return attributes of the E-tailing firms and customer outcomes***  
Shilpi Saxena, Vaibhav Chawla, Richa Agrawal  
Indian Institute of Technology, Madra

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3. Effects of online shopping payment reminding on consumer purchase decisions: the role of price salience

Yu Gu, Rong Chen  
Tsinghua Unniversity

4. Mobile-Assisted Showroomers: What They Do Inside Brick-And-Mortar Stores?

Jorge C. Fiestas Lopez Guido  
Queensland Unitversity of Technology

5. Toward an Inclusive Online Marketplace: The Inverted U-shaped Effects of Consumer Resources and the Role of Institutional Constraint

JUNJUN CHENG<sup>1</sup>, Yimin Huang<sup>2</sup>, Rongwei Chu<sup>3</sup>  
<sup>1</sup>Sungkyunkwan University, <sup>2</sup>Macquarie University, <sup>3</sup>Fudan University

6. Key Factors that Enhance or Weaken Chinese and German Consumers' Cross-Border E-Commerce Intention

Anne Fota, Gerhard Wagner, Hanna Schramm-Klein  
University of Siegen

9:15:00 AM - 10:30:00 AM

Chicago Ballroom H

Journal of International Marketing ERB

INVITED ATTENDEES ONLY

9:15:00 AM - 10:30:00 AM

Denver

Consumers' self-brand connections: Investigations of brand image, gender identity, corporate reputation, and luxury consumption

ON PEOPLE & BRANDS: How Consumers Perceive, Interact with, and Communicate About Brands

The Malleable Self-Concept - Relationships between Young Adolescents' Self-Concept and Bandwagon Luxury Consumption

Shayan Shaikh  
The University of Warwick

Corporate Reputation as a Driver Customer Engagement: Customer Trust and Commitment as Mediator and Brand Love as Moderator

Lae Choi  
Colorado State University-Pueblo

The Role of Gender Identity on Building Consumer Brand Relationship: SEM and fsQCA Findings

Lilly Ye<sup>1</sup>, Lou E. Pelton<sup>3</sup>, Ehsan Ardjmand<sup>2</sup>  
<sup>1</sup>Frostburg State University, <sup>2</sup>Ohio University, <sup>3</sup>University of North Texas

Servicescape and Brand: The Moderating Role of Word-of-Mouth

Enping (Shirley) Mai<sup>1</sup>, Judy A. Siguaw<sup>1</sup>, Xiaojing Sheng<sup>3</sup>, K. D. Hoffman<sup>2</sup>  
<sup>1</sup>East Carolina University, <sup>2</sup>Colorado State University, <sup>3</sup>The University of Texas Rio Grande Valley

Saturday, August 10

9:15:00 AM - 10:30:00 AM

Houston/Kansas City

Firms and Social Media Privacy

THE DIGITAL WORLD: Digital and Social Media Marketing

1. Which Auction Mechanism Benefits Small and Medium Sized Businesses?  
A Simulation-based Approach  
Sungha Jang<sup>1</sup>, Jiho Yoon<sup>1</sup>, Alex J. Kim<sup>2</sup>  
<sup>1</sup>Kansas State University, <sup>2</sup>SungKyunKwan University
2. The impact of fake news on brands and social media  
Maya F. Farah, Zahy Ramadan, Ali Mahdi  
Lebanese American University
3. Positioning High- and Low-Status Brands in Social Media: The Potential of Communication Style  
Kristina Kleinlercher<sup>1</sup>, Tim M. Boettger<sup>2</sup>, Thomas Rudolph<sup>1</sup>  
<sup>1</sup>University of St.Gallen, <sup>2</sup>IIESEG School of Management
4. Understanding the antecedents and outcomes of brand evangelism in the digital environment.  
ToniAnn Cestare, Ipshita Ray  
Pace University
5. The Personalization-Privacy Paradox in Attention Economy  
Julien Cloarec  
Toulouse School of Management
6. The Effects Of Marketing Intrusiveness, Privacy Knowledge, And Privacy Protecting Behaviors On Consumer Attitudes About Privacy And Personal Data Exchanges  
Donna M. Iucolano, Rakesh Niraj, Kalle Lyytinen  
Case Western Reserve University

9:15:00 AM - 10:30:00 AM

Los Angeles

I'm so much cooler online: Exploring online shopping

POINTS-OF-PURCHASE: New Frontiers in Retail

Offline-Online and Online-Offline Channel Integration: Paths-to-Purchase in Omni-Channel Retailing

Amelie Winters, Bernhard Swoboda

Trier University

I'll Have What She's Having: The Influence of Social Scarcity Cues Online

Tyler Hancock<sup>2</sup>, Brett Kazandjian<sup>2</sup>, Jennifer L. Stevens<sup>1</sup>, Stacie F. Waites<sup>3</sup>

<sup>1</sup>University of Toledo, <sup>2</sup>Mississippi State University, <sup>3</sup>Marquette University

What Drives Young Shoppers? Comparing Millennial and Generation Z Online Consumer Behavior

Kristina Luring, Eric Van Steenburg

Montana State University

Saturday, August 10

Alexa Order Grocery For Me! : Anthropomorphization Increases Online Grocery Shopping Satisfaction

Reema Singh

Stockholm School of Economics

9:15:00 AM - 10:30:00 AM

Miami/Scottsdale

Effects of knowledge, behavior, and culture on innovation

AN INNOVATION IS BORN: Innovation, Creativity, and New Product Development

Fast, Innovative, But Not Radical - How Customer Knowledge Boosts New Product Development

Oliver Burger, Tessa C. Flatten

TU Dortmund

The Impact of Different Types of Market Orientation on New Product Development Performance: Considering the Effect of Knowledge Base

Renfang Liu<sup>2</sup>, Hailin Zhang<sup>3</sup>, Xina Yuan<sup>2</sup>, Ci Zeng<sup>1</sup>

<sup>1</sup>Shanghai Panchengde Enterprise Management Consultant Co., Ltd., <sup>2</sup>Xiamen University, <sup>3</sup>Yonsei University

CEO Testosterone and New Product Introduction

Arpita Agnihotri<sup>2</sup>, Saurabh Bhattacharya<sup>1</sup>

<sup>1</sup>Newcastle University Business School, <sup>2</sup>Penn State-Harrisburg

Innovative Culture: Implications for Marketing Innovation and Brand Outcomes in Exporting Organizations

Marios Theodosiou<sup>1</sup>, Ahmed S. Gaara<sup>2</sup>, Evangelia Katsikea<sup>3</sup>, Pascale Hardy<sup>2</sup>

<sup>1</sup>University of Cyprus, <sup>2</sup>Maastricht School of Management, <sup>3</sup>King's College London

10:45:00 AM - 12:00:00 PM

Chicago Ballroom A

The Organizational Side of Social Decisions

MARKETING FOR GOOD: Ethics and Socially Responsible Marketing

Session Chair: Yupin Patarapongsant, Sasin School of Management

- 1. The Pursuit Of A Green Image In Family Firms: Exploring The Role Of Organizational Leadership and Positive Psychology**  
Isabel C. Eichwald, David Bendig, Malte Brettel  
RWTH Aachen University
- 2. Corporate Social Responsibility and Financial Performance From A Consumer Perspective: An application of Value Engineering Theory**  
Ke Chen<sup>1</sup>, Lei Xu<sup>2</sup>, Xina Yuan<sup>1</sup>, Feng Xiong<sup>1</sup>  
<sup>1</sup>Xiamen University, <sup>2</sup>Agricultural Bank of China, Yongkang Subbranch
- 3. Workplace Gender Diversity And Financial Outcomes: Evidence From The Video Game Industry**  
Samantha V. Galvan, Richard T. Gretz  
The University of Texas at San Antonio

Saturday, August 10

4. **Crossing the funding barrier: fundraising along with social organizations lifetime cycle**  
Gil Peleg<sup>1</sup>, Gal Gutman<sup>2</sup>, Merav weiss-sidi<sup>2</sup>, Oded Lowengart<sup>2</sup>  
<sup>1</sup>Yeshiva University, <sup>2</sup>Ben Gurion University
5. **Ethics 1, Teams 0: The Effect of Coach and Student Athlete Punishment on Academic Institutions**  
Laura Boman<sup>1</sup>, Sarah Lefebvre<sup>2</sup>, Ganga Urumutta Hewage<sup>1</sup>  
<sup>1</sup>University of Central Florida, <sup>2</sup>Murray State University
6. **Myth or Reality: Do Young Australian Have Compulsive Buying Tendencies?**  
Michael Lwin<sup>1</sup>, Ya Xiao<sup>2</sup>  
<sup>1</sup>Western Sydney University, <sup>2</sup>Curtin University

10:45:00 AM - 12:00:00 PM

Chicago Ballroom B

A 360 Spotlight on Branding

CONSUMER 360°: Understanding Consumers from Multiple Perspectives

1. **Purchase Intension And Point Of Purchase: Customer 360 -Degree Perspective**  
Ritu Sharma<sup>1</sup>, Sandeep Puri<sup>2</sup>  
<sup>1</sup>GD Goenka University, <sup>2</sup>Asian Institute of Management, Philippines
2. **Brand Recovery in the Context of Sacred Consumption: An Institutional Perspective**  
Simran Kaur<sup>1</sup>, Pervaiz Ahmed<sup>2</sup>, Yit Sean Chong<sup>2</sup>, Yunus Ali<sup>2</sup>  
<sup>1</sup>Sunway University, <sup>2</sup>Monash University Malaysia
3. **Movie Consumption and Brand Placement Preferences of Young Adults**  
Sujo Thomas<sup>1</sup>, Sonal Kureshi<sup>2</sup>, Vandana Sood<sup>3</sup>  
<sup>1</sup>Ahmedabad University, <sup>2</sup>Indian Institute of Management Ahmedabad, <sup>3</sup>CRI Advisory and Research
4. **Customer Empowerment in the Face of Perceived Incompetence: Effect on Preference for Anthropomorphized Brands**  
Jamel Khenfer<sup>1</sup>, Steven Shepherd<sup>3</sup>, Olivier Trendel<sup>2</sup>  
<sup>1</sup>Zayed University, <sup>2</sup>Grenoble Ecole de Management, <sup>3</sup>Oklahoma State University
5. **The Differential Effects of Face Gain versus Face Loss on Luxury Brand Consumption**  
Jianping Liang<sup>1</sup>, Rajeev Batra<sup>2</sup>, Zhuomin Shi<sup>1</sup>  
<sup>1</sup>Business School, Sun Yat-sen University, <sup>2</sup>Ross School of Business, University of Michigan
6. **Effect of Business Cycles on Consumers' Reliance on Brands: Moderating Role of Brand and Product Characteristics**  
Koushyar Rajavi<sup>1</sup>, Tarun Kushwaha<sup>2</sup>, Jan-Benedict Steenkamp<sup>2</sup>  
<sup>1</sup>Scheller College of Business, Georgia Tech, <sup>2</sup>Kenan-Flagler Business School, UNC

Saturday, August 10

10:45:00 AM - 12:00:00 PM

Chicago Ballroom C

**Marketing Value Assessment: Examining Internal and External Contingencies for Marketing Strategies**  
**Planning and Execution: Marketing Strategy**

Session Chair: Annette P. Tower, Assistant Professor of Marketing, Clemson University

An enduring theme in research in the strategic marketing domain is the role of marketing resource allocations as well as marketing-mix variables in explaining brand or firm performance and enhancing or protecting firms' investments in their market-based assets. With marketing managers facing increased accountability and scrutiny to defend their strategic choices, the identification and measurement of marketing's influence on brand or firm performance is clearly a timely, important and relevant issue to address. However, anticipating and accurately attributing performance outcomes to specific marketing tactics and resource allocations remains challenging, due to the multitude of internal as well as external contingency factors marketers face.

**Feeling Safe? How Regulatory Focus Explains Brand Sales Price Response Asymmetry**

Aras Alkış, Marketing Instructor, TED University, Turkey; Koen Pauwels, Professor of Marketing, Northeastern University, USA; M. Berk Ataman, Associate Professor of Marketing, Koç University, Turkey.

**Brand Equity and Services vs. Goods: Who Has a Higher Level of It and To Whom Is It More Important?**

Ben Lee, Doctoral Student in Marketing, Indiana University, USA; Lopo L. Rego, Associate Professor of Marketing, Indiana University, USA; Neil A. Morgan, Professor of Marketing, Indiana University, USA.

**Investigating Spillover Effects Across Brand Equity and Customer Satisfaction: Guidance for Balancing Marketing Resource Allocations**

Annette P. Tower, Assistant Professor of Marketing, Clemson University, USA; Kelly Hewett, Associate Professor of Marketing, The University of Tennessee, USA; Lopo L. Rego Associate Professor of Marketing, Indiana University, USA.

10:45:00 AM - 12:00:00 PM

Chicago Ballroom F

**Simulating the Marketing Experience: How to use Marketing Games in Your Class**

**MKT – Teaching Tool**

**Marketplace Simulations:** fun, realistic, and spirited learning.

**Invitation:** Discover how Marketplace Simulations can make a huge difference in your class.

**Game Scenario:** Students start up a new marketing division to sell 3D printed, carbon fiber bikes for a large, international bike company.

**Relevance:** Students see how marketing works and how it can create value for customers.

**Reinforcement:** Students put into practice marketing concepts, principles, and ways of thinking.

**Realism:** Students touch and feel what they are learning in the classroom.

**Rivalry:** Students feel the excitement of a marketing professional going head to head with the competition, fueling their desire to learn and win.

**Revelation:** Students discover that marketing can be a very exciting career.

Saturday, August 10



10:45:00 AM - 12:00:00 PM

Chicago Ballroom G

user generated content

THE DIGITAL WORLD: Digital and Social Media Marketing

Did you find this content helpful? Linking brand specific review contents to helpfulness of a product review.

Nadine Schröder

University of Regensburg

Consumer Motivations and Fake Online Reviews

Lorena Garcia Ramon, Xiaojing Sheng, Reto Felix

University of Texas Rio Grande Valley

Does Micro-Blogging Lead to a More Positive Attitude Toward a Brand?

Jack Wej, Faye McIntyre

University of West Georgia

Product Review Forums as Learning Communities

Vincentia W. Yuen, Haksin Chan

The Hang Seng University of Hong Kong

The Effects of Severity of Negative Word of Mouth (nWOM): An Aggression-Frustration Perspective

Yllka Azemi<sup>1</sup>, Wilson Ozuem<sup>2</sup>

<sup>1</sup>Indiana University Northwest, <sup>2</sup>University of Cumbria

10:45:00 AM - 12:00:00 PM

Chicago Ballroom H

Writing an Outstanding Journal Review – Journal of Marketing

Ajay K. Kohli, Georgia Tech

Christine Moorman, Duke University

Roland T. Rust, University of Maryland

10:45:00 AM - 12:00:00 PM

Denver

Promoting in 2019 and beyond: Investigations of issues pertinent to today's marketers and consumers

ART OF PROMOTION: Advertising, Promotions, and Integrated Approaches

How Platform Protection Insurance Drives Platform Growth: Natural Experiment and Machine Learning in a Sharing Economy

Siliang Tong, Xueming Luo

Temple University

When App-rooming Promotions Work for Multichannel Shoppers: A Field Experiment

Siliang Tong<sup>1</sup>, Xueming Luo<sup>1</sup>, Takeshi Moriguchi<sup>2</sup>, Debashish Ghose<sup>1</sup>

<sup>1</sup>Temple University, <sup>2</sup>Waseda University

Saturday, August 10

“Yes, I recall”, But “No, I don’t”? – How and Why Brand Attribute Negation (vs. Affirmation) Impairs Brand Recall Memory: The Role of Behavioral Mindsets and Spreading Semantic Activation

Sudipta Mandal<sup>1</sup>, Arvind Sahay<sup>1</sup>, Sanjeev Tripathi<sup>2</sup>

<sup>1</sup>Indian Institute of Management, Ahmedabad, <sup>2</sup>Indian Institute of Management Indore

Prescription Drug Advertising: Recall and Patient Behavior.

Ignatius Fosu

University of Arkansas

10:45:00 AM - 12:00:00 PM

Houston/Kansas City

Consumer Wellbeing #2

CONSUMER WELL-BEING: Physical, Financial, and Emotional Health

Eating Green – the Effects of Attitudes towards Vegetarian Food and Vegetarian People on Self-Identity and Consumption Behavior

Mingyue Zhang<sup>1</sup>, Jerome Williams<sup>2</sup>

<sup>1</sup>East China Normal University, <sup>2</sup>Rutgers University

Princesses Eat Cupcakes and Ninjas Eat Pizza: A Quantitative Content Analysis of Food Messages in Children’s Toy Tied Media

Eric Setten, T. Bettina Cornwell

University of Oregon

The Effectiveness of mHealth Applications on Preventive Health Care Behavior and Well-Being

Silke Bartsch, Christoph Schmitz

LMU Munich

10:45:00 AM - 12:00:00 PM

Los Angeles

Managing Sales Force Wellbeing

B2\*: Selling and Sales Management in Business and Consumer Markets

Doing it My Way: The Mediating Role of Deviating from Company Sales Guidelines

Justin Munoz, Gary Frankwick, Gabriel Moreno, Milton Flores

The University of Texas at El Paso

Adapting Sales Influence Tactics Based on Customer Product Expertise Levels

Yenee Kim, Richard G. McFarland

ESSEC Business School

“A little something of everything”: Exploring the unconventional relationship between job stressors and salespeople’s service adaptive behavior

Raj Agnihotri<sup>1</sup>, Ashish Kalra<sup>2</sup>, Michael T. Krush<sup>3</sup>, Prabhat K. Dwivedi<sup>4</sup>

<sup>1</sup>Iowa State University, <sup>2</sup>La Salle University, <sup>3</sup>Kansas State University, <sup>4</sup>STEP-HBTI

Saturday, August 10

**A Meta-Analytic Examination Of The Causes Of Salesperson Turnover**

Hossein Hashemi<sup>1</sup>, Reza Rajabi<sup>2</sup>, James S. Boles<sup>3</sup>, Thomas Brashear Alejandro<sup>4</sup>

<sup>1</sup>University of Massachusetts Amherst, <sup>2</sup>Northern Illinois University, <sup>3</sup>University of North Carolina Greensboro, <sup>4</sup>Fundação Getulio Vargas

10:45:00 AM - 12:00:00 PM

Miami/Scottsdale

**Customer Engagement**

UX OFF/ONLINE: Managing Customer Experience and Value

**Exploring the Effect of Online Brand Community Experience on Customer Voice: The Perspective of Co-Creating Value**

Bingcheng Yang, Hongyan Yu, Yu Yu  
Sun Yat-Sen University

**Social Media Brand Posts and Online Customer Engagement**

Zhan Wang, Shihhao Liu  
St. Cloud State University

**When Do the Best Service Agents Decrease Customer Retention? An Investigation of Online Service Platforms and Customer Defection**

Qiang Zhou<sup>1</sup>, Bradley J. Allen<sup>2</sup>, Richard T. Gretz<sup>1</sup>, Mark Houston<sup>3</sup>

<sup>1</sup>University of Texas at San Antonio, <sup>2</sup>University of Arkansas, <sup>3</sup>Texas Christian University

**Bridging Two Tales of Engagement: An Initial Meta-analytic Review of Employee and Customer Engagement in Frontline Employee Research**

Kristina Lindsey Hall<sup>1</sup>, Eric Michel<sup>2</sup>, Ji Qi<sup>3</sup>, Matthew Leon<sup>7</sup>, Laurence Weinzimmer<sup>5</sup>, Sven Kepes<sup>6</sup>, Anthony Wheeler<sup>4</sup>, Danli Chen<sup>1</sup>

<sup>1</sup>Louisiana State University, <sup>2</sup>Northern Illinois University, <sup>3</sup>Grand Valley State University, <sup>4</sup>West Chester University, <sup>5</sup>Bradley University, <sup>6</sup>Virginia Commonwealth University, <sup>7</sup>University of North Florida

12:15:00 PM -1:45:00 PM

**AWARDS LUNCHEON**

02:00 PM-03:45 PM

Chicago Ballroom A

**MASTER CLASS SESSIONS – PREREGISTRATION REQUIRED**

**Running Studies Online presented by Joe Goodman**

**Abstract:**

This Master Session will primarily discuss the most common source for online data collection in marketing academia, Mechanical Turk, with a brief discussion of other tools (e.g., TurkPrime) and platforms (e.g., Prolific, Positly, etc.) available to enhance data collection online. We will discuss (1) the current trends and opinions of marketing academics towards online data collection, (2) common issues (both myths and facts) with online data collection, and (3) best practices and solutions to address many of these issues. While the session will discuss current research on these topics, it will also be an interactive discussion where attendees will be encouraged to ask questions, share their experiences, and provide insights as well. No prior knowledge of Mechanical Turk or online data collection is required, but some background knowledge may be beneficial.

**Bio:**

Joe is an Associate Professor of Marketing at The Ohio State University's Fisher College of Business. His research interests include consumer happiness and well-being with material and experiential purchases; how consumers manage large product assortments; and the role of crowdsourcing tools, such as Mechanical Turk, in marketing research. His research has appeared in the requisite journals (JCR, JMR, JCP, JBDM, JACR, OBHDP) and he has taught various courses at all levels. He joined Fisher in 2016 and received his PhD in Marketing from The University of Texas at Austin. Prior to being a Buckeye, Professor Goodman was on the faculty at the University of South Carolina and Washington University in St. Louis, where he co-founded the CB Research Lab. He enjoys traveling, running, acting like his kids, Europe '72, and consuming in the natural habitat.

02:00 PM-03:45 PM

Chicago Ballroom C

**Machine Learning for Casual Inference presented by Mitch Lovett**

**Abstract:**

This Master Class is intended to be a primer to harnessing machine learning methods to measure casual effects from observational data. An active area of recent methodological research, this workshop will overview two distinct methodological areas: (1) Lasso-IV and the broader set of double machine learning methods and (2) synthetic controls and related matrix completion methods. Each of these streams of methods will be illustrated with marketing applications. Applications measure the causal effect of advertising expenditures, marketing events, and retail entry. Participants will be introduced to practical implementation of these methods in R using freely available software packages.

**Bio:**

Mitchell J. Lovett, Associate Professor of Marketing joined the Simon Business School at the University of Rochester in 2008 when he earned his PhD at Duke University. His research focuses on applying and developing empirical methods to study marketing phenomenon. His research interests include advertising, branding, word-of-mouth, political marketing, consumer and firm learning, retailing, conjoint analysis, and platforms. His research has been published in scholarly journals including Marketing Science, the Journal of Marketing Research, and Quantitative Marketing and Economics. His paper "On Brands and Word of Mouth" was a finalist for the William F. O'Dell award for long-term impact, and his early body of research earned the Marketing Science Institute's Young Scholars distinction. His research has garnered national media attention including citations in the New York Times and Ad Age. At the Simon School, he is an award-winning teacher who teaches Marketing Research, Marketing Strategy, and PhD Seminars in Quantitative Marketing.

Saturday, August 10

**Best Practices in Theory Development by Ajay Kohli****Abstract:**

The purpose of this session is to help participants better understand the nature of a theory, the theory construction process, and to develop skills in building interesting and impactful new theory. The focus of the workshop is on nuts and bolts of building new theory (and not on philosophy of science). We will discuss the following questions:

1. What is the purpose of a theory?
2. What is a theory, and what are its key components?
3. How does one develop persuasive arguments for supporting theoretical propositions of different types (main effects, interaction effects)?
4. How does theory construction differ from theory application?
5. What are the characteristics of an impactful theory?
6. How does the theory construction process work? What factors help construct impactful new theory?
7. How does the “theories-in-use” approach for constructing new theory work?

**Bio:**

Ajay K. Kohli is Regents’ Professor and Gary T. and Elizabeth R. Jones Chair at Georgia Tech. His research focuses on market orientation, customer solutions, sales management and B2B marketing. He has worked in industry for six years.

Professor Kohli is a former Editor-in-Chief of the Journal of Marketing, and currently serves as Associate Editor, Journal of Marketing, Journal of Marketing Research, and Area Editor, International Journal of Research in Marketing.

He has received three honorary doctorates, and is an AMA Fellow, EMAC Fellow, and ISBM Fellow. His research has been cited over 34,000 times. He has received several career awards including the AMA/McGraw-Hill/Irwin award, the Paul D. Converse award, and the IIMC Distinguished Alumnus award. He is the recipient of several “best paper” awards including the Sheth Foundation / Journal of Marketing award (twice), the ISBM-David T. Wilson-Sheth Foundation award, the Alpha Kappa Psi award, and the AMA SERVSIG award.

Dr. Kohli’s undergraduate degree is from IIT-Kharagpur, PGDM (MBA) from IIM-Calcutta and Ph.D. from the University of Pittsburgh.

**Consumer Neuroscience 101: Tools, Applications and Challenges presented by Carolyn Yoon****Abstract:**

This session provides an overview of the emerging field of consumer neuroscience. It will begin by defining consumer neuroscience and discussing how it can be used to understand consumer behavior and marketing-related phenomena. Next, there will be a presentation of basic brain mechanisms involved in consumer decision making. This will be followed by a discussion of the neurophysiological methods that are commonly used and the advantages and disadvantages associated with each method relative to traditional marketing research tools. The session will then cover some research topics and questions that have been addressed using neuroscience and present key findings. It will conclude with some insights about the current state of the field, as well as the future of consumer neuroscience.

**Bio:**

Carolyn Yoon's research focuses on understanding psychological and neural mechanisms underlying judgment and decision processes across the lifespan in consumer domains and socio-cultural contexts. Her research has been published in journals such as the Journal of Marketing Research, Journal of Consumer Research, Journal of Personality and Social Psychology, Psychological Science, and Journal of Neuroscience. She has co-organized numerous conferences and workshops, including the Interdisciplinary Symposium on Decision Neuroscience, Consumer Neuroscience Symposium, and the North American Association for Consumer Research Conference. She is an Associate Editor at the Journal of Marketing Research and serves on the editorial review boards of numerous journals in marketing and neuroscience. She serves as a Board Member of the ACR and is ACR's Representative on the JCR Policy Board. Yoon is a Fellow of the Association for Psychological Science.

4:00:00 PM - 5:15:00 PM

Chicago Ballroom A

**SERVSIG's Got Talent: Showcasing the Next Generation of Service Scholars at the 2019 Summer AMA!**

**ServSIG - SIG PROGRAMMING**

Session Chair: Martin Mende, SERVSIG Program Officer, Associate Professor of Marketing, Florida State University

The objective is to create a festive, interactive, and positive environment that provides job market candidates with (1) helpful feedback and (2) a platform for networking.

4:00:00 PM - 5:15:00 PM

Chicago Ballroom B

**Survey Says: Preliminary Results from the Global Sales Panel Initiative**

**SalesSIG - SIG PROGRAMMING**

### **Session Chairs**

Lenita Davis, Willy Bolander and Riley Dugan

### **Panelists**

Eli Jones, Texas A&M University

Dawn Deeter-Schmelz, Kansas State University National Strategic Selling Institute

Ellen Bolman Pullins, University of Toledo

Joël Le Bon, Johns Hopkins University

Raj Agnihotri, Iowa State University

Deva Rangarajan, Ball State University

Willy Bolander, Florida State University

Lenita Davis, University of Arkansas Little Rock

Riley Dugan, University of Dayton

### **Agenda**

- Welcome and Introduction of session and panelists
- Panel Topics
  - The Survey Components
  - Overview of the panelists surveyed
  - Preliminary Survey Results and implications
  - Initial Issues/Concerns encountered
  - Expectations and/or key issues on the horizon and next steps
  - Opportunities for future research
- Review the call for proposal and breakout groups
  - Session attendees will then be organized into breakout groups within the room to further brainstorm panel improvements and discuss/explore possible topics and research streams for global sales research and cross-disciplinary collaborations.
- Regroup and Share
  - Each breakout group will briefly share its list of key issues/ideas/expectations developed.

Saturday, August 10

4:00:00 PM - 5:15:00 PM

Chicago Ballroom C

**JPPM Special Issue - Marketing and Public Policy in a Technology-Integrated Society**

Journal + MASSIG Programming

Session co-chairs: Kristen Walker, George Milne, Bruce Weinberg

Session overview:

The JPPM special issue co-editors provide an overview of the insightful and pioneering articles included in the special issue, Marketing and Public Policy in a Technology-Integrated Society. Presently, technology is driving innovation and societal expectations, often with creepy connotations and invasive implications. The articles in this special issue illustrate the ambiguous areas concerning technology, marketing and public policy - offering insight into amplified risks and the processes that will help temper potential vulnerability, harm and risk in a technology-integrated society. The three articles presented in this session highlight technological influences of agility and connection; use and abuse; control and access.

Special Issue Introduction:

Optimizing the Future of Innovative Technologies and Infinite Data

Kristen Walker, George Milne, Bruce Weinberg

Smart Devices, Smart Decisions? Implications of Parents' Sharenting for Children's Online Privacy: An Investigation of Mothers

Alexa Fox and Mariea Hoy

Addictive De-Vices: A Public Policy Analysis of Sources and Solutions to Digital Addiction

Pierre Berthon, Leyland Pitt and Colin Campbell

Your data is my data: A framework for addressing interdependent privacy infringements

Bernadette Kamleitner and Vince Mitchell

4:00:00 PM - 5:15:00 PM

Chicago Ballroom F

**StratX Simulations will work for your course**

StratX Simulations – Teaching Tool

This will be a high-level overview of using our various product offerings in your course. We will be able to illustrate how to quickly integrate our simulations for your course. Whether you are teaching; Marketing Strategy, Strategy, Principles of Marketing or Capstone courses, we will have a product that is right for you

Saturday, August 10



4:00:00 PM - 5:15:00 PM

Chicago Ballroom G

How to Prepare for Campus Visits & Contract Negotiations, Mathew Joseph Award, and AMA DocSIG Mentorship Award

Doctoral SIG - SIG PROGRAMMING

As your AMA doctoral student representatives, we strive to provide you with opportunities to learn and network in every AMA event. For this Summer Conference, we have prepared a Special Session on How to Prepare for Campus Visits and Contract Negotiations. Whether you are attending the Summer AMA Job Market this summer or in the future, we strongly encourage you to attend this session on how to prepare for your campus visits and negotiations. You will get invaluable insights from our presenters. Bring your questions to the session or submit them ahead of time via Google forms at <https://tinyurl.com/yylallon> (confidentiality is assured). In addition, the 2019 Mathew Joseph Award will be presented to the winner, Unnati Narang, from the Texas A&M University, and the finalist, Jillian Hmurovic, from the University of Pittsburg. Furthermore, for the first time in AMA DocSIG history, we are awarding the AMA DocSIG Mentorship Award. The 2019 AMA DocSIG Mentorship Award will be presented to Dr. Mathew Joseph, Emil C.E. Jurica Distinguished Professor of Marketing at St. Mary's University.

4:00:00 PM - 5:15:00 PM

Denver

Sponsorship-Linked Marketing Revisited: Exploring New Frontiers and Expanding the Literature

SportsSIG - SIG PROGRAMMING

**Session Chair:** Jonathan A. Jensen, University of North Carolina at Chapel Hill

Brand marketers are estimated to have allocated more than \$43 billion in sport sponsorship on a global basis in 2017, and spending was estimated to have increased more than 4% in 2018. Nearly 25 years since the seminal paper on sponsorship-linked marketing (Cornwell, 1995) was published, academic research on the subject has had a similar trajectory, with several recent papers on sponsorship published in the Journal of Marketing (Keller et al., 2019; Mazodier et al., 2018; Woisetschläger et al., 2017). Despite this remarkable ascension, there is more we can learn. Thus, the purpose of this special session is to attract papers that extend what we currently know about sponsorship-linked marketing by creating new knowledge. Consistent with the conference theme of "Marketing on fire: Burning questions, hot new methods, and practical ideas worth spreading," included within are a series of papers utilizing a variety of divergent methodologies to extend the sponsorship-linked marketing literature in a number of new areas and contexts.

**Sponsorship message processing in live broadcasts: The role of game outcome uncertainty and emotions**

Christoph Breuer, Christopher Rumpf, & Felix Boronczyk (German Sport University Cologne)

**Navigating the culture war in sponsorship of rivalries**

Joe Cobbs & Bridget Satinover Nichols (Northern Kentucky University), B. David Tyler (Western Carolina University), & Vassilis Dalakas (California State University San Marcos)

**Are sponsors fair-weathered fans? Evidence from the English Premier League**

Saturday, August 10

Jonathan A. Jensen & George Schmitt (University of North Carolina at Chapel Hill)

**The role of ad typicality in sponsorship activation effectiveness**

François A. Carrillat (University of Technology Sydney) & Marc Mazodier (Zayed University)

**Conceptualizing Authentic Sponsorship Engagement**

T. Bettina Cornwell (University of Oregon)

4:00:00 PM - 5:15:00 PM

Los Angeles

**Returns, Risk, and Control in Inter-Organizational Businesses**

IO SIG - SIG PROGRAMMING

**Session Chair:** Desmond Lo, Santa Clara University

The papers to be presented has the common theme of inter-organizational relationships. Nezami, Tuli, and Dutta examine the growth of cloud-based solutions and its effect on stock returns and idiosyncratic risk for in the software industry. They also look into how a firm’s marketing capabilities moderate such effect. Krishnaraju, Kacker, and Hibbard examine both the positive, beneficial and negative, harmful effects of commitment in enterprise businesses. They propose a novel theoretical framework and test some of its hypotheses through a primary data set. Our last presentation concludes by studying how control mechanisms can mitigate risk, opportunism, and enhance compliance. Using franchising data, Tong and Crosno identify the importance – and difference – of environmental uncertainty and relationship as moderation factors in how a control system achieves different types of compliance.

**Above the clouds: Performance analysis of offering cloud computing in the software industry**

Mehdi Nezami, Gies College of Business, University of Illinois at Urbana-Champaign

Kapil R. Tuli, Lee Kong Chian School of Business, Singapore Management University

Shantanu Dutta, Marshall School of Business, University of Southern California

**Commitment and Opportunism in Interorganizational Relationships**

Vidhya Krishnaraju, Doctoral Student, DeGroote School of Business, McMaster University

Manish Kacker, Associate Professor, Marketing, DeGroote School of Business, McMaster University

Jonathan D. Hibbard, Assistant Professor of Marketing, Questrom School of Business, Boston University

**Examining the Control-Compliance Relationship under Environmental Uncertainty and Dependence**

Pui “Yoshi” Tong, Assistant Professor, Illinois State University

Jody L. Crosno, Associate Professor West Virginia University

4:00:00 PM - 5:15:00 PM

Miami/Scottsdale

**Data Collection & Analysis II**

DATA COLLECTION AND ANALYTICS: Marketing Research, Methods, and Analysis

Leveraging Business Analytics to Support Marketing Decisions in Healthcare Industry

Saturday, August 10

Kessara Kanchanappoom, [Jongsawas Chongwatpol](#)  
National Institute of Development Administration

Big data analytics in the context of Airbnb: A personality analysis approach based on text mining  
[Murat Acar](#), Aysegul Toker  
Bogazici University

Seamless Integration Of Primary And Secondary Data In Marketing Research: Benefitting From  
Management Information Systems' Evolutionary History  
[Ravi Parameswaran](#)  
Oakland University

Retail Technology Acceptance Model For Online At Offline (O@O): Comparing Different Generations Of  
Data Analysis Techniques  
[Sookhyun kim](#)  
East Tennessee State University

4:00:00 PM - 5:15:00 PM

Houston/Kansas City

The Age of Big Data: Using Freeform Data to Inform Marketing Theory and Practice  
Relationship Marketing SIG - SIG PROGRAMMING

Session Chair: Colleen M. Harmeling, Assistant Professor of Marketing, Florida State University

Session Panelists:

- Dhruv Grewal, Toyota Professor of Commerce and Electronic Business, Professor, Babson College
- Ashlee Humphreys, Associate Professor, Northwestern University
- Hope Schau, Eller Professor of Marketing, The University of Arizona
- Gerard Tellis, Director of the Center for Global Innovation, Jerry and Nancy Neely Chair in American Enterprise, Professor of Marketing, Management, and Organization, University of Southern California

Technological advances continue to alter the way firms interact with customers and how customers, in turn, interact with firms. Often times, these interactions occur in online, public spaces. One byproduct of this is the explosion of publicly accessible data; the era of big data. This data is often freeform, unstructured text with different implications on the types of analysis necessary to use it in making theoretical inferences.

The goal of the session is to bring together researchers from different perspectives that are using unstructured data such as social media posts, customer forums, and customer reviews to understand consumer interactions with each other or consumer interactions with firms. We will discuss strategies about how to approach the "unstructured" nature of this data, common challenges that arise in working with this data, inspiring new opportunities and new trends. We expect the sessions will offer a good blend of conceptual and empirical discussion that will attract scholars not only from relationship marketing, but also from consumer behavior, marketing strategy, interorganizational, public policy, and sales special interest groups.

Saturday, August 10

4:15:00 PM - 5:30:00 PM

Chicago Ballroom H

Journal of Marketing AE and ERB Meeting (Reception to follow starting at 5:15 PM)

By invitation only

6:15:00 PM - 7:15:00 PM

Miami/Scottsdale

Journal of Marketing Research ERB / AE Reception

INVITED ATTENDEES ONLY

Saturday, August 10

# Sunday, August 11, 2019

7:30 AM - 9:00:00 AM

Chicago Ballroom D

## Editor's Perspective 2

- Journal of Public Policy and Marketing
- Journal of International Marketing
- Journal of Personal Selling and Sales Management
- Journal of Product Innovation and Management
- Journal of Service Research
- European Journal of Marketing
- Journal of Interactive Marketing
- AMS Review
- Journal of Business Research

8:00:00 AM - 9:00:00 AM

Chicago Ballroom B

## The Brand Ambassador: how brand endorsers connect with and influence consumers

ON PEOPLE & BRANDS: How Consumers Perceive, Interact with, and Communicate About Brands

### When and How Do a Brand Endorser's Benefits Get Transferred to a Brand?

Mina Jun<sup>1</sup>, Andreas Eisingerich<sup>2</sup>, Jeongsoo Han<sup>4</sup>, Zhimin Zhou<sup>3</sup>

<sup>1</sup>Sungkyunkwan University (Research scholar), <sup>2</sup>Imperial College of London, <sup>3</sup>Shenzhen University, <sup>4</sup>Sogang University

### Communication Dynamics in an Online Brand Community – The Role of Authenticity and Emotion

Jennifer L. Burton, Jill R. Mosteller, Kellie E. Hale

University of Tampa

### Influential Power of Brand Evangelists

Hang Nguyen<sup>1</sup>, Douglas Hughes<sup>1</sup>, Yufei Zhang<sup>2</sup>, Wyatt Schrock<sup>1</sup>

<sup>1</sup>Michigan State University, <sup>2</sup>University of Alabama at Birmingham

8:00:00 AM - 9:00:00 AM

Chicago Ballroom C

## Customer Well-being

UX OFF/ONLINE: Managing Customer Experience and Value

### To do or not to do? Exploring the focal role of affective well-being in customer participation

Aswathy Asokan Ajitha<sup>1</sup>, Piyush Sharma<sup>2</sup>, Russel Kingshott<sup>2</sup>, Upendra K. Maurya<sup>1</sup>, Arshinder Kaur<sup>1</sup>

<sup>1</sup>Indian Institute of Technology Madras, <sup>2</sup>Curtin University

### The Role of Sports Events in Boosting City Brand Equity: The Case of Egypt - A working paper

Ahmed M. Adel<sup>1</sup>, Abeer Mahrous<sup>2</sup>, Ehab AbouAish<sup>2</sup>

<sup>1</sup>Huazhong University of Science and Technology, <sup>2</sup>Cairo University

### Telemedicine: A Service-Dominant Logic Perspective - A conceptual paper

Ahmed M. Adel<sup>1</sup>, Dai Xin<sup>1</sup>, Zahraa Habib<sup>2</sup>

<sup>1</sup>Huazhong University of Science and Technology, <sup>2</sup>China University of Geosciences

Sunday, August 11

8:00:00 AM - 9:00:00 AM

Chicago Ballroom F

### Make teaching data-driven marketing simple with Enginius

#### DecisionPro – Teaching Tool

Today's marketing students are surrounded by data: Google, mobile apps, connected devices, AI and more. And they are keen to learn how to apply data science and marketing analytics to support marketing decisions. However, marketing instructors serving those students are challenged to find easy-to-use software and appropriate data sets and case studies. The Enginius marketing analytics platform addresses this challenge. Enginius is an online marketing analytic teaching platform that includes most major marketing models (e.g., segmentation, positioning, conjoint, pricing, predictive modeling, text analysis and more), more than thirty case studies, associated data sets and supporting teaching materials. This master class will show you how easy it can be to add one or two marketing analytics modules to a basic marketing class or to build an entire marketing analytics class that addresses your students' needs with Enginius.

8:00:00 AM - 9:00:00 AM

Chicago Ballroom G

### The role of the individual in innovation

#### AN INNOVATION IS BORN: Innovation, Creativity, and New Product Development

#### The Product is Me: Hyper-Personalized Consumer Goods as Unconventional Luxury

Mark S. Rosenbaum<sup>1</sup>, Germán C. Ramirez<sup>2</sup>, Jeffrey Campbell<sup>1</sup>, Philipp Klaus<sup>3</sup>

<sup>1</sup>University of South Carolina, <sup>2</sup>Externado University, <sup>3</sup>International University of Monaco

#### The Effect of Attribute Originality on Consumers' Adoption of Customization: The Role of Construal Level

Bo Chen

Sungkyunkwan University

#### HUMAN-FOCUSED INNOVATION: A NEW APPROACH TO CREATIVE INVENTION

Cheryl Nakata

University of North Carolina At Greensboro

8:00:00 AM - 9:00:00 AM

Chicago Ballroom H

### The Relational Consumer: Pro-Social Spending and Gift Giving Behaviours

#### THE DIGITAL WORLD: Digital and Social Media Marketing

Chair: Amandeep Takhar, De Montfort University, Leicester, U.K.

#### The role of goal orientations on pro-social vs. pro-self spending behaviours

Presenter: Dr. Olaya Moldes Andrés, De Montfort University, Leicester, U.K.

#### Reciprocal Gift Giving and relational consumption within the British Sikh community in the U.K.

Presenter: Amandeep Takhar, De Montfort University, Leicester, U.K.

#### The Renaissance of Chivalry? The impact of narcissism in gift-giving

Presenter: Jen-Hsien Hsu, De Montfort University, Leicester, U.K.

Sunday, August 11

The aim of this session is to provide an in-depth understanding as to why consumers might choose to spend money on others, how social spending acts might serve to define relationships, cultures and generational changes, and how relational-oriented acts of kindness might be perceived by receivers within the context of the U.K. This is particularly significant and an important contribution on two levels, as many of the prior studies with reference to gift giving and spending have taken place within the context of the U.S.A. This special session is also important as we wish to encourage further discussions with regards to practices of relational consumption within various contexts and communities. This special session will therefore generate further conversations and research within this field in relation to consumer research.

8:00:00 AM - 9:00:00 AM

Denver

### Bringing the outside in: Salesforce Management

B2\*: Selling and Sales Management in Business and Consumer Markets

#### Ethical Disciplinary Enforcement and Salesperson Performance

Joon Oh

California State University, East Bay

#### Bias or No Bias? The Monadic and Dyadic Role of Gender in Salesperson's Performance and Hiring

Bahar Ashnai<sup>1</sup>, Prabakar Kothandaraman<sup>1</sup>, Sudha Mani<sup>2</sup>

<sup>1</sup>William Paterson University, <sup>2</sup>Monash University

#### Cultural Controls and Salesperson Engagement

Stacey Malek<sup>1</sup>, Shikhar Sarin<sup>2</sup>, Bernard Jaworski<sup>3</sup>

<sup>1</sup>Grenoble Ecole de Management, <sup>2</sup>The University of Waikato, <sup>3</sup>Claremont Graduate University

8:00:00 AM - 9:00:00 AM

Houston/Kansas City

### Consumer Culture and the Diverse Community

SOCIETY & CULTURE: Exploring Consumer Culture and Diverse Communities

#### Need for and Development of a Consumer Acculturation Tool – Index Development and Scale Refinement

Kristina M. Harrison<sup>1</sup>, John Ford<sup>1</sup>, Kiran Karande<sup>1</sup>, Altaf Merchant<sup>2</sup>, Weiyong Zhang<sup>1</sup>

<sup>1</sup>Old Dominion University, <sup>2</sup>University of Washington

#### Analysis of types of shock appeals and their impact on two diverse cultures

Prachi Gala<sup>1</sup>, Brian Taillon<sup>2</sup>

<sup>1</sup>Elon University, <sup>2</sup>East Carolina University

8:00:00 AM - 9:00:00 AM

Los Angeles

Focusing on Corporate Social Responsibility

MARKETING FOR GOOD: Ethics and Socially Responsible Marketing

How the programs of CSR and information sources interact to affect consumer attitude of the brand:  
The mediating role of CSR authenticity

Yi-Hsiu Chang<sup>1</sup>, Ta-Kai Yang<sup>1</sup>, Ming-Huei Hsieh<sup>3</sup>, Yen-Ku Kuo<sup>2</sup>

<sup>1</sup>Chinese Culture University, <sup>2</sup>National Taiwan Normal University, <sup>3</sup>Taiwan University

Fit isn't everything - A moderated mediation model of fit, cause involvement, and CSR knowledge on  
consumer response to cause-related marketing

Regina V. Frey Cordes<sup>1</sup>, Meike Eilert<sup>2</sup>, Denise Demisch<sup>3</sup>, Tomás P. Bayón<sup>4</sup>

<sup>1</sup>IUBH International University, <sup>2</sup>University of Kentucky, <sup>3</sup>Allianz SE, <sup>4</sup>German Graduate School

Overcoming Corporate Social Responsibility Skepticism: A Perspective of Consumer Perceived  
Authenticity

Ta-Kai Yang<sup>1</sup>, Hui-Yi Ho<sup>1</sup>, Ming-Huei Hsieh<sup>2</sup>, Min-Ren Yan<sup>1</sup>

<sup>1</sup>Chinese Culture University, <sup>2</sup>Taiwan University

8:00:00 AM - 9:00:00 AM

Miami/Scottsdale

Fresh Approaches to New Product Development

CONSUMER 360°: Understanding Consumers from Multiple Perspectives

Customer Learning and New Product Purchases: Are Customers Ready?

Yufei Zhang<sup>1</sup>, Tomas Hult<sup>4</sup>, Feng Wang<sup>2</sup>, Jeongwen Chiang<sup>3</sup>, Chen Lin<sup>3</sup>

<sup>1</sup>University of Alabama at Birmingham, <sup>2</sup>Bentley University, <sup>3</sup>China Europe International Business School (CEIBS), <sup>4</sup>Michigan State University

Abandon Distinctiveness in Good Old Time: How Nostalgia decreases consumers' uniqueness seeking  
tendency

Yafeng Fan<sup>1</sup>, Jing Jiang<sup>2</sup>, Zuohao Hu<sup>1</sup>

<sup>1</sup>Tsinghua University, <sup>2</sup>Renmin University

Using Hedonic Descriptions To Lessen The Impact of Waiting After A New Product Preannouncement

Yizhe Lin, James Agarwal

University of Calgary

9:15:00 AM - 10:30:00 AM

Chicago Ballroom A

A 360 Spotlight on Consumption

CONSUMER 360°: Understanding Consumers from Multiple Perspectives

1. Consumer Behavior In Collaborative Consumption: Analysing The Role Of Cognitive Complexity And Psychological Empowerment On Customer Value

K. G. Sofi Dinesh, Rejikumar G.

Amrita University

Sunday, August 11



2. **Compulsive consumption in the consumer journey: synthesis and a research agenda**  
Fabio S. Sandes  
 EAESP, Fundacao Getulio Vargas
3. **GENDER ROLE CONGRUENCY: UNCOVERING THE EFFECTS OF GENDER ROLES ON ADVERTISING CONSUMPTION**  
 Greer Allison<sup>1</sup>, Marike Venter de Villiers<sup>1</sup>, Neo Phiri<sup>1</sup>, Tinashe Chuchu<sup>2</sup>  
<sup>1</sup>University of the Witwatersrand, <sup>2</sup>University of Pretoria
4. **Nudging to Healthy Food Preference: A Research Based on the Goal Conflict Model of Eating**  
 Yanfeng Zhou<sup>1</sup>, Huanhuan Ruan<sup>1</sup>, Ting Zhang<sup>1</sup>, Guang Huang<sup>2</sup>  
<sup>1</sup> Business School, Sun Yat-sen University, <sup>2</sup>GuangDong University of Finance & Economics
5. **The effect of the fresh start on virtue food selection: the mediation of regulatory resources**  
Yu Yu, Hongyan Yu, Bingcheng Yang  
<sup>1</sup>Sun-Yet Sen University
6. **Where do Consumption Collectives come from: The Story of Shared Resource Bundles**  
Matthew A. Hawkins, S. K. Canhilal  
<sup>1</sup>ICN Business School, CEREFIGE - University of Lorraine

9:15:00 AM - 10:30:00 AM

Chicago Ballroom B

**Games People (and Brands) Play: Effects of competition and cooperation among firms, fans, and families**  
**ON PEOPLE & BRANDS: How Consumers Perceive, Interact with, and Communicate About Brands**

1. **Positive WOM Valence Does Not Always Result in Favorite Outcomes: The Role of Perceived Conflict**  
Ran Liu  
 Old Dominion University
2. **what is my rank? the effects of brand games' leaderboards on brand liking**  
Perrine Desmichel, Tobias Schlager, Bruno Kocher  
 HEC Lausanne
3. **Reexamining the Perceived Quality-Market Share Relationship: The Moderating Role of The Quality Perception Gap**  
Billur Akdeniz<sup>1</sup>, M. Berk Talay<sup>2</sup>  
<sup>1</sup>University of New Hampshire, <sup>2</sup>University of Massachusetts Lowell
4. **Reciprocal Socialization and Consumer Brand Adoption**  
Jack Wei<sup>1</sup>, Ruoshui Jiao<sup>2</sup>  
<sup>1</sup>University of West Georgia, <sup>2</sup>Lanzhou University
5. **The Influence Of Customer Variety And Brand Loyalty On The Purchasing Of Umbrella-Branded Products**  
Claudia-Roxana Rusu<sup>1</sup>, Kerry T. Manis<sup>2</sup>, Dale F Duhan<sup>2</sup>, Jean-Francois Trinquencoste<sup>1</sup>  
<sup>1</sup>University of Bordeaux, <sup>2</sup>Texas Tech University

Sunday, August 11

6. The Influence of Team Brand Image, Fan Engagement, Satisfaction and Fanship in Australian Soccer Fan Loyalty

Jin Ho Yun<sup>2</sup>, Philip J. Rosenberger<sup>1</sup>, Kristi Sweeney<sup>3</sup>

<sup>1</sup>University of Newcastle – Central Coast, <sup>2</sup>SungKyunKwan University, <sup>3</sup>University of North Florida

9:15:00 AM - 10:30:00 AM

Chicago Ballroom C

Research spotlights and new findings in Marketing Strategy

PLANNING & EXECUTION: Marketing Strategy

1. A Signaling Approach to Product Cannibalization

Chien-Wei Chen<sup>2</sup>, Nai-Hwa Lien<sup>1</sup>

<sup>1</sup>National Taiwan University, <sup>2</sup>National Chengchi University

2. Mergers and Acquisitions for Service Offering Expansion

Joon Oh

California State University, East Bay

3. Chief Marketing Officer [CMO]: Beyond Return on [Digital] Marketing Investments

Mohammed M. Nadeem

National University

4. A CEO for all Markets: The Impact of Executives' Career Diversity on Share Buybacks

Aly Zaazoua, David Bendig, Malte Brettel

RWTH Aachen University

5. The Construct Of "Conceptual Article Quality" And Its Dimensions: An Empirical Study

KALLOL DAS<sup>1</sup>, Yogesh Mungra<sup>1</sup>, Naresh K. Malhotra<sup>2</sup>

<sup>1</sup>MICA, <sup>2</sup>University of Johannesburg

6. The Role Of Marketing Disclosures And Legitimacy In Raising New Venture Capital

Reza Rajabi<sup>1</sup>, Thomas Brashear Alejandro<sup>2</sup>, Kwong Chan<sup>3</sup>

<sup>1</sup>Northern Illinois University, <sup>2</sup>Fundação Getulio Vargas, <sup>3</sup>Northeastern

9:15:00 AM - 10:30:00 AM

Chicago Ballroom F

Teaching with Marketing Simulations: Emphasis on PharmaSim

Interpretive Simulations – Teaching Tool

Our Customer Relationship Manager for Marketing Simulations, Laura, will be talking about the value of simulations, effective integration and demo PharmaSim, our Marketing Management simulation which has been recently updated.

Sunday, August 11

9:15:00 AM - 10:30:00 AM

Chicago Ballroom G

**Entrepreneurship, new products, and performance**

**AN INNOVATION IS BORN: Innovation, Creativity, and New Product Development**

**Entrepreneurial and Alliance Orientation Alignment: Implications for New Product Development Process, Program, and Performance**

Adriana Amaya Rivas<sup>2</sup>, Yen-Chun Chen<sup>1</sup>, Ta-Kai Yang<sup>1</sup>

<sup>1</sup>Chinese Culture University, <sup>2</sup>ESPAE Graduate School of Management, Escuela Superior Politécnica del Litoral, ESPOL

**Customer Involvement and New Product Performance: The Mediating Role of Marketing and Technological Capabilities**

Yen-Chun Chen<sup>1</sup>, Hsien-Tung Tsai<sup>3</sup>, Todd J. Arnold<sup>2</sup>

<sup>1</sup>Chinese Culture University, <sup>2</sup>Oklahoma State University, <sup>3</sup>National Taipei University

**International entrepreneurial culture and international new venture performance: the mediating role of entrepreneurial marketing**

Dominic Bucciari

Missouri Southern State University

**Scale Development of Synergistic Capability Based on Logistics Innovation and its Effect on Market Orientation and Performance**

Xiaoyu Wang, Linzan Ran

South China University of Technology

9:15:00 AM - 10:30:00 AM

Chicago Ballroom H

**JMR William F. O'Dell Award Session**

**Journal Programming**

The William F. O'Dell Award recognizes the article published in the Journal of Marketing Research published five years previously that has made the most significant long-term contribution to marketing theory, methodology, and/or practice.

Seshadri Tirunillai and Gerard J. Tellis' article, "Mining Marketing Meaning from Online Chatter: Strategic Brand Analysis of Big Data Using Latent Dirichlet Allocation," was selected as the winner of this year's William F. O'Dell Award.

During this session, authors of the four papers that were finalists for the award will present their research:

- Seshadri Tirunillai and Gerard J. Tellis: "Mining Marketing Meaning from Online Chatter: Strategic Brand Analysis of Big Data Using Latent Dirichlet Allocation" (August 2014)
- Catherine Tucker: "Social Networks, Personalized Advertising, and Privacy Controls" (October 2014)
- David A. Schweidel and Wendy Moe: "Listening in on Social Media: A Joint Model of Sentiment and Venue Format Choice" (August 2014)
- Isaac M. Dinner, Harald J. van Heerde, and Scott Neslin: "Driving Online and Offline Sales: The Cross-Channel Effects of Traditional, Online Display, and Paid Search Advertising" (October 2014)

Sunday, August 11

9:15:00 AM - 10:30:00 AM

Denver

Let's get physical: Exploring offline shopping

POINTS-OF-PURCHASE: New Frontiers in Retail

In-Store Digital Projections – How Vividness Impacts Sales

Dhruv Grewal<sup>2</sup>, Elisa Schweiger<sup>3</sup>, Anne L. Roggeveen<sup>2</sup>, Carl-Philip Ahlbom<sup>1</sup>, Jens Nordfält<sup>3</sup>

<sup>1</sup>Stockholm School of Economics, <sup>2</sup>Babson College, <sup>3</sup>University of Bath

THE GROWING LONG TAIL IN THE BRICK-AND-MORTAR CHANNEL?

Jake D. Hoskins

Westminster College

When touch leads to adverse attitudes and behaviors

Shihhao Liu<sup>1</sup>, Zhan Wang<sup>1</sup>, Sang Bong Lee<sup>2</sup>

<sup>1</sup>St. Cloud State University, <sup>2</sup>Black Hills State University

Exploring Mannequin Display Effect on Consumers' Purchase Intention: An Embodied Cognition Theory Perspective

Mark Y. Yim<sup>1</sup>, Haeyoung Jeong<sup>2</sup>, JeongGyu Lee<sup>3</sup>

<sup>1</sup>University of Massachusetts Lowell, <sup>2</sup>Drexel University, <sup>3</sup>State University of New York, Brockport

9:15:00 AM - 10:30:00 AM

Houston/Kansas City

social media marketing

THE DIGITAL WORLD: Digital and Social Media Marketing

Social media marketing signals and customer engagement behaviors (CEBs): Does cultural orientation matter?

Ernest E. Izogo<sup>1</sup>, Mercy Mpinganjira<sup>2</sup>

<sup>1</sup>Ebonyi State University, <sup>2</sup>University of Johannesburg

The Impacts of Social Media Marketing on Customer Relationships and Purchase Intention

Chai Wen Teoh, Kai Shun Leong

Sunway University

Effects of Targeted Social Media Advertising on College Campus Engagement with Registered Student Organizations

Hillary Mellema<sup>1</sup>, Jamie L. Grigsby<sup>2</sup>, Alex Miller<sup>1</sup>

<sup>1</sup>Saginaw Valley State University, <sup>2</sup>Midwestern State University

9:15:00 AM - 10:30:00 AM

Los Angeles

Consumer Motivations for Prosocial Behavior

MARKETING FOR GOOD: Ethics and Socially Responsible Marketing

Effect of Price Latitude on Donation: Mediating Role of Perceived Control

Subhash Jha, Ceren E. Turedi, Mino T. Ashoori

Purdue University Northwest

Sunday, August 11

The Evolving Prosocial Consumer: How Highly Prosocial Consumers Respond to Firm Prosocial Action

Chris Hirsch, Kevin Lehnert  
Grand Valley State University

The effect of children's facial expressions in eliciting benevolent behavior for child sponsorship versus one-time donations

Hyunkyu Jang  
Governors State University

9:15:00 AM - 10:30:00 AM

Miami/Scottsdale

Consumer Wellbeing #3

CONSUMER WELL-BEING: Physical, Financial, and Emotional Health

A systematic review and meta-analysis of consumers' behavioral responses to interpersonal touch

Amin Saleh<sup>2</sup>, Louis J. Zmich<sup>2</sup>, Barry J. Babin<sup>1</sup>  
<sup>1</sup>University of Mississippi, <sup>2</sup>Louisiana Tech University

Secret-concealment Instigates Variety-Seeking Behavior in Consumption Choice

Zhuoyi Fan<sup>1</sup>, Rong Chen<sup>1</sup>, Feng He<sup>2</sup>  
<sup>1</sup>Tsinghua University, <sup>2</sup>University of Science and Technology Beijing

Self-Efficacy: Effects on How Patients Choose to Engage in their Care

Mary E. Schramm<sup>1</sup>, Tilottama G. Chowdhury<sup>1</sup>, Myra Odenwaelder<sup>2</sup>, Eunice A. Lisk<sup>2</sup>  
<sup>1</sup>Quinnipiac University, <sup>2</sup>Griffin Hospital

Pursuing Happiness Through Traveling: A Marketing View

Anita Luo<sup>1</sup>, Roberto Cortez<sup>2</sup>, Wesley Johnston<sup>1</sup>, Corliss Thornton<sup>1</sup>  
<sup>1</sup>Georgia State University, <sup>2</sup>Southern Denmark University

10:45:00 AM - 12:00:00 PM

Chicago Ballroom A

Post-purchase Re-evaluations

CONSUMER 360°: Understanding Consumers from Multiple Perspectives

Consumers' Attitude Recalibration: The Role of Attitude Confidence

Chung-Chiang Hsiao, Yi-Wen Chien  
National Taiwan University

MORE CAN BE ACHIEVED WITH HONEY AND SUGAR: RELATIONAL JUSTICE ENHANCES SERVICE RECOVERY

Nayer Naseem<sup>1</sup>, Sujay Dutta<sup>2</sup>, Attila Yaprak<sup>2</sup>  
<sup>1</sup>Northeastern State University, <sup>2</sup>Wayne State University

Do Negative e-Reviews have a Negative Impact on Consumer Product Evaluation?

Taiga Sakuramoto, Takahiro Chiba, Ayumi Tsumu, Nako Tsubota, Yuya Nakamura, Kaito Mitsuishi  
Kansai University

Sunday, August 11

So what's driving customers' repurchase-intentions and true-repurchases? Not satisfaction or identification but its product-quality stupid!

Ramesh Roshan Das Guru, Marcel Paulssen  
University of Geneva

10:45:00 AM - 12:00:00 PM

Chicago Ballroom B

internet marketing effectiveness on sales

THE DIGITAL WORLD: Digital and Social Media Marketing

1. E-Marketing Mix Framework for Creating Online Brand Equity: An Indian Perspective  
Arunima Rana<sup>1</sup>, ANIL BHAT<sup>2</sup>, Leela Rani<sup>2</sup>  
<sup>1</sup>Indian Institute of Foreign Trade, <sup>2</sup>Birla Institute of Technology and Sciences
2. Estimation of Allocative Externality and Advertiser's Maximum Willingness to pay for Online advertisements  
Pallavi Pal  
Michigan State University
3. Do Online Searches Influence Sales or Merely Predict It? The Case of Motion Pictures  
Ho Kim  
University of Missouri-St. Louis
4. How We Feel: The Role of Macro-economic Sentiment in Advertising Spending- Sales Relationship  
Leila Khoshghadam, Yuping Liu-Thompkins  
Old Dominion University
5. The Causal Effect of Platform Free Promotion on Redeemers vs. Non-Redeemers  
Lin Boldt<sup>1</sup>, Xueming Luo<sup>3</sup>, Xiaoyi Wang<sup>2</sup>  
<sup>1</sup>University of Central Florida, <sup>2</sup>Zhejiang University, <sup>3</sup>Temple University
6. Dynamics of Products on Social Tagging Network  
Hyoryung Nam  
University of Washington Bothell

10:45:00 AM - 12:00:00 PM

Chicago Ballroom C

New frontiers in Sales Management

B2\*: Selling and Sales Management in Business and Consumer Markets

1. A Wisdom-based Salesperson Development Model as an Alternative to the Current Sales Force Development Model  
Hunhui Oh<sup>2</sup>, Joon Oh<sup>1</sup>  
<sup>1</sup>California State University, East Bay, <sup>2</sup>St. Ambrose University

Sunday, August 11

2. **Improving Salesforce Listening and Comprehension: An 8-Nation Empirical Comparison of Three Listening Strategies**  
Charles Wood<sup>1</sup>, Ingrid Kirschning Albers<sup>2</sup>  
<sup>1</sup>The University of Tulsa, <sup>2</sup>UDLAP - Universidad de las Américas Puebla
  
3. **The indirect effects of management support and social support on sales performance through the mediation of value congruence**  
 Valter d. Faia, Valter A. Vieira  
 Maringa State University
  
4. **Sink or Swim: An Examination of Two Approaches to Training Sales Employees**  
Justin Munoz, Fernando Jimenez-Arevalo  
 The University of Texas at El Paso
  
5. **The role of salesforce control systems in driving the sales of new products**  
Sandeep Puri<sup>1</sup>, Narendra Kumar<sup>2</sup>, Rakesh K. Singh<sup>3</sup>, Babak Hayati<sup>1</sup>  
<sup>1</sup>Asian Institute of Management, Philippines, <sup>2</sup>Allergan Singapore Pte Ltd, <sup>3</sup>Institute of Management Technology
  
6. **The Effects of Expert Knowledge Sharing on Salesperson Performance**  
Danny P. Claro, Giuliana Isabella  
 Insper Education and Research Institute

10:45:00 AM - 12:00:00 PM

Chicago Ballroom F

### Creating Classroom Engagement

#### Stukent – Teaching Tool

Do your students get distracted during class? Do you find them checking social media apps instead of focusing on learning?

Wilson shares simple ideas to create engagement in class sizes from 30 to 300. This workshop will cover a range of practical techniques to make class more engaged, including tips for both team-based activities and lecture formats. Experience examples first-hand during this interactive workshop and walk away with practical resources for your classrooms.

10:45:00 AM - 12:00:00 PM

Chicago Ballroom G

### Consumer Behavior and Social Media

#### THE DIGITAL WORLD: Digital and Social Media Marketing

1. **Happiness as a Driver of Social Exchanges**  
Julien Cloarec, Lars Meyer-Waarden, Andreas Munzel  
 Toulouse School of Management
  
2. **The Effects of Habit and Attitude on Facebook Usage**  
Monica Law  
 Hong Kong Shue Yan University

Sunday, August 11

3. **AFFINITY TO ONLINE MEMORY AND BRAND LOYALTY: ANALYSIS IN THE LIGHT OF LONELINESS AND BRAND CATEGORIES**

Satadruta Mookherjee, Smaraki Mohanty  
Binghamton University

4. **Role of Emotions in Consumer Adoption of Augmented Reality for Purchase Decision**

Pei Shan Soon, Sanjaya S. Gaur, Jessica Y. Sze  
Sunway University

5. **Culture's Influence in Social Media Enabled Global Virtual Teams**

Anshu ARORA<sup>1</sup>, Amit Arora<sup>1</sup>, Vasyl Taras<sup>2</sup>

<sup>1</sup>University of the District of Columbia, <sup>2</sup>University of North Carolina at Greensboro

6. **An Examination of the Impact of Consumers' Social Media Connectedness to Celebrity Endorsers on Purchase Intentions for Endorsed Products**

Gina A. Tran<sup>2</sup>, Atefeh Yazdanparast<sup>1</sup>, David Strutton<sup>3</sup>

<sup>1</sup>University of Evansville, <sup>2</sup>Florida Gulf Coast University, <sup>3</sup>University of North Texas

10:45:00 AM - 12:00:00 PM

Chicago Ballroom H

**JMR Paul E. Green Award Session**

Journal Programming

The Paul E. Green Award recognizes the article published in the *Journal of Marketing Research* during the previous year that demonstrates the greatest potential contribution to the practice of marketing research and research in marketing.

Eva Escarza's article, "Retention Futility: Targeting High-Risk Customers Might be Ineffective," was selected as the winner of this year's Paul E. Green Award.

During this session, authors of the four papers that were finalists for the award will present their research:

- Eva Escarza: "Retention Futility: Targeting High-Risk Customers Might be Ineffective" (February 2018)
- Kusum L. Ailawadi, Yu Ma, and Dhruv Grewal: "The Club Store Effect: Impact of Shopping in Warehouse Club Stores on Consumers' Packaged Food Purchases" (April 2018)
- Daniel M. McCarthy and Peter S. Fader: "Customer-Based Corporate Valuation for Publicly Traded Noncontractual Firms" (October 2018)
- Courtney Paulson, Lan Luo, and Gareth M. James: "Efficient Large-Scale Internet Media Selection Optimization for Online Display Advertising" (August 2018)

Sunday, August 11



10:45:00 AM - 12:00:00 PM

Denver

Perspectives on Consumer Interactions

CONSUMER 360°: Understanding Consumers from Multiple Perspectives

Why And When Consumers Are More Likely To Be Influenced By User-Generated Content Or Firm-Generated Content

Jifeng Mu<sup>1</sup>, Jonathan Z. Zhang<sup>2</sup>, Ellen Thomas<sup>3</sup>

<sup>1</sup>Alabama A&M University, <sup>2</sup>University of Washington, <sup>3</sup>New Jersey Institute of Technology

Motivating Consumers: Monetary vs. Non-Monetary Rewards in Consumer Cocreation

Miao Zhao<sup>1</sup>, Yimin Zhu<sup>2</sup>, Zhengzhu Wu<sup>2</sup>, Ruby Saine<sup>1</sup>

<sup>1</sup>Roger Williams University, <sup>2</sup>Sun Yat-sen University

The Role of Cognitive Complexity and Risk Evasiveness in Herd Behavior

Rejikumar G, K. G. Sofi Dinesh

Amrita Vishwa Vidyapeetham

How Sharing Self-Quantification with Others Influence Persistence Intention: The Role of Goal Conflict

Haijiao Shi<sup>1</sup>, Rong Chen<sup>1</sup>, Feng He<sup>2</sup>

<sup>1</sup>Tsinghua University, <sup>2</sup>University of Science and Technology Beijing

10:45:00 AM - 12:00:00 PM

Houston/Kansas City

Realism of brands and consumption: Insights about authenticity, counterfeiting, and stereotyping

ON PEOPLE & BRANDS: How Consumers Perceive, Interact with, and Communicate About Brands

Original versus Counterfeit Patronage: Do Emotional Brand Attachment, Brand Involvement, and Past Experience Matter?

Xuemei Bian, Sadia Haque

Northumbria University

Examining positive, negative and ambivalent behavioral consequences of brand stereotypes

Petar Gidaković, Vesna Zabkar

Faculty of Economics, University of Ljubljana

Factors driving purchase intention of counterfeit toothbrush brands, and it's effect on loyalty towards the original brand

Matthew Hala<sup>1</sup>, Marika Venter de Villiers<sup>1</sup>, Rejoice Mamina<sup>1</sup>, Tinashe Chuchu<sup>2</sup>

<sup>1</sup>University of the Witwatersrand, <sup>2</sup>University of Pretoria

Authenticity of What? Unpacking Consumers' Authenticity Perceptions

Xianfang Zeng

University of Calgary

Sunday, August 11

10:45:00 AM - 12:00:00 PM

Miami/Scottsdale

Culture, Images, Emotions, and Motivation: What makes a promotion effective

ART OF PROMOTION: Advertising, Promotions, and Integrated Approaches

Impact of Cultural and Regulatory Fit on Product Evaluations: Information Consistency from Multiple Information Sources

MINGYUE ZHANG<sup>1</sup>, Jerome Williams<sup>2</sup>

<sup>1</sup>East China Normal University, <sup>2</sup>Rutgers University

Investigation of Intrinsic and Extrinsic Marketing Communication Motivation in Meeting the Needs Attainment of Malaysian Commercial Fitness Centres For Member Retention among Millenials

Nazierah Amin, Derek O. Lai Teik

Sunway University

The Effectiveness of Advertising Messages Causing Guilty Pleasure

Rei Sagawa, Woo Kyosuke, Haruka Tohge, Haruna Okamoto, Miki Ikezawa, Yuya Ogata, Rintaro Okada, Takahiro Chiba

Kansai University, Suita

A Picture's Worth a Thousand Words: Using Depictions of Movement in Ads to Tell Stories and Generate Narrative Transportation

Jamie L. Grigsby<sup>1</sup>, Robert D. Jewell<sup>2</sup>, César Zamudio<sup>2</sup>

<sup>1</sup>Midwestern State University, <sup>2</sup>Kent State University

10:45:00 AM - 12:00:00 PM

Los Angeles

Service Encounters

UX OFF/ONLINE: Managing Customer Experience and Value

Service Brand Experience: A Qualitative Research Approach

Constanze Schaarschmidt, Franz-Rudolf Esch

EBS Universität für Wirtschaft und Recht

Effect of "Hidden" Messages in Service Encounters on Customer Satisfaction and Moderating Role of Regulatory Focus

Satoko Suzuki

Hitotsubashi University

Frontline Employee Team Consensus, Commitment to Service Quality, and Customer Experience

Horace L. Melton<sup>1</sup>, Michael D. Hartline<sup>2</sup>

<sup>1</sup>Illinois State University, <sup>2</sup>Florida State University

Customer Process Clarity in Fragmented Services Contexts

Stephen A. Hampton<sup>1</sup>, Lisa Scheer<sup>2</sup>

<sup>1</sup>Wichita State University, <sup>2</sup>University of Missouri

Sunday, August 11

**Friday, August 09, 2019**

11:30 AM - 1:00 PM

Chicago Ballroom DE

Poster Presentation

**Consumer usage of e-tourism sites for pre-trip planning in social commerce era**

Nick Hajli<sup>1</sup>, Mauricio Featherman<sup>2</sup>, Aida Shiva<sup>3</sup>, [Reza Fazli-Salehi](#)<sup>4</sup>, Zeinab Mohammadi<sup>3</sup>

<sup>1</sup>Swansea University, <sup>2</sup>Washington State University, <sup>3</sup>University of Tehran, <sup>4</sup>New Mexico State University

**“There Goes The Neighborhood”: A Conceptual Framework for Neighborhood Branding Amid Other Units of Place**

[Johnny L. Graham](#)

Howard University

**Consumers' Purchase Intention in the context of Unpackaged Goods**

[Sudipto Sarkar](#)

University of Texas Rio Grande Valley

**Who matters most for young ventures after funding? An empirical investigation of third-party support in Initial Coin Offerings (ICOs)**

[Caroline V. Grau](#)

RWTH Aachen University

**Change or Die – The Relation between Innovativeness and Firm Survival**

[Arpad Kurcz](#)

RWTH Aachen University

**Facing Challenges in an Omnichannel World**

[DIPENDRA L. SHRESTHA](#)<sup>1</sup>, [Riyad Aliyev](#)<sup>2</sup>

<sup>1</sup>Hankuk University of Foreign Studies, <sup>2</sup>ADA University

**Inverse Marketing: A New Marketing Communication Tool**

[Monika Rawal](#), [Jose Saavedra](#), [Ramin Bagherzadeh](#), [Maryam Farhang](#), [Ashok Bhattarai](#)

Southern Illinois University Carbondale

**Exploring consumer showrooming behaviors in the multichannel context**

[Michael, Chih-Hung Wang](#)<sup>1</sup>, [Ya-Yun Tang](#)<sup>2</sup>, [Chih-Chieh Tsai](#)<sup>1</sup>

<sup>1</sup>Feng Chia University, Taiwan, <sup>2</sup>Shih Chien University, Taiwan

Friday, August 9

**The impact of Social connections and interactions on consumer's online financial decision**

xiaodan Zhang, guoqun Fu, Zeng Wang  
Peking University

**Understanding Augmented Reality Experiences: Scale Development and Validation**

Katrin Brunner, Sandra Praxmarer-Carus, Philipp A. Rauschnabel  
Universität der Bundeswehr

**Market Orientation & State-Business Nexus: Family Firms' Development in Bangladesh**

Farzana Nahid, Mohammad T. Hoque  
North South University

**Searching for innovation – How to strengthen the capability for external knowledge acquisition through Corporate Venture Capital investments**

Simon Fey  
RWTH Aachen University

**The Effects of black color on product evaluation**

Eunmi Jeon<sup>1</sup>, Youngjee Han<sup>1</sup>, Myungwoo Nam<sup>2</sup>  
<sup>1</sup>Sungkyunkwan University, <sup>2</sup>Georgia Tech

**Technology vs. Marketing: An investigation of founding team's specific human capital as antecedent of innovation**

Vanessa E. Rixin  
RWTH Aachen University

**The Impact of Moral Violations on Boundary Preference**

Chunya Xie, En-Chung Chang  
Renmin University of China

**The Role of Articulation and Narrative Transportation in Evaluating Article-style Native Advertising**

Qixing Li, Wenyu Dou  
City University of Hong Kong

**Determinants of sustainable food consumption: Theoretical framework**

Natalia Maehle<sup>1</sup>, Roberta Capitello<sup>2</sup>  
<sup>1</sup>Western Norway University of Applied Sciences, <sup>2</sup>University of Verona

**Reinventing the firm in times of rapid technological change – What does it take to innovate strategically?**

Simon Fey

RWTH Aachen University

**Does product innovativeness and the power of consumers' word of mouth impact long-term success in online markets?**

Stefan Katzenmeier

WHU - Otto Beisheim School of Management

**The Effect of Negativity Bias on Intentions to Buy Milk with Positive and Negative Label Claims**

Ekaterina Salnikova<sup>1</sup>, John L. Stanton<sup>2</sup>

<sup>1</sup>Aarhus University, <sup>2</sup>St. Joseph's university

**Integration or Differentiation ? The Impact of Ambient Advertising on Sharing**

Hongyan Yu, Xiangyun Zhang, Jifei Wu

Sun Yat-sen University

**Is Marketing-Sales Integration Enough? A KBV Analysis of the Changing Technological Environment**

Gregory McAmis

Mercer University

**Is the Game Fit the Brand? Influence of Brand Awareness and Advertising Literacy**

George Shen<sup>1</sup>, Rick Lee<sup>2</sup>

<sup>1</sup>National Chiayi University, <sup>2</sup>New Jersey City University

***Culture and Emotions in Humorous Advertising: A cross cultural study in France, US and China***

DRAGANA MEDIC

TOULOUSE CAPITOLE UNIVERSITY

**Consumers' Responses to Product Types in terms of Time Recognition**

Jeeyoon Jeong, Ye Uhn Jeong, Insik Jeong

Korea University

**New Dimensions in Brand Experience; an interdisciplinary qualitative inquiry**

Yanina Chevtchouk, Cleopatra Veloutsou, Robert Paton

University of Glasgow

Friday, August 9

**Making Smart Agents Scapegoats: Attribution of (Hedonic) Consumption Responsibility to Anthropomorphized Smart Agents.**

Rumela Sengupta<sup>1</sup>, Iman Paul<sup>2</sup>, Satadruta Mookherjee<sup>3</sup>, Samuel Bond<sup>2</sup>

<sup>1</sup>University of Illinois, Chicago, <sup>2</sup>Georgia Institute of Technology, <sup>3</sup>Binghamton University

**Managing Customer Response to Service Failure Through Exposure to Order**

Jamel Khenfer<sup>1</sup>, Olivier Trendel<sup>2</sup>

<sup>1</sup>Zayed University, <sup>2</sup>Grenoble Ecole de Management

**When do TV ads pay off for digital retailers? Evidence on involvement and scheduling as determinants of online response**

Caroline J. Meder, Jan Kemper

RWTH Aachen University

**THE 5 PILLARS OF DATA SUCCESS: A SKILLS-BASED APPROACH TO DATA-DRIVEN MARKETING**

Jan Boehmer

The&Partnership

**Factors influencing to select Cox's Bazar as a destination choice: Digital Media Marketing VS. User-Generated Content**

Mohammad T. Sultan, Farzana Sharmin, Ke Xue

Shanghai Jiao Tong University

**Motivation Changes Among New Salespeople**

Claire H. Cha<sup>1</sup>, Reza Rajabi<sup>2</sup>, Thomas Brashear Alejandro<sup>3</sup>

<sup>1</sup>university of massachusetts, Amherst, <sup>2</sup>Northern Illinois University, <sup>3</sup>Fundação Getulio Vargas

**Examining the relationship between Innovation types and brand management**

Pramod Iyer<sup>2</sup>, Arezoo Davari<sup>1</sup>, Mo Zolfagharian<sup>3</sup>

<sup>1</sup>Eastern Washington University, <sup>2</sup>University of Texas Rio Grande Valley, <sup>3</sup>Bowling Green State University

**Implementing Sustainability Marketing Strategy: Findings from Collectivistic Culture**

Akinori Iwamoto<sup>3</sup>, Satoko Suzuki<sup>2</sup>, Tomoko Kawakami<sup>1</sup>

<sup>1</sup>Waseda University, <sup>2</sup>Hltotsubashi University, <sup>3</sup>Kansai University

**How Marketing Academia Contributes to Creating a Better World**

Rumela Sengupta<sup>1</sup>, Jia Chen<sup>1</sup>, Benet DeBerry-Spence<sup>1</sup>, Lez Trujillo Torres<sup>1</sup>, Kohei Matsumoto<sup>2</sup>

<sup>1</sup>University of Illinois, Chicago, <sup>2</sup>University of Illinois at Chicago

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<sup>1</sup>New Mexico State University, <sup>2</sup>NMSU

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Jakeun Koo<sup>1</sup>, Jun Heo<sup>2</sup>

<sup>1</sup>Texas Southern University, <sup>2</sup>Louisiana State University

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**The role of Personality Traits in consumers' Self-Brand Connection with Anthropomorphized brands**

Reza Fazli-Salehi<sup>1</sup>, Ivonne M. Torres<sup>2</sup>  
<sup>1</sup>New Mexico State University, <sup>2</sup>New Mexico State University

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LIU YINGYUE<sup>1</sup>, ZOU ZHIMIN<sup>2</sup>, Yimin Zhu<sup>1</sup>

<sup>1</sup>Sun Yat-sen Business School, Sun Yat-sen University, <sup>2</sup>Department of Psychology, Sun Yat-Sen University

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<sup>1</sup>University of Indianapolis, <sup>2</sup>University of Mississippi

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<sup>1</sup>New Mexico State University, <sup>2</sup>NMSU

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<sup>1</sup>Chiba University of Commerce, <sup>2</sup>Waseda University, <sup>3</sup>Seikei University, <sup>4</sup>Tokyo International University

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<sup>1</sup>Linnaeus University, <sup>2</sup>Helsingborg Arena and Scen AB

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<sup>1</sup>Beijing Technology and Business University, <sup>2</sup>School of Economics, Beijing Technology and Business University

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Diane Kang<sup>1</sup>, Junwoo Cha<sup>2</sup>

<sup>1</sup>Sungkyunkwan University, <sup>2</sup>University of Texas at Dallas

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<sup>1</sup>WHU - Otto Beisheim School of Management, <sup>2</sup>RWTH Aachen University

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<sup>1</sup>BrandMavsLLP, <sup>2</sup>O.P.Jindal Global University

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Yimin Zhu<sup>1</sup>, Peipei Lin<sup>1</sup>, Xiang Fang<sup>2</sup>, Jifei Wu<sup>1</sup>

<sup>1</sup>Sun Yat-sen Business School, Sun Yat-sen University, <sup>2</sup>Spicers School of Business

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<sup>1</sup>University of Haifa, <sup>2</sup>Hofstra University

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Stephanie Dellande  
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<sup>1</sup>National Research University Higher School of Economics, <sup>2</sup>Maastricht University

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Katie Gilstrap, Dean Browell

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Jessica Lichy<sup>2</sup>, Tatiana Khvatova<sup>3</sup>, Mauro J. de Oliveira<sup>1</sup>

<sup>1</sup>Centro Universitario da FEI, <sup>2</sup>Idrac Lyon, <sup>3</sup>Saint-Petersburg State Polytechnic University

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AMBIKA P. NANDA

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Jing Tian<sup>1</sup>, Pengpeng Hu<sup>2</sup>, Rong Chen<sup>1</sup>, Xiaoyu Deng<sup>1</sup>

<sup>1</sup>Tsinghua University, <sup>2</sup>Vrije Universiteit Brussel