### Friday, August 4, 2017

8:00 AM – 6:45 PM          Conference Registration

#### 8:00 AM – 12 NOON

**Pre-Conference Sessions**

“Researching for a Better Society” - DocSIG, Marketing & Society SIG and Journal of Macromarketing Pre-Conference  
*Additional Registration Required*

“Innovation for Good in an Interconnected World: Marketing’s Role in Creatively Addressing Societal Problems”  
*Additional Registration Required*

“Marketing Strategy Meets Wall Street” (Day 2)  
*Additional Registration Required*

#### 10:00 AM – 12 NOON

**Pre-Conference Sessions**

**Early-Career Mentoring Session**  
*Additional Registration Required*

#### 1:00 PM – 2:15 PM

**Conference Sessions**

<table>
<thead>
<tr>
<th>A01</th>
<th>My Shot (The Power of One)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yerba Buena Salon 01</td>
</tr>
</tbody>
</table>

**Parents as Food Providers to Children: Understanding Parental Behavior using the Integrated Behavioral Theory**  
Yoke Kiau Leong¹, Sanjaya Singh Gaur¹, Brian C. Imrie², Seyedrajab Nikhashemi¹  
¹Sunway University, ²KDU Penang University College

**Examining The Relationship Between Power State, Self-Concept And Agreeableness: An Experimental Investigation**  
Kaushalya Nallaperuma¹, Joshua Newton¹, Nichola Robertson¹, Jimmy Wong²  
¹Deakin University, ²SIM University (UniSIM)

<table>
<thead>
<tr>
<th>A02</th>
<th>POLICY DIMENSIONS OF INTERNET, PRIVACY &amp; TRUST, ECONOMIC DEVELOPMENT, AND AIR TRAVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yerba Buena Salon 02</td>
</tr>
</tbody>
</table>

**International Heterogeneity in Internet Advertising: A Panel Data Analysis of the Effect of Data Privacy Laws**  
Nir Kshetri¹, Lailani Alcantara²  
¹University of North Carolina, ²Ritsumeikan Asia Pacific University

**Protecting Consumer Trust in the Age of the Internet of Things**  
James Harvey, Kevin McCrohan  
George Mason University

**Scale Efficiency Analysis of small-scale Level area in Poor Minority Region of China— from Spatial Analysis perspective**  
Junzhou Zhang¹, Maxwell Hsu², Baojiang Geng³, Kristina Stuhler¹  
¹Old Dominion University, ²University of Wisconsin-Whitewater, ³Old Dominion University

**An Analysis of Domestic Passenger Market Travel Demand for a Major American Airport**  
Fassil Fanta, Selcuk Ertekin  
Brenau University
Rewarding Online Product Reviewers Effectively: From a Self-Determination Perspective
Nan Zhang¹, Mavis Adjei²
¹North Carolina Central University, ²Southern Illinois University Carbondale

Social Media Criticism of the Top US Art Museums
David Waller¹, Helen Waller²
¹University of Technology Sydney, ²University of Sydney

Setting the right tone – How the interplay of response style and user goals influences the effectiveness of handling consumer criticism in social media
Marius Johnen¹, Oliver Schnittka²
¹University of Hamburg, University of Southern Denmark²

You Are All Competent, But Can You be Nice? Leveraging Social Media for Leadership Communication
Hsin-Hsuan Lee
ESCP Europe

Is Bigger Always Better? The Impacts of Product-Model Size Ratio and Brand Social Role on Advertising Effectiveness
Chun-Tuan Chang, Xing-Yu Chu, Hsin-Yi Wang
National Sun Yat-sen University

Examining the Role of Customer Engagement in Product Design
Tien Wang, Stephen Bardosy
National Cheng Kung University

Native Advertising: The Effect of Design and Content Congruence on Attitude toward the Ad and Publisher Credibility
Lukas Leister², Matthias Schulten¹, Alexander Decker²
¹Hochschule Furtwangen University, ²Technische Hochschule Ingolstadt

Implied Motion Must Be Brand-Relevant for Effective Advertising
Brian Taillon¹, Bruce Huhmann², Steven Mueller³
¹East Carolina University, ²Virginia Commonwealth University, ³University of Texas El Paso

Showing All Your Cards To Win: Development Activity Information Sharing And Its Impact On Product Adoption
Minu Kumar, Nga Ho Dac
San Francisco State University

The Interplay Of Market Learning And Innovation Model
Fu-Mei Chuang
ESC Rennes School of Business

Knowledge absorption platforms of international knowledge acquisition on MNEs' product innovativeness
Margaret Sheng
National Taiwan University of Science and Technology
Innovation orientation and NPD success—the mediating role of team information processing
Adriana Amaya Rivas, Yingkai Liao
1Escuela Superior Politécnica del Litoral, ESPOL, ESPAE Graduate School of Management, 2Nanhua University

A06 | CROSS-CULTURAL CONSUMER RESEARCH IN GLOBAL MARKETS

Yerba Buena Salon 11

The Impact of Holistic Thinking on Price Magnitude Perception
Lingjiang (Lora) Tu, Chris Pullig
Baylor University

Increasing Brand Experiences and Word of Mouth in Experiential Retailing - A Cross-Cultural Perspective
Isabelle Koehler, Franz-Rudolf Esch, Tomas Falk
1EBS University for Business and Law, 2Aalto University School of Business

Methods to Improve Construct Measurement Equivalency in Cross-Cultural Consumer Research
Veronica Martin Ruiz, Jose Antonio Rosa
Iowa State University

A07 | PRICING AND PRODUCT MANAGEMENT

Yerba Buena Salon 12

Product Discontinuation and Firm Market Value
Ismail Erzurumlu, Nukhet Harmancioglu, Sundar Bharadwaj
1Koç University, 2University of Georgia

Impact Of Supply Chain And New Product Process Decisions On CRM Capability And Firm Performance
Linlin Chai, S. Arunachalam, Sridhar Ramaswami
1Indian School of Business, 2North Dakota State University, 3Iowa State University

The Effects of EDLP Price Promotions on Market Basket Performance
Jared Hansen, Shelby Hunt
1University of North Carolina, 2Texas Tech University

A08 | COPRODUCTION MADE EASIER: DEEPER INSIGHTS INTO CUSTOMER PARTICIPATION

Yerba Buena Salon 13

Role of Service Quality Tier and Customer Autonomy on Coproduction
Beibei Dong, K. Sivakumar
Lehigh University

The Moderating Role of Service Category Perception in Service Co-Creation
Devon Johnson, Yam Limbu, C. Jayachandran, P. Raghunadha Reddy
1Montclair State University, 2Sri Venkateswara University

Value creation with interactive Self-Service Information Technologies (SSIT) in-store
Florence Feenstra, Valentina Stan, Armelle Glerant-Glikson
1ESSCA School of Management, 2UPEC University

Customer Participation in Online Service Contexts: An Empirical Investigation in The Online Travel Booking Industry
Pei-Yu Pai, Bo-Hsien Tsai
National Chengchi University
### Inside Sales, Digital Information Technologies, and Social Selling: Understanding the Future of Sales for Practitioners, Educators, and Researchers (Special Session)

Yerba Buena Salon 14

**Panel Experts:**
- Jill Rowley, Social Selling & Digital Strategist
- Nick Nitschmann, Senior Enterprise Account Manager, DellEMC
- Shahan Parshad, Head of AMER Sales Development Representatives, Salesforce.com
- Keith Richey, Senior Director, Global Marketing, LinkedIn

**Session Moderators:**
- Joël Le Bon (University of Houston)
- Rajesh Gulati (St. Cloud State University)

This session will provide a forum where practitioners, educators, and researchers will have opportunities to identify pertinent areas of research related to managing current and future inside salesforces. Further, all participants will gain insights regarding best practices in leveraging digital information technologies and social selling as well as be introduced to related challenges inside sales organizations face. The session will be of interest to all current and future educators and researchers interested in the areas of sales, sales management, digital marketing, social media, and social network.

2:30 PM – 3:45 PM

<table>
<thead>
<tr>
<th>Conference Sessions</th>
</tr>
</thead>
</table>

**B01**

**Helpless (Bad Feelings and Consumption)**

Yerba Buena Salon 01

Seeking relief from negative emotions: Customer revenge as a self-control conflict
- Marilena Gemtou, Haiming Hang
  - University of Bath

$5 off $125 is still $5 - Greedy people focus more on absolute gains
- Goedele Krekels¹, Mario Pandelaere²
  - ¹HEC Lausanne, ²Virginia Tech

Breaking the regret curse: how default options improve maximizer consumers’ choice experience
- Francois Carrillat¹, Ali Besharat², Daniel Ladik³
  - ¹University Technology Sydney, ²University of Denver, ³Seton Hall University

**B02**

**Sponsorship Revisited: How to Make (Sport) Sponsorship More Effective**

Yerba Buena Salon 02

What the sponsor of sports team should know about fans, celebrity owner and team-sponsor fit: The mediating impact of team attitude on sponsorship outcomes
- Ritu Malhotra¹, Debasis Pradhan², Tapas Moharana³
  - ¹National Institute of Fashion Technology, ²Xavier School of Management, ³Ravenshaw University

Alignment Matters: Testing the Effect of Brand Alignment on Consumption Behavior by Manipulating Sponsorship Messages
- Yiran Su, Thilo Kunkel
  - Temple University
Marketing to Fans all over the World: How Fan’s Identification and Social Context Jointly Shape Brand Sponsorship Effectiveness
Marc Mazodier2, Conor Henderson1, Joshua Beck1
1University of Oregon, 2Hong Kong Baptist University

Cooperative Strategies in Major Sports Event Sponsorship from a Rights-holders Perspective
Ragnar Lund1, Stephen Greyser2
1KTH, 2Harvard University

IT’S ONLY WORDS -- THE EFFECT OF DIFFERENT TEXTS IN A DIGITAL WORLD

Involving ‘Your’ Brand And Consumer Outcomes In Digital Environments: A Case For Second Person Pronouns
Ryan Cruz1, James Leonhardt2, Todd Pezzuti3
1New Mexico State University, 2University of Nevada, 3University of Chile

Role of Narrativity and Prosodic Features in Driving the Virality of Online Video Content
George Deitz, Subhash Jha
University of Memphis

An Investigation of the Effects of Rhetoric and Dynamic Characteristics on Crowdsource Funding Formation
Masoud Moradi, Mayukh Dass, Dennis Arnett
Texas Tech University

Communicating Complex Services using Electronic Word-of-Mouth on Twitter: An Exploratory Study
Anna Gourinovitch, Xiaoning Liang, Pierangelo Rosati, Theo Lynn
Dublin City University

PRICE PROMOTIONS AND DISCOUNTS

Price Promotion for a Pre-ordered Product: Moderator and Mediators
Subhash Jha3, Phillip Hart1, George Deitz2
1Westfield State University, 2University of Memphis

The More, the Better? Price Promotion and Retailer Performance
Fred Selnes1, Auke Hunneman1, Ruohao Sun2
1BI Norwegian School of Management, 2University College of Southeast Norway

Role Of Sale Rationale In Price Promotion
Subhash Jha, Balaji Krishnan
University of Memphis

Promotional Value as the Joint Effect of Discount and Time Restrictions: Conceptual Model
Igor Makienko, Mark Pingle
University of Nevada

CUSTOMER ENGAGEMENT

Faking it vs. Feeling it: Examining the Flow Experience in Emotional Labor
Clark Johnson1, Melanie Lorenz2, Jase Ramsey1
1Saint Louis University, 2University of Toledo
Dark-side of Customer satisfaction ratings: Managing Frontline service employees
Hae Kyung Shin
Imperial College

Managing Salesforce Effectiveness During Product-Harm Crises
Seth Cockrell, Clay Voorhees, Douglas Hughes, Roger Calantone
1Michigan State University, 2Missouri State University

Consumers’ Relational Behaviour: An Integrated Model of Psychological Contracts, Trust and Commitment
Sanjaya Gaur, Yekaterina Kucherenko, Jessica Ho, Sheau-Fen Yap
1Sunway University, 2Auckland University of Technology, 3Evolutionfx Limited

Practice what you preach, but is it wise to preach what you practice? A consistency-based approach to the corporate social responsibility (CSR) communication dilemma
Whitney Ginder, Wi-Suk Kwon, Sang-Eun Byun
1Texas State University, 2Auburn University, 3University of South Carolina

How Sustainability Are You? Sustainability Consumers’ Reactions to Corporate Social Irresponsibility
Thuy Nguyen, Yi-Chia Wu, Phillip Wilson
1Tarleton State University, 2Midwestern State University

Better than Nothing? The Unexpected Impact of CSR Information Clarity on Consumers’ Perceived Sincerity in CSR Activities
Min Kyu Kim, Molan Kim
UNIST

Corporate Branding and Spillover Effects: The Role of Product Brands in Brand Equity Leverage and Dilution
Alexander Witmaier
Ludwig-Maximilians-Universität München

Effects of commitment to the department and corporate brand on recommendation and turnover intentions – a multiple group analysis
Daniel Hoppe
Philipps-Universität Marburg

Is rebranding worthwhile? An analysis of abnormal returns to rebranding announcements
Yanhui Zhao, Roger Calantone
1Michigan State University, 2University of Nebraska
Unprofitable Cross-Buying By Customers: The impact of cross-buying propensity on firm's sales
Seungmin Lee1, Sang Yong Kim1, Tae Ho Song1
1Korea University, 2Pusan National University

The Influence of Social Networking for SMEs on Improving Social CRM
Junxue Gong, Songpol Kulviwat
Hofstra University

The Communication Strategy in Rewards Program Innovation: Reward Pursuit Sustainability from a Regulatory Fit Perspective
Xin Yang1, Jing Zeng1, Haksin Chan1, Yang Yu2
1Hang Seng Management College, 2Hong Kong Baptist University

Reciprocity: Appreciating relationality in marketing interactions
Sivakumari Supramaniam1, Richard Varey2, Sanjaya Gaur1
1Sunway University, 2Waikato University

What skills are important for a Digital and Social Media Marketing Professional? A comparison of employers’, professionals’, professors’, and students’ perspectives.
Sizhu Chen, Purvi Shah
Worcester Polytechnic Institute

Using reflection papers as a measure of student learning outcomes
Miles Condon, Adam Cann
Texas Tech University

Deck the halls with boughs of holly to soften evaluations of service failure
Joshua Newton1, Jimmy Wong2, Riza Casidy1
1Deakin University, 2Singapore Institute of Management

Consumer Preferences For Utilitarian And Hedonic Attributes In Stock-Out
Sajeev Varki, Dong Liu
University of South Florida

Better understanding of customer-firm relationships through gratitude
Syed Muhammad Fazal-e-Hasan1, Ian Lings2, Gary Mortimer2, Larry Neale2
1University of Tasmania, 2Queensland University of Technology
How does Customer Satisfaction Pay Off? Investigating Key Mediating Mechanisms Underlying the Link Between Customer Satisfaction and Customer Engagement Behaviors in an Extended Service Encounter
Bernadette Frech, Neeru Malhotra, Helen Higson
Aston Business School

THE FUTURE OF IOR SCHOLARSHIP (SPECIAL SESSION)
Yerba Buena Salon 02

Panel moderator: Alberto Sa Vinhas (Washington State University)
Panel participants: Gary Frazier (University of Southern California), David Griffith (Lehigh University), Sandy Jap (Emory University), George John (University of Minnesota)

In this special session, we will discuss several questions related to the future of IOR research. The objective is to offer a discussion on the current status of IOR research and identify and promote future research opportunities. A panel of distinguished speakers will discuss the following questions following a roundtable, interactive format:

- What are the key research priorities for IOR research?
- What are the main dependent variables of interest to IOSIG researchers?
- What is the value of inductive methods for IOR research?
- Has the time arrived for IOR researchers to consider alternative paradigms for understanding B2B exchange?
- What are some of the mature research areas in IOR? What are emerging areas?
- Are IOR researchers contributing to managerial practice? What are some of the most relevant managerial questions for IOR research? How can we increase impact on managerial practice?
- What are the most common areas of concern you see when reviewing IOR papers? How can authors better address these before submission?

EXAMINING BRAND-RELATED USER-GENERATED CONTENT ON TWITTER USING BIG DATA
Yerba Buena Salon 03

Examining Brand-Related User-Generated Content on Twitter Using Big Data
Xia Liu
Rowan University

The Effects of Social Influence and Self-Enhancement on Consumers’ Willingness to Share Their Purchase Decisions on Social Media
Fernanda Muniz, J. Diego Alvarado-Karste, Richard Conde
University of North Texas

Examining the Influence of Social Capital on e-WOM Behavior and Brand Experience for SNS Platforms
Kazuhiro Kishiya
Kansai University

Emoji and Brand Engagement on Social Media
Ethan Pancer¹, Lindsay McShane², Maxwell Poole¹
¹Saint Mary's University, ²Carleton University

“Cognitive Bridge” Effects for Media Multitasking
Yerba Buena Salon 04

Jean Brechman¹, Duane Varan², Brooke Wooley², Steven Bellman³
¹College of New Jersey, ²MediaScience, ³University of South Australia
Chasing the Pokémon: Exploring User’s Motivations to Play Pokémon Go
Philipp Rauschnabel¹, Alexander Rossmann¹, Mandy Claudia tom Dieck³
¹Reutlingen University, ²University of Michigan-Dearborn, ³Manchester Metropolitan University

Who Should an Advertiser Target?
Arslan Aziz, Rahul Telang
Carnegie Mellon University

Extrinsic Rewards, Intrinsic Motivation, and New Product Development Performance
Stacey Malek¹, Shikhar Sarin², David Gotteland¹, Christophe Haon¹
¹Grenoble Ecole de Management, ²Boise State University

Should Managers be Scared of their Emotions? : Impact of Envy and Regret on Managerial Behavior
Sheikha Alia, Nukhet Harmancioglu
Koç University

How to successfully compete in dynamic markets with radical innovation? The role of organizational slack in avoiding adverse product reliability outcomes
Thomas Kiessling, David Bendig, Malte Brettel
RWTH Aachen University

Paths to New Product Success: Exploring Impacts of Competitor and Alliance Orientations
Yen-Chun Chen¹, Todd Arnold²
¹Chinese Culture University, ²Oklahoma State University

Local versus International Brands: Different Routes to Success?
Kristina Klein¹, Timo Mandler²
¹University of Cologne, ²University of Hamburg

Antecedents of Perceived Brand Globalness and Moderated Effects on Brand Quality and Prestige
Yi Peng
University of Alabama

Perceptions and Effects of Cross-National Corporate Reputation: The Role of Hofstede’s Cultural Value Approach
Johannes Hirschmann, Bernhard Swoboda, Nadine Batton
Trier University

A Comparison of National Cultural Value Approaches for Corporate Reputation Perceptions
Bernhard Swoboda, Nadine Batton, Cathrin Puchert
Trier University

Leveraging a Brand by linking it to a Place
Argho Bandyopadhyay, John Hall, Ho Yin Wong, Alvin Lee
Deakin University
Ethical Dimension of Customer-Based Brand Equity: Case of Maggi Noodles in India
Biplab Datta, Srabanti Mukherjee
IIT Kharagpur

Brand Hazard: A Customer-based Account of a Brand’s Prospect
Debanjan Mitra¹, Joseph Johnson²
¹University of Florida, ²University of Miami

FOR THE GOOD OF THE PEOPLE: EXAMINING TRANSFORMATIVE AND HEDONIC SERVICE EXPERIENCES

The Impact of Composite Quality on Patient Well-Being: A General Systems Theory Perspective
Sidney Anderson
Texas State University

Analysing Restorative Potential of Green Servicescapes
Deepak Kumar¹, Keyoor Purani²
¹Amrita University, ²Indian Institute of Management Kozhikode

Experiences in Succession: An Analysis of Longitudinal Consumer Upgrading with Hedonic Experiences
Jim Salas¹, Chadwick Miller², Laszlo Sajtos³
¹Pepperdine University, ²Washington State University, ³University of Auckland

Daily fantasy football, self-reported problem behavior, and the sustainability of an industry under legal scrutiny
Brendan Dwyer¹, Gregory Greenhalgh¹, Stephen Shapiro³, Joris Drayer³
¹Virginia Commonwealth University, ²Old Dominion University, ³Temple University

Welcome Reception and Posters

Saturday, August 5, 2017
8:00 AM – 9:15 AM

Sustainable Consumption Practice: The effect of eco-friendly packaging on Buying Behavior Based on Generations
Melissa Cortina-Mercado
Universidad del Este

Lip Service or Real Concern: Testing the Claim to Pay Premium for Green Products through an Experimental Research
Nirankush Dutta, Anil Bhat
Birla Institute of Technology & Science

Who Does the Good Deed? The Effect of Message Framing on Green Consumption
Hangjun Xu, Anh Dang
Old Dominion University

Communicating sustainable benefits: effects of mental representation and psychological distance perceptions
Laura Grazzini¹, Nicole Koenig-Lewis², Adrian Palmer³
¹University of Florence, ²Cardiff University, ³Keele University
Every Second Counts? Goal Gradient Theory and the (Lack of) Effort in NBA Playoff Games
Daniel McIntosh and Christopher Lee, Arizona State University, and Adrian Bouchet, The University of Tulsa

The Price Opportunists: How Customers Perceive Value and Price for Experience Services
Kirk Wakefield, Baylor University, and Lane Wakefield, Mercer University

Sponsorship Pricing: Understanding Negotiation as a Price Setting
Wang Suk Suh, T. Bettina Cornwell, and Hong Yuan, University of Oregon

Data-Driven Approaches to Cause-Related Sports Marketing: Conflicting Effects of Rival Team Presence
Bridget Nichols and Joe Cobbs, Northern Kentucky University, and B. David Tyler, Western Carolina University

The Role Of Information Entropy And Product Lifecycle In Word Of Mouth Effect
Xiaodan Dong,1 Yijing Zhang2, Zelin Zhang2, Tanya Tang3
1City University of New York - College of Staten Island, 2Renmin University of China, 3University of Massachusetts Amherst

Examining the Impact of Online Consumer Reviews on Consumer Satisfaction
1Chinintorn Nakhata, 2Hsiao-Ching Kuo
1Penn State Harrisburg, 2Washington and Jefferson College

Assessing the Effects of Social Media Attachment and Peer Influence in Modeling Consumer Acceptance of Mobile Marketing Offers
Adesegun Oyedele1, Monica Hernandez2, Roberto Saldivar3
1St. Cloud State University, 2Texas A&M University-Corpus Christi, 3University of the Incarnate Word

Eat, Post, Change: The Effect of Food Photo Posting on Consumer’s Dining Experience and Brand Evaluation
Jiang Zhu, Wenyu Dou, Lan Jiang
City University of Hong Kong

Do friendly ads need friendly endorsers? Matching cultural values and social judgements
Brittney Bauer, Brad Carlson
Saint Louis University

A new type of endorser? Investigating the differences in perception between social media influencers and traditional celebrities
Jan-Frederik Gräve
University of Hamburg

Do Low Self-Esteem Consumers Evaluate the Products Advertised with Attractive Endorsers Highly or Lowly?
Akinori Ono, Yuuka Eguro, Taichi Narisawa, Naoki Nomura, Takaya Sato, Yuua Sato, Yuta Shibamoto, Soichiro Yoshida
Keio University
Hooray for poli-wood? Effects of celebrity political endorsements
Eric Van Steenburg
Montana State University

D05 | IT’S ONLY BORING IF YOU MAKE IT BORING: ENGAGING STUDENTS IN RESEARCH AND ANALYTICS (SPECIAL SESSION)
Yerba Buena Salon 05

R. Hanna, Babson College
C. Campbell, Kent State University
A. Mills, Loyola University New Orleans
K. Robson, Central Michigan University
C. Cavazos, Suffolk University

This special session, sponsored by the AMA Teaching & Learning SIG, opens a discussion on engaging and experiential approaches to teaching the Marketing Research course. Four papers will be presented, each offering a fresh perspective on the pedagogy of Marketing Research, sharing in-class methods that have been demonstrated to effectively engage students and break the stigma of being a dry and boring class. Following the paper presentations, which will be kept to a slightly condensed 10-minute format, the session moderator will open a 30-minute open forum panel session with the audience, where discussion regarding the strategy and tactics of teaching Marketing Research in an engaging way will be stimulated. Panelists have been selected that have a broad and diverse range of research expertise both in methodology and application context.

D06 | CROWDSOURCING, CROWDFUNDING, AND FINANCING INNOVATION
Yerba Buena Salon 06

Idea Generation in Crowdsourcing Communities: The Impact of Exposure to Ideas Posted by Others
Bo Chen
Sungkyunkwan University

Entrepreneurial Marketing for Small Business Ventures: Is Crowdfunding a Method of Financing Capital or Creating Customer Base?
Mohammad Tajvarpour, Devashish Pujari
McMaster University

Manufacturer’s Optimal Marketing Decisions under Debt Financing When Lenders can Trade Financial Derivatives
Chyi-Mei Chen, Shan-Yu Chou
National Taiwan University

D07 | CROSS-CULTURAL ISSUES IN EMOTIONAL RELATIONSHIPS WITH PRODUCTS AND BRANDS (SPECIAL SESSION)
Yerba Buena Salon 11

X. Yang, J. Zeng, Marketing, Hang Seng Management College
A.J. Barnes, A.H. Ng, S. Shavitt, M. Koo, University of Illinois at Urbana-Champaign
M.A. Rodas, University of Minnesota
C.J. Torelli, University of Illinois at Urbana-Champaign
P. Lahoud, Holy Spirit University of Kaslik
H.K. Fock, S.Y. Cheng, Hong Kong Baptist University
H. Markus, Stanford University
Innovative Marketing Strategies to Influence Sustainable Actions for Human, Society and Environment
Vimviriya Limkangvanmongkol
Bangkok University

Value Creation at the Bottom of the Pyramid: Examining Value Offering Strategy of Micro-Credit Institutions for Street Vendors in India
Kanika Meshram
University of Melbourne

Loving brand to overcome emotional pains and enrich life
Huey Shee Loh, Zhao Yang, Sanjaya Gaur, Yuka Fujimoto
Sunway University

Tackling Food Waste Through Value Added Surplus Products (VASP)
Siddharth Bhatt, Jeonggyu Lee, Jonathan Deutsch, Hasan Ayaz, Benjamin Fulton, Rajneesh Suri
Drexel University

Session Chair:
Rajan Varadarajan, Texas A&M University

Presenters:
Itamar Simonson (Stanford University) and Emanuel Rosen. Authors of: Absolute Value: What Really Influences Customers in the Age of (Nearly) Perfect Information.
Matthew Willcox (Founder and Executive Director of the Institute of Decision Making). Author of: The Business of Choice – Marketing to Consumers’ Instincts

TBD

Action Crisis in Health Goals: Effects on Cognitive Patterns and Goal Commitment
J. Rosa, Iowa State University
R.J. Vann, Penn State Behrend

Weight Illusion: How Number of Apps Impact Weight Perception and Product Evaluations
Y. Choe, Texas A&M University
Y. Lee, S. Kim, Seoul National University
The effects of absence vs. Presence framing of product ingredients on consumer evaluations
T. Ozcan, Rollins College
A.M. Hattat, University of Rhode Island
M. Hair, Southern Illinois University Edwardsville

E02 | CONSUMER- BRAND ENGAGEMENT
Yerba Buena Salon 02

The Effect of Consumer Perceived Value on Consumer Brand Engagement: Examining Consumers’ Perceived Value of Music Artists
Alexandria Gain, Nicole Hartley, Len Coote
University of Queensland

Managing Customer Perceptions on Social Media and Brand Engagement to Ascend the Ladder of Brand Equity
Manisha Mathur
Augusta University

E03 | LET ME ENTERTAIN YOU -- THE MARKETING OF HEDONIC MEDIA PRODUCTS
Yerba Buena Salon 03

A Matching Model for Hardware and Software Bundles and an Application to the US Home Video Game Industry
Richard Gretz, Bradley Allen, Suman Basuroy
University of Texas San Antonio

The House of Dancing Water: Evaluating the Contribution at an Integrated Resort in Macau
Joseph Sy-Changco, Chi Wai Chan
University of Macau

The Impact of Online Review Content on DVD Sales: An Investigation of Movies’ Sequential Releases
Yinglu Wu
John Carroll University

The impact of intangible assets on earnings and market value: An accounting-based approach for the entertainment industry
Daniel Kaimann, Alexander Liss
University of Paderborn

E04 | EXPLAINING CROSS-CULTURAL DIFFERENCES IN MARKETING COMMUNICATIONS
Yerba Buena Salon 04

“It’s Better Over There”- How Spatial Distance Affects Consumers’ Product Evaluation
Xing-Yu Chu, Chun-Tuan Chang
National Sun Yat-sen University

A Cross-National Examination Of The Relative Effectiveness Of Marketing Communication Channels In Service Innovation Adoption
Nicholas Paparoidamis, Huong Tran
IESEG School of Management

How Accepting Inequality Impacts Reliance on Information Type
Lingjiang (Lora) Tu¹, Yinlong Zhang²
¹Baylor University, ²University of Texas San Antonio
When Simple Plus Simple Become Complex: The Impact of Nutritional and Environmental Label Juxtaposition on Consumer Choices
Karine Raïes1, Mehdi Moalla2, Anne Lacroix2
1INSEEC Business School, 2Grenoble Alpes University

Managing Individual Salesperson Performance
Yerba Buena Salon 05

Systems-Savvy Selling: A Quantitative Study To Uncover Predictors Of B2B Sales Performance
Donald St. Clair1, Kalle Lyytinen1, Gary Hunter2, Philip Andrew Cola1
1Case Western University, 2Clemson University

How trait emotional intelligence moderates the relationship of B2B salespersons’ skills and performance: interaction and higher order effects of sales experience and formal education.
Andreas Zehetner2, Thomas Foscht1, Vishal Kashyap2
1Karl Franzens University of Graz, 2Upper Austria University of Applied Sciences

Eat what you kill, Reap what you sow: An exploration of hunting and farming sales qualities
Hyo Jin (Jean) Jeon1, Gregory McAmis2, John Nolan1
1Western Kentucky University, 2University of Nevada

The beneficial effect of salesperson’s resilience in a mediated role ambiguity-sales performance relationship and the conditional effect of proactivity
Sebastian Pyka, Cornelia Zanger
Chemnitz University of Technology

Four Things You Need To Know About Service Innovation and Word-of-Mouth
Yerba Buena Salon 06

Barriers to continuous adoption of service innovations - Investigating effects of passive and active innovation resistance over time
Sven Heidenreich1, Martin Obschonka1, Jan Millemann1, Tobias Kraemer2, Kristina Wittkowski3, Tomas Falk3
1Saarland University, 2University of Koblenz-Landau, 3Aalto University

Why Service Employees Engage in Innovation Processes: A Dual Process Model
Pei-Yu Pai1, Hsien-Tung Tsai, Jun-Yu Zhong2
1National Chengchi University, 2National Taipei University

Brand-oriented extra-role behaviors: employees’ brand citizenship behaviors (BCB) and employees’ negative word-of-mouth (NWOM)
Shihhao Liu
Saint Louis University

Service Failures Reported through eWOM: The Consequences of Service Providers’ Responses
Hongfei Liu, Chanaka Jayawardhena
University of Hull

Better Approaches to Customer Modeling
Yerba Buena Salon 11

A Novel Approach to B2B Market Segmentation: Incorporating Downstream Customers
Elina Tang1, Murali Mantrala2
1University of Illinois at Chicago, 2University of Missouri
What Does PLS Do to Composite Reliability?
Junhong Min, Jeffrey Anderson, Ibtissam Zara, Daekwan Kim, Hyeyoon Jung, Samantha Bittner, Carrie Skinner, Ilana Shanks
1Michigan Tech University, 2California State University Los Angeles, 3Florida State University

Lifestyle Versus Financial Constraints Of Pet Ownership: Implications For Discretionary Spending Online
Patrali Chatterjee, Manveer Mann
Montclair State University

CONSUMER ETHICS: A NEGLECTED DIMENSION OF SUSTAINABLE BUSINESS STRATEGY (SPECIAL SESSION)
Yerba Buena Salon 12
Felix Tang, Lawrence Lo, Haksin Chan, Tingting Xie, Karen Yeung, Hang Seng Management College
Vincentia Yuen, City University of Hong Kong
Iian Phau, Curtin University
Noel Siu, Ho-yan Kwan, Hong Kong Baptist University
Judy Zajchikowsky, Simon Fraser University
Fue Zeng, Yunjia Chi, Wuhan University

To stimulate discussion and advance theoretical understanding of a young discipline—consumer ethics (especially its implications for sustainable business strategy)—this special session brings together 12 scholars from three continents and six institutions to present a multifaceted view of consumer ethics. Characterized by diverse theoretical perspectives and methodological approaches, this session covers three major themes: (1) the antecedents and the recent evolutions of consumer ethics, (2) the consumer-centric and business-strategic perspectives of counterfeit consumption—a rampant issue of consumer ethics, and (3) the implications of consumer ethics at the firm and cultural levels.

FIRM PERFORMANCE IN A GLOBAL WORLD
Yerba Buena Salon 13
Ya-Hui Lin, Yen-Chun Chen, Hsien-Tung Tsai
1Chinese Culture University, 2Ming Chuan University, 3National Taipei University

Marketing Activities, Semantic Inconsistencies, and Development of Dynamic Capabilities in MNCs
Isar Kiani, Pouya Seifzadeh
1St. John Fisher College, 2State University of New York at Geneseo

Exploring Antecedents of Subsidiary Autonomy and its Impact on Accelerated Internationalization and Performance of EMNEs Subsidiaries
Jieun Park, Dominic Buccieri
Cleveland State University

Advertising Spending and Firm Value: Moderating Role of Analyst Coverage
Talai Osmonbekov, Ding Du
Northern Arizona University

EDITOR’S PERSPECTIVES SESSION (SPECIAL SESSION)
Yerba Buena Salon 14

tbd
11:00 AM – 12:15 PM  Conference Sessions

**FO1 | WHAT'D I MISS? (FRAMING AND BIASES)**

Yerba Buena Salon 01

**Conceptualising Joint Decision-Making in Australian Higher Education**
Asma Qureshi, Chris Hodkinson, Len Coote
University of Queensland

**I Am Approaching the Event versus the Event Is Approaching: How Time-moving Metaphor Influences Regulatory Focus**
Xiaobing Xu¹, Rong Chen², Feng He³
¹Nankai University, ²Tsinghua University, ³University of Science & Technology Beijing

**Consumers' Bias Correction in Advertising**
Yi-Wen Chien, Chung-Chiang Hsiao
National Taiwan University

**FO2 | NEW ISSUES AND PERSPECTIVES IN THE INTERFACE BETWEEN ENTREPRENEURSHIP AND MARKETING (SPECIAL SESSION)**

Yerba Buena Salon 02

C. Uslay, Rutgers University
Y. Wei, Texas A&M International University
K.M. Frias, Texas Tech University
D.F. Duhan, Texas Tech University
S. Sarofim, University of Kansas
T. Morgan, University of Massachusetts Lowell
Z. Lu, University of Victoria
B. Moore, University of Utah
E. Karniouchina, Mills College
S. Carson, University of Utah

This year marks 30 years of research at the interface between marketing and entrepreneurship. To celebrate 30 years of Research at the Marketing and Entrepreneurship Interface at the AMA, we provide a sample of research that focuses on different entrepreneur profiles/perspectives. Each paper provides findings from a different entrepreneur profile. Four papers together provide a rich collection that represents the diversity of research at the marketing entrepreneurship interface: Paper 1 – a case of celebrity entrepreneurs; Paper 2 – a case of minority entrepreneurs; Paper 3 – a case of social entrepreneurs; Paper 4 – a case of nascent venture entrepreneurs.

**FO3 | IS COLLEGE EDUCATION WORTH IT? RE-EXAMINING HIGHER EDUCATION VALUE WITH A SPECIAL FOCUS ON BUSINESS SCHOOLS (SPECIAL SESSION)**

Yerba Buena Salon 03

A. Yazdanparast, University of Evansville
J. Sheth, Emory University
D. Bacon, University of Denver
M. Nunlee, Delaware State University
D. University of Evansville
K. Flaherty, Oklahoma State University
D. Jones, VP Marketing and Communications, University of Evansville
The special session aims to be relevant to both academic researchers and practitioners such as university administrators interested in improving the quality of marketing education, increasing the relevance and value of academic education for students, and consequently increasing the value of a university degree in marketing. Since strengthening an institution’s reputation falls directly in the domain of the marketing department, the session is significantly relevant to any entity involved in higher education marketing. Topics include:

- Return on investment in higher education
- Curriculum quality and student/university outcomes
- Innovative materials and teaching methods to enhance quality of marketing education
- Student placement rate and enrollment outcomes for the business school/university
- Factors affecting student enrollment
- Reshaping the curriculum and rebranding the academic program

**F04 | SUCCESSFUL CHANNEL PARTNERSHIPS: FRANCHISING AND DOWNSTREAM DISTRIBUTION**

*Yerba Buena Salon 04*

**When Does a Manager Matter in Franchising?**
Stephen Kim, Pushpinder Gill
Iowa State University

**Performance Implications of Organizational Signaling to Prospective Channel Partners: Evidence from Franchising**
Farhad Sadeh, Manish Kacker
McMaster University

**Socio-Technical Congruence And Information System Integration**
Rajesh Rajaguru
Australian Institute of Business

**F05 | MANAGING FIRM-LEVEL SALES FORCE PERFORMANCE**

*Yerba Buena Salon 05*

**Improving Performance of Sales Reps at the Product Category Level**
Danny Claro, Gabriel Levinho
Insper Education and Research Institute

**Does the Duality of a B2B Inside Sales Agent Job Responsibilities Effect Sales Performance Outcome?**
Richard Conde
University of North Texas

**Why Kuwait will listen to Costa Rica the role of ‘organisational homophily’ in tacit knowledge sharing between national sales companies**
James Mark Saker, Louise Cooke
Loughborough University

**Impact Of Internal Marketing On Employee Job Satisfaction, Internal Service Quality And Organisational Commitment: A Case Study Of Casinos In Macau**
Mark Wong, Joseph Sy-Changco
University of Macau
Dynamic Pricing for New Products: Utility-Based Generalization of the Bass Diffusion Model
Koray Cosguner¹, Seethu (P.B.) Seetharaman²
¹Georgia State University, ²Washington University in St. Louis

Are indirect network externalities warm or chill? A case of the U.S. video game market
Li Sun², Shanfei Feng¹,
¹Monash University, ²Zayed University

New Product Launch Capability of Emerging Market Firms
Arpita Agnihotri¹, Saurabh Bhattacharya²
¹Northland College, ²Newcastle University Business School

Differential Effects of Uncertainty in New Product Preannouncements
Roland Schroll¹, Reinhard Grohs²
¹University of Innsbruck, ²Schloss Seeburg University

Risk, Uncertainty, and Consumption: Consumer Motivations in Emerging Markets
Gregory Kivenzor
University of Connecticut

The Effects of Entrepreneurial Innovation and Institutional Support on Export Performance: Evidence from Emerging Market Firms
Jing Song¹, Linda Shi³, Jianping Li³, Yinghong (Susan) Wei⁴
¹Southwest Jiaotong University, ²University of Victoria, ³Southwest Petroleum University, ⁴Texas A&M International University

Social Responsibility, BOP Consumers, and the Admiration of Economically Developed Countries
Arilova Randrianasolo
John Carroll University

Disloyalty Syndrome among Chinese Consumers — A Historical Perspective
Jack Wei¹, Kenneth Bernhardt²
¹University of West Georgia, ²Georgia State University

Good from Bad: The Effect of CSR Claims on Brand Benefits and Consumer Attitudes toward Vice Brands
Dionne Nickerson, Omar Rodriguez
Georgia Institute of Technology

Humanizing Conservation: How Anthropomorphism Overcomes Cynicism
Kelly Naletelich, Seth Ketron
University of North Texas
Applying the theory of cognitive biases to increase charitable donations: CSR implications for the fashion industry
Philipp Simbrunner, Bodo Schlegelmilch
WU Vienna

Corporate Social Responsibility Public Perception Quotient (CSRPPQ)
Chris Groening¹, John Peloza²
¹Kent State University, ²University of Kentucky

Consumers Online: Introducing the Online Reputation as a New Segmentation Criterion
Chebli Youness¹, Pierre Valette-Florence²
¹University of Lorraine, ²IAE de Grenoble

Examining the Factors that Impact e-Marketing Capability in the Digital Age
Xia Liu
Rowan University

Antecedents of E-Satisfaction, E-Trust and E-Loyalty: An Understanding of E-Service Quality in Online Retailing
Boon Liat Cheng, Jee Huei Chai, Sanjaya Gaur
Sunway University

Factors Affecting Free-to-Paid Transition Effects of Online Content Providers: An Empirical Analysis of U.S. Newspapers' Paywall Rollout
Ho Kim¹, Reo Song², Youngsoo Kim³
¹University of Missouri-St. Louis, ²California State University Long Beach, ³Singapore Management University

This Brand Is Inspirational: The Influence of Logo Shapes
Jianping Liang, Guimei Hu, Haizhong Wang
Sun Yat-sen University

Effect Of Context Visual Complexity On Perceived Enjoyment
Elif Karaosmanoglu¹, Nesenur Altinigne²
¹Istanbul Technical University, ²Istanbul Bilgi University

The Right Formula of Ad Language and Relationship Norm for a Cute Spokes-Character
Chun-Tuan Chang, Xing-Yu Chu, Shih-Ting Kao
National Sun Yat-sen University
G02 | OVERCOMING MODERN INTERORGANIZATIONAL ISSUES
Yerba Buena Salon 02

Interorganizational learning: contractual antecedents, moderators and differential results
Joey Zheng¹, Qiong Wang¹, Hairu Yang²
¹University of Oklahoma, ²Shanghai Lixin University of Finance and Accounting

Does Channel Conflict lead to changes in Channel Governance?
Kamran Eshghi, Sourav Ray
McMaster University

Market Competitiveness has an impact on Marketing Expenditures in the CPG Manufacturing Industry
Joo Hwan Seo¹, Jane Yoo²
¹Dong-A University, ²Ajou University

Product Deletion and its Impact on Lean and Green Supply Chain?
Qingyun Zhu, Purvi Shah, Joseph Sarkis
Worcester Polytechnic Institute

G03 | LET'S GET DIGITAL - TAKING PHYSICAL EXPERIENCES ONLINE
Yerba Buena Salon 03

Bye Bye, old Reality: Understanding the Motivations of Using Augmented Reality Devices
Philipp Rauschnabel
University of Michigan-Dearborn

Virtual World Addiction And Problematic Consumption: The Distortive Effects Of Addiction On Perceptions Of Cognitive Absorption And Subsequent Usage Outcomes
Stuart Barnes², Andrew Pressey¹,
¹University of Birmingham, ²King’s College London

Using Mobile Apps to Meet New People: What Drives Adoption of Social Discovery Features on WeChat
Lixuan Zhang¹, Iryna Pentina², Wendy Fox Kirk¹
¹Weber State University, ²University of Toledo

Modelling Visual Aesthetics of m-atmospherics: An Environmental Psychology Perspective
Deepak Kumar, Navami Reghunath, Shyam Viswanathan, Gopakumar Vishwanathan
Amrita University

G04 | MARKETING AND POLICY INNOVATIONS TO END WAR AND SUSTAIN PEACE - PART 1 (SPECIAL SESSION)
Yerba Buena Salon 04

M. Haase, Freie Universität Berlin
C. Shultz, Loyola University Chicago
H. Downey, Queen’s University Belfast
A.A. Barrios, Universidad de Los Andes
M. Peterson, University of Wyoming
W. Abou-Khalil, G. Aoun, St. Joseph University
T. Facca-Miess, John Carroll University
J. Mittelstaedt, University of Wyoming
N. Santos, Marquette University
W. Josh, Oklahoma State University
J. Sherry, University of Notre Dame
Participants will explore how markets, marketing and policy can be innovatively managed or administered to end or prevent war, and to establish and sustain peace and prosperity. Scholars with active research streams in war-ravaged economies and/or with related interests in peace-marketing will be featured in the double-session. Session 1 emphasizes four paper-presentations vis-à-vis war dynamics and peace-marketing initiatives; principally in Colombia, Lebanon, Northern Ireland, Syria, and affected stakeholders, countries and regions. Session 2 assembles a panel of five scholars to discuss issues that emerged from or were overlooked in Session 1, and to establish a thematic working group, research agenda and action-plan – including special issues and other projects – going forward. In summary, the extraordinary costs and existential threat from wars should make war-resolution and peace-marketing a high priority for everyone. Given that wars often start because of markets, marketing and policy – and cannot be executed without them – it would seem to be incumbent upon thoughtful, forward-thinking, policy-oriented marketing scholars to consider innovative ways for marketing to end wars and to create and sustain well-functioning, inclusive marketing systems to ensure sustainable peace and prosperity. The purpose of these two sessions is to assemble scholars committed to this cause, to grow our numbers, to revisit marketing as a societal function to improve the human condition, and to affect policy, marketing research and managerial practices that quite possibly could save all of us from an endless cycle of violent conflict and the destruction of war.

**G05 | INTERNAL SELLING AND THE INTRA-ORGANIZATIONAL COORDINATION OF RESOURCES: THE PAST, PRESENT, AND FUTURE (SPECIAL SESSION)**

**Yerba Buena Salon 05**

K.D. Bradford, University of California  
J. Narus, M. Steward, Wake Forest University,  
W. Bolander, Florida State University  
C. Plouffe, New Mexico State  
Y. Liu, Illinois State University

In order to meet the complex needs of strategic accounts, a salesperson must identify, develop, and coordinate intra-organizational resources to address customer demands and opportunities, often beyond the scope of resources formally provided by the firm. In accordance, research in personal selling and sales management has evolved to focus on the salesperson’s intra-organizational efforts to identify, develop, and coordinate organizational resources to support their selling activities, and how these efforts assist the salesperson to meet customer demands, seize opportunities, and enhance sales performance. This special session discusses the state of research in this area and its future directions.

**G06 | MARKET EMERGENCE AND SOCIAL DISTINCTION**

**Yerba Buena Salon 06**

**The Role of Language in Market Creation: A longitudinal text-mining analysis of joshi (girl) in magazine media**  
Takeshi Matsui  
Hitotsubashi University

**A Habitus Divided? Exploring the Impact of Social Mobility on Habitus and Consumption**  
Erika Paulson  
Quinnipiac University

**Cultural Capital, Lifestyle And Taste Distinctions: An Ethnographic Investigation Of Women In Urban India**  
Tanuka Ghoshal¹, Rishtee Batra¹, Russell Belk²  
¹Indian School of Business, ²York University

**A Holistic Understanding of Valuing Process**  
Sivakumari Supramaniam¹, Richard Varey², Sanjaya Gaur¹  
¹Sunway University, ²Waikato University
How to create Brand Fans: The Relationship between Dynamic Capabilities, Customer Orientation, and Brand Love  
Alexander Rossmann¹, Philipp Rauschnabel², Tim Wilke¹  
¹Reutlingen University, ²University of Michigan-Dearborn

The role of brand loyalty and brand innovativeness in consumer innovation adoption behavior  
Riza Casidy¹, Marius Claudy²  
¹Deakin University, ²University College Dublin

Felicia Miller¹, Vanessa Constantine²  
¹Marquette University, ²Havas Media

Worth It or Not? Effects of Price Premium on Purchase Intent of Products with Environmental Benefits  
Rong Chen¹, Yali Fan¹, Feng He²  
¹Tsinghua University, ²University of Science & Technology Beijing

Why Others Don’t Want The Products We Love: The Impact Of Emotional Attachment On Consumer Rental Decision  
Antje Graul¹, Aaron Brough²  
¹Leeds University, ²Utah State University

When certifying sustainability can backfire – Assessing side effects of sustainability labels on non-certified products of the same brand  
Linda Wulf, Sören Köcher, Hartmut Holzmüller  
TU Dortmund University

Corporate Social Responsibility, Customer Satisfaction and Loyalty in Ghana’s Telecommunications Sector  
Kwaku Appiah-Adu¹, George Amoako¹, Bernard Okpattah²  
¹Central University, ²Lancaster University Ghana

Eli Jones, Dean, Texas A&M University  
Beth Walker, Dean, Colorado State University  
Darren Dahl, Senior Associate Dean, University of British Columbia  
Constantine (Costas)Katsikeas, Head of Marketing Division, Leeds University Business School  
Mike Brady, Marketing Department Chair, Florida State University

Moderator: Charles Noble, Associate Dean for Research & Faculty, University of Tennessee
The Paul E. Green award recognizes the article published in the Journal of Marketing Research during the most recent calendar year that demonstrates the greatest potential to contribute significantly to the practice of marketing research. This session will highlight the five papers that were finalists for the Paul E. Green award in 2017.

Moderator: Sachin Gupta, Co-Editor, Journal of Marketing Research

<table>
<thead>
<tr>
<th>3:30 PM – 4:45 PM</th>
<th>Conference Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>H01</td>
<td>BLOW US ALL AWAY (THE CONSUMER EXPERIENCE)</td>
</tr>
<tr>
<td>Yerba Buena Salon 01</td>
<td></td>
</tr>
</tbody>
</table>

**No Experience Required: Experience Identification in the Pre-Experience Stage**
Jennifer Stevens, Stacie Waites, Christian Barney, Carol Esmark
Mississippi State University

**The Role of Multisensory Marketing and Brand Experience in the Luxury Hotel Industry: Exploring the Effects on Customer Perceived Value and Brand Strength**
Klaus-Peter Wiedmann, Franziska Labenz, Janina Haase, Jannick Bettels
Leibniz University of Hannover

**In the Nose of the Beholder: Constructed Product Attributes Drive Olfactory Product Purchases**
César Zamudio, Hua Meng, Jamie Grigsby
Kent State University, Longwood University

**Customers' evaluated product quality: A neglected construct in marketing and operations management.**
Ramesh Roshan Das Guru, Marcel Paulssen
University of Geneva

<table>
<thead>
<tr>
<th>H02</th>
<th>MIND THE GAP: CORPORATE AND ACADEMIC INSIGHTS TO FILL THE VOIDS IN SUSTAINABILITY RESEARCH (SPECIAL SESSION)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yerba Buena Salon 02</td>
<td></td>
</tr>
</tbody>
</table>

J. Hutchins, Kennesaw State University
M. Sinha, Kennesaw State University
S. Apte, Apte Consultants
T. McFarland, Senior Sustainability Consultant,

Corporate and academic thought leaders will engage in a discussion on current, high impact sustainability practices in industry. The objective is to identify industry-relevant research topics that will encourage and drive sustainability-focused business practices. Challenging research questions pertaining to consumers, other stakeholders, corporate and brand level outcomes, as well as the process of creating and achieving sustainability related goals will help ignite interest amongst session attendees and in particular, doctoral students, for whom we have a collaboration with the Doctoral SIG. We expect questions ranging from attitude/behavior gap to corporate legitimacy or even stakeholder audit tools.

<table>
<thead>
<tr>
<th>H03</th>
<th>LET'S GET IT ON -- USING DIGITAL MEDIA FOR BUSINESSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yerba Buena Salon 03</td>
<td></td>
</tr>
</tbody>
</table>

An Empirical Examination of Factors Influencing Retailer Pricing in Electronic Markets
Tong Bao, Enping (Shirley) Mai, Vithala Rao
East Carolina University, Long Island University, Cornell University
The gender differences in online shopping payment methods
Mahmood A. Awan¹, Han-Chiang Ho²
¹SolBridge International School of Business, ²Wenzhou-Kean University

New Entrant’s Attack Strategy in O2O Marketing Platform Business
Minhwan Lee, Jinzhe Yan, Yongjune Kim
Sungkyunkwan University

Marketing and Policy Innovations to End War and Sustain Peace—Part 2 (Special Session)

Yerba Buena Salon 04

M. Haase, Freie Universität Berlin
C. Shultz, Loyola University Chicago
H. Downey, Queen's University Belfast
A.A. Barrios, Universidad de Los Andes
M. Peterson, University of Wyoming
W. Abou-Khalil, G. Aoun, St. Joseph University
T. Facca-Miess, John Carroll University
J. Mittelstaedt, University of Wyoming
N. Santos, Marquette University
W. Josh, Oklahoma State University
J. Sherry, University of Notre Dame

Participants will explore how markets, marketing and policy can be innovatively managed or administered to end or prevent war, and to establish and sustain peace and prosperity. Scholars with active research streams in war-ravaged economies and/or with related interests in peace-marketing will be featured in the double-session. Session 1 emphasizes four paper-presentations vis-à-vis war dynamics and peace-marketing initiatives; principally in Colombia, Lebanon, Northern Ireland, Syria, and affected stakeholders, countries and regions. Session 2 assembles a panel of five scholars to discuss issues that emerged from or were overlooked in Session 1, and to establish a thematic working group, research agenda and action-plan— including special issues and other projects— going forward. In summary, the extraordinary costs and existential threat from wars should make war-resolution and peace-marketing a high priority for everyone. Given that wars often start because of markets, marketing and policy — and cannot be executed without them — it would seem to be incumbent upon thoughtful, forward-thinking, policy-oriented marketing scholars to consider innovative ways for marketing to end wars and to create and sustain well-functioning, inclusive marketing systems to ensure sustainable peace and prosperity. The purpose of these two sessions is to assemble scholars committed to this cause, to grow our numbers, to revisit marketing as a societal function to improve the human condition, and to affect policy, marketing research and managerial practices that quite possibly could save all of us from an endless cycle of violent conflict and the destruction of war.

Salesforce-Innovation Coupling: An Empirical Investigation of Salesforce Timing and Outbound Open Innovation
Valerie Good, Roger Calantone
Michigan State University

Organizational Cross-Selling Determinants: Aligning Organizational Structures and Steering Instruments for Successful Cross-Selling
Christian Homburg, Sina Böhler, Sebastian Hohenberg
University of Mannheim
Gendered Wording in Sales Job Advertisements: Potential Impacts on Recruitment
Robert Erffmeyer², Kyoungmi Kim², Dawn Deeter³, Andrea Dixon¹
¹Baylor University, ²University of Wisconsin Eau Claire, ³Kansas State University

Sales Principles: The Case of Rules and Standards
Brian Murtha¹, Goutam Challagalla²
¹University of Kentucky, ²IMD

H06 | NEW PRODUCT DEVELOPMENT AND CUSTOMER CO-CREATION
Yerba Buena Salon 06

Linking users with personas to facilitate business-wide integration and ongoing innovation
¹Tomasz Miaskiewicz, ²Coryndon Luxmoore
¹Fort Lewis College, ²Mortgage Builder

Value Development During the Self-Design Process: A Demonstration and Explanation of the “Swoosh” Effect
Nikolaus Franke¹, Franziska Metz², Page Moreau²
¹WU Vienna, ²University of Wisconsin-Madison

From Ordinary to Extraordinary: Analogical Reasoning and Consumer Co-Creation
Kelly Naletelich, Nancy Spears
University of North Texas

H07 | RETAIL & PRICING SIG: 2017 WILLIAM R. DAVIDSON AWARD RECIPIENTS (SPECIAL SESSION)
Yerba Buena Salon 11

L. Beitelspacher, Babson College
K. Pauwels, Ozyegin University
M. Krafft, University of Muenster
S. Neslin, Dartmouth University
M. Mantrala, University of Missouri
L. Bolton, Penn State University
P. Verhoef, University of Groningen

The William R. Davidson Award is given each year to honor the best article(s) published in the Journal of Retailing. The winners are selected from all articles published two years before (i.e., the 2017 award honors the best articles published in 2015) on the basis of votes cast by the members of the Journal of Retailing Editorial Board. We are pleased to announce the following winners of the 2017 Davidson Award. The winners are honored with a cash award and plaque commemorating their achievement and contribution to the retailing literature. The Davidson Awards are made possible by the generous support of the Department of Marketing and Logistics, Fisher College of Business, The Ohio State University. In this special session, the authors will present their award winning research.

H08 | WHAT DocSIG CAN DO FOR YOU AND THE WORLD OF CAMPUS VISITS
Yerba Buena Salon 12

M. Lunde, University of Wyoming
M. Houston, Texas A&M University
M. Peterson, University of Wyoming
B. Taillon, East Carolina University
This special session is divided into three areas to accommodate doctoral students and candidates at all levels in their doctoral program. The first part of the session will present an overview to younger doctoral students about what the Doctoral Special Interest Group (SIG) is, what it can do for them, and how they can get involved. The second part will examine the “do’s and don’ts” of campus visits for doctoral candidates currently at that stage of their career. Guest panelists will be Mark Houston, Texas A&M University, Mark Peterson, University of Wyoming, and Brian Taillon, future assistant professor at East Carolina University. The final part of the special session will focus on the results of the Who Went Where survey, an annual survey conducted by DocSIG.

H10 | JOURNAL OF MARKETING RESEARCH – WILLIAM F. O’DELL AWARD SESSION (SPECIAL SESSION)
Yerba Buena Salon 14

The Journal of Marketing Research’s annual William F. O’Dell Award is given for the best article published five years earlier (in 2012) that has made a significant, long-run contribution to marketing theory, and/or methodology, and/or practice. This session will highlight the winning paper’s contribution to the field, both from the authors’ perspectives and from the perspectives of the award committee and other authors whose work has built on this foundation.

Moderator: Rebecca Hamilton, Co-Editor, Journal of Marketing Research

Sunday, August 6, 2017

8:00 AM – 9:15 AM

Conference Sessions

I01 | SAY NO TO THIS (MORALITY AND CONSUMPTION)
Yerba Buena Salon 01

How Extrinsic Religiosity Impacts on Vice Product Consumption
I Man Mok, Desmond Lam
University of Macau

When Moral Mindsets Increase Unethical Consumption: The Influence of Religion and Moral Emotions on Luxury Consumption
Stephanie Geiger-Oneto, Elizabeth Minton
University of Wyoming

How Can Morality-Irrelevant Inspiration Lead to Morality Behavior?
Jianping Liang1, Zengxiang Chen3, Jing Lei2
1Sun Yat-sen University, 2University of Melbourne, 3Nankai University

Emotions and Morality: The Distinct Effects of Pride and Gratitude on Consumer Ethical Judgment
Felix Septianto, Nitika Garg
University of New South Wales

I02 | THE WORLD WAS WIDE [WEB] ENOUGH (ON- AND OFFLINE CONSUMPTION)
Yerba Buena Salon 02

Costs loom larger than Gains: An investigation of consumers’ online versus instore shopping preferences
Adarh Kumar Kakar1, Ashish Kakar2
1Alabama State University, 2Logon Utility
How should companies set prices in offline and online channels? Comparing responses across consumer segments in a multichannel environment

Karin Lauer, Christian Homburg, Arnd Vomberg
University of Mannheim

Patterns in Online and Offline Information Search Behavior: The Role of Need for Cognition, Web-Expertise and Trust

Elfriede Penz¹, Agnieszka Zablocki¹
¹Institute for International Marketing Management, ²WU Vienna

Bolstering New Product Reviews in the Digital World

Haksin Chan¹, Vincentia Yuen²
¹Hang Seng Management College, ²City University of Hong Kong

Analysis of Motives in Using Instagram Among Hong Kong Millennials in Contextual Age Perspective

Lok Yi Joyce Poon
The Chinese University of Hong Kong

A Meta-analysis on the effect of triggers of electronic Word of Mouth on Consumer Based Brand Equity

Charu Sijoria, Srabanti Mukherjee
IIT Kharagpur

All Eyes On Me: Who Is Really Leading The Influential Show In Online Brand Communities?

Isabel Galvis, Julia Tyrrell
Coventry University

Involvement as a moderator in advertising co-branded relationships.

Christina Giakoumaki¹, George Avlonitis²
¹American College of Greece, ²Athens University of Economics and Business

The Effect of Pre-giving Incentives on Relationship Norms and Donation Behavior

Bingqing (Miranda) Yin, Yexin Li, Surendra Singh
University of Kansas

Narrative Perspective And Transportation – Exploring Important Conditions In Narrative Persuasion

Kerstin Barth-Strieder, Frank Huber
Johannes Gutenberg University Mainz

That's Me Eating the Sushi! The Influence of Consumption Visions on Attitudes toward the Product

Mark Yim¹, Ronald Rivas², Young Kim³, Eunjin (Anna) Kim⁴, Spencer Ross¹
¹University of Massachusetts Lowell, ²Canisius College, ³University of Iowa, ⁴Southern Methodist University

The Role of Developed Versus Emerging Country-of-Origin in Product Innovativeness

Anshu Arora¹, Amit Arora², Ge Xiao¹
¹Wilkes University, ²Bloomsburg University of Pennsylvania
<table>
<thead>
<tr>
<th>Session</th>
<th>Title</th>
<th>Authors</th>
<th>Institutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>06</td>
<td>Consumer Response to Sustainable and Innovative Products</td>
<td>Clyde Hull¹, Jennifer Russell¹, Monika Kukar-Kinney²</td>
<td>¹Rochester Institute of Technology, ²University of Richmond</td>
</tr>
<tr>
<td></td>
<td>Understanding Wearable Augmented Reality Technologies</td>
<td>Philipp Rauschnabel, Jun He, Young Ro</td>
<td>University of Michigan-Dearborn</td>
</tr>
<tr>
<td></td>
<td>Rejection behavior prior new product evaluation - Examining occurrence and determinants of passive innovation rejections</td>
<td>Sven Heidenreich¹, Patrick Spieth³, Tobias Kraemer², Verena Joachim³</td>
<td>¹Saarland University, ²University of Koblenz-Landau, ³University of Kassel</td>
</tr>
<tr>
<td></td>
<td>The Role of Innovation in Marketing</td>
<td>Chien-Wei Chen², Nai-Hwa Lien¹</td>
<td>¹National Taiwan University, ²National Chengchi University</td>
</tr>
<tr>
<td></td>
<td>What Always-On Connected Consumers Can Teach Retailers About Marketing Relevance and Segmentation in the Digital Era</td>
<td>Donna Iucolano</td>
<td>Case Western Reserve University</td>
</tr>
<tr>
<td></td>
<td>When a Policy Change Meets a Mobile App: An Empirical Study of a Coalition Loyalty Program</td>
<td>Rebecca Jen-Hui Wang¹, Lakshman Krishnamurth³, Edward Malthouse²</td>
<td>¹Lehigh University, ²Northwestern University</td>
</tr>
<tr>
<td>07</td>
<td>How strategic orientations predict business growth in global versus local B2B markets?</td>
<td>Andrea Buratti², Saku Hirvonen¹, Helen Reijonen¹, Tommi Laukkanen¹</td>
<td>¹University of Eastern Finland, ²University of Urbino</td>
</tr>
<tr>
<td></td>
<td>Entrepreneurial Orientation in MNCs: Antecedents and Outcomes</td>
<td>Li Chen¹, Shaoming Zou¹, Yiwen Chen¹, Hui Xu²</td>
<td>¹University of Missouri, ²Nankai University</td>
</tr>
<tr>
<td></td>
<td>From International Joint Ventures To Wholly Owned Subsidiaries: The Roles Of Resource Structure And Coopetition</td>
<td>Dong Liu¹, Xiaodan Dong², Shaoming Zou³</td>
<td>¹University of South Florida, ²CUNY-Staten Island, ³University of Missouri-Columbia</td>
</tr>
<tr>
<td>08</td>
<td>The role of sales managers in supporting innovativeness in sales organizations</td>
<td>Katariina Ylönen, Saara Julkunen, Mika Gabrielsson</td>
<td>University of Eastern Finland</td>
</tr>
</tbody>
</table>
Aligning Digital Channel Strategies To The Business Buyer’s Sourcing Journey
Bert Paesbrugghe¹, Johanna Vuori², Heidi Kock²
¹Vlerick Business School, ²Haaga-Helia University of Applied Sciences

Understanding Social Selling Using A Social Capital Theory
Bahar Ashnai, Prabakar Kothankaraman, Rajiv Kashyap
William Paterson University

Social Media Enabled Social Capital: The Role of Salesperson Time Management and Organization Innovation Climate
Raj Agnihotri¹, Sudha Mani³, Prabakar Kothankaraman² Ashish Kalra¹
¹University of Texas Arlington, ²William Paterson University

The Evolving Service-Dominant Logic and its Diffusion to Consumer Psychology
Rui Du
University of Hawaii

Socio-Cultural, Psychological and Functional Factors’ Influence on Individual’s Participation with Shared Services
Racheal Louis Vincent, Sanjaya Gaur, Sivakumari Supramaniam
Sunway University

Location Decision of Distribution Stations in Cross-border E-business: A Chinese Case Study based on Fuzzy Cluster Analysis in Complex Network
Da Huo¹, Haibo Wang², Bihan Bai², Yuexi Chen¹, Yaqi Cheng¹, Xiaotong Chen³
¹Central University of Finance and Economics, ²Texas A&M International University, ³Victoria University

Why Being Credible Counts - The Impact of Brand Credibility and Place Attachment on Consumers' Approach Behavior
Bernd Reitsamer¹, Alexandra Brunner-Sperdin²
¹University of Innsbruck, ²University of Applied Sciences Kufstein
Stress and Consumers Ethical Beliefs
Yuanyuan Liu¹, Xi Zhao¹, Yeyi Liu²
¹Xi’an Jiaotong University, ²University of Leeds

The Dark Side Of Competition: Both Winning And Losing After Competitions Predict Unethical Behaviors
Rui Du, Qimei Chen, Miao Hu
University of Hawaii

<table>
<thead>
<tr>
<th>02</th>
<th>WHO LIVES, WHO DIES, WHO TELLS YOUR STORY (THE POWER OF MANY)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yerba Buena Salon 02</td>
<td></td>
</tr>
</tbody>
</table>

WOM source characteristics: Do information seekers get what they need?
Tri Le, Angela Dobele, Linda Robinson
RMIT University

Do Ambivalent Attitudes toward Products Reduce as a Result of Selective Learning from Online Reviews? A Two-stage Exploration
Tingting Xie¹, Mingping Yan²
¹Hang Seng Management College, ²City University of Hong Kong

Secret Competition: How Social Goal Pursuit Impacts Motivation
Deidre Popovich¹, Zoey Chen²
¹Texas Tech University, ²University of Miami

<table>
<thead>
<tr>
<th>03</th>
<th>EFFECTIVE METHODS TO MOTIVATE AND ASSESS STUDENT LEARNING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yerba Buena Salon 03</td>
<td></td>
</tr>
</tbody>
</table>

Lora Harding
Belmont University

Desire to Learn and Value Co-Creation in Higher Education
Gavin Wu
Savannah State University

Effects of Students’ Perception of Instructors’ Exercised Justice on Grade Appeal Intention, Satisfaction toward Instructors and Overall Effectiveness of College Instruction
Sohyoun Shin¹, Youngsu Lee¹, Vincent Aleccia²
¹California State University Chico, ²Eastern Washington University

Benchmarking Undergraduate Marketing Programs: A Curricula Based Threshold Learning Approach
Russel Kingshott, Nigel De Bussy
Curtin University

<table>
<thead>
<tr>
<th>04</th>
<th>SOCIAL NETWORK ENGAGEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yerba Buena Salon 04</td>
<td></td>
</tr>
</tbody>
</table>

Digital Self and Personalized Ads on Social Network Sites
Sungjun Steven Park, Yuri Yoon, Yong J. Hyun
Korea Advanced Institute of Science and Technology
How Personalized Advertising Affects Equity of Brands Advertised on Facebook? A Mediation Mechanism
Trang Tran¹, Sally Baalbaki², Chien-Wei Lin¹
¹SUNY Oneonta, ²Metropolitan State University of Denver

Matching Social Network Communication Channels and Advertising Appeals for Social Network Advertising Effectiveness: Mediating Role of Perceived Efficacy
Fue Zeng¹, Ruijuan Wang¹, Yiyan Li²
¹Wuhan University, ²University of Hong Kong

Employee Brand Influencers: Motivations and Social Media Engagement
Deborah Goldring¹, Baiyun Gong²
¹Stetson University, ²Nova Southeastern University

INVESTIGATIONS OF HOW TO ENGAGE WITH B2B CUSTOMERS
Yerba Buena Salon 05

Christian Homburg, Olivia Gwinner, Arnd Vomberg
University of Mannheim

Content Characteristics and B2B Social Media Brand Engagement: A Fluency Perspective
Lindsay McShane¹, Ethan Pancer¹, Maxwell Poole¹
¹Saint Mary's University, ²Carleton University

Klaus-Peter Wiedmann, Janina Haase, Jannick Bettels
Leibniz University of Hannover

LET'S GET BACK TO BUSINESS -- A COMPANY'S VIEW ON SOCIAL MEDIA
Yerba Buena Salon 06

Building Brand Governance: a small company study.
Michelle Renton, James Richard
Victoria University of Wellington

Social Capacitance: Analyzing Social Media’s Influence in Organizational Absorptive Capacity
Anshu Arora², K. Sivakumar¹
¹Lehigh University, ²Wilkes University

The Role of Social Viewing in Digital Marketing Strategy
Tyson Ang¹, Shuqin Wei¹, Nwamaka Anaza²
¹Texas A&M University-Central Texas, ²Southern Illinois University Carbondale

CONSUMER ATTITUDES AND SATISFACTION IN INTERCULTURAL MARKET SERVICES
Yerba Buena Salon 11

“Subtle or Salient?” Examining Mainstream Consumers’ Attitudes toward Ethnic-Targeting Services with Different Cultural Salience Levels
Ronnie (Chuang Rang) Gao², Yanliu Huang¹, Trina Andras¹,
¹Drexel University, ²Trinity Western University
Other-consumer ethnocentrism: Examining consumers’ perceptions of other consumers in intercultural service encounters
Amro Maher, Tamer Elsharnouby
Qatar University

The Indirect Influences of Cultural Values and Personality Traits on Customer Satisfaction through Product Beliefs: The Case of Power Distance and Extraversion
Boris Herbas Torrico¹, Björn Frank², Gonzalo Garay³
¹Bolivian Catholic University, ² Sophia University, ³University of San Simón

Scale wars: An Exploration of ‘Interval-valued scale’ Attributes in Marketing Research
Anastasios Pagiaslis, Christos Themistocleous, Andrew Smith, Christian Wagner
Nottingham University

The Fornell-Larcker Criterion for Discriminant Validity: A Critique
George Franke
University of Alabama

Product Fatigue and the Decision Making Process using EEG
Jae Young Hwang, Michael Minor
University of Texas Rio Grande Valley

Money Talks; Marketing Walks? Impact of CEO Pay on Marketing Outcomes
Prachi Gala¹, Robert King²
¹University of Mississippi, ²West Texas A&M

Marketing Managers’ Mental Representations of Leadership Effectiveness: A Cross-Functional Perspective
Felix Weispfenning, Dana Ross
HS Coburg

Market Orientation: The Construct, Antecedents, And Consequences
Vahid Rahmani¹, Elika Kordrostami²
¹Old Dominion University, ²Humboldt State University

Sungjun Hong, Seungwon Jeon
Soonchunhyang University

How Brand Collaborations Change Customers’ Self-Brand Connections to High-Priced Brands
Hikaru Nozaki, Hitomi Fukui, Makoto Okazaki, Takahiro Chiba
Kansai University
How Does Logo Display Affect Consumers’ Consumption Preference for Fashion Designer Brands?
Pei-Ju Lucy Ting, Wen-Chang Fang, Yi-Chen Chiang
National Taipei University

When the name is rude: Exploring the Influence of Brand Vulgarity on Brand Personality
Merlyn Griffiths¹, Channelle James¹, Laurel Cook², Sarah Lefebvre³, Andrea Scott⁴
¹ University of North Carolina – Greensboro, ² West Virginia University, ³ University of Central Florida, ⁴ California Baptist University

11:00 AM – 12:15 PM

**K01 | WASHINGTON[S] ON YOUR SIDE (PRICING AND CONSUMPTION)**
_Yerba Buena Salon 01_

The Effect of Retailer Price Image and Price Primacy on Product Evaluations
Deidre Popovich², Uma Karmarkar¹, Ryan Hamilton³
¹Harvard University, ²Texas Tech University, ³Emory University

The moderating effect of temporal distance on partitioned vs. combined pricing
Jungsil Choi¹, Dorcia Bolton¹, Marija Grishin²
¹Cleveland State University, ²University of Kansas

Investigating the Effect of Gender on Companies’ Pricing Strategies Using Real-World Data
Vahid Rahmani¹, Elika Kordrostami²
¹Old Dominion University, ²Humboldt State University

Transaction Cost and Consumer Decision Making Process at Bottom of Pyramid
Nanda Choudhury, Srabanti Mukherjee, Biplab Datta
IIT Kharagpur

**K02 | YOUR OBEDIENT SERVANT (BRAND AND PRODUCT COMMITMENT)**
_Yerba Buena Salon 02_

Love is blind: The Influence of Brand Attachment on Brand Extension Success
Daniel Heinrich¹, Dave Sprott², Carmen Albrecht³
¹Technische Universität Braunschweig, ²Washington State University, ³RPC

Dilemma Between Brand Extension and Product Innovation : A Schema_Theoretic Perspective
Ta-Kai Yang¹, Ming-Huei Hsieh², Yi-Hsiu Chang¹
¹Chinese Culture University, ²Taiwan University

The Effect of Synchrony on Non-Human Objects Involved in the Synchronous Performance
Jun Ye, Xiaoyin Ye
Xiamen University

**K03 | WITH OR WITHOUT YOU? — LINKING WOM AND FGC WITH CONSUMER TRAITS AND REACTIONS**
_Yerba Buena Salon 03_

The Effects of Online Reviews on Purchase Intention: Investigating the Moderating Role of Regulatory Focus
Elika Kordrostami¹, Yuping Liu-Thompkins², Vahid Rahmani²
¹Humboldt State University, ²Old Dominion University
Examining the Interaction Between Online Review Volume/Valence and Scarcity Appeal
Elika Kordrostami1, Yuping Liu-Thompkins2, Vahid Rahmani3
1Humboldt State University, 2Old Dominion University

Influence of Relational Characteristics of Social Network Sites on Intention to Pass-along Electronic Word of Mouth: Exploring the Role of Trust
Nirankush Dutta, Anil Bhat
Birla Institute of Technology & Science

The effect of persuasiveness of online requests on customer reactance and retention intention
Tien Wang, Ralph Yeh, Fedor Lystsov
National Cheng Kung University

K04 | THE DARK SIDE OF SELLING

The impact of salesperson role variables and moderating effects of the selling environment
Michael Mallin1, Laura Munoz2
1University of Toledo, 2University of Dallas

Biting The Hand That Rewards You: Discovering The Reward-Theft Parity Effect
Jeff Johnson2, Scott Friend1, William Self3
1Miami University, 2University of Missouri-Kansas City, 3University of Central Oklahoma

The Mediating Role of Consumer Perceptions of Sales Pressure on the Impact of Salesperson Credibility
James Zboja1, Ronald Clark2, Susan Brudvig3
1University of Tulsa, 2Missouri State University, 3Indiana University

Investigating the mediating role of workplace jealousy in perceived injustice-outcome relationships: Can self-efficacy help?
Sunil Sahadev1, Neeru Malhotra2, Muhammad Arshad Khan1
1University of Salford, 2Aston University

K05 | SUSTAINABILITY AND INNOVATION

Greening your new products? Get a partner! Green innovation in technological networks
Anna Sadovnikova2, Devashish Pujari1
1McMaster University, 2South Dakota State University

Consumer’s Perception of Sustainable Food Innovations: Effects on Perceived Risk, Perceived Benefit, and Attitude Strength
Klaus-Peter Wiedmann, Levke Albertsen, Sascha Langner, Evmorfia Karampournioti, Steffen Schmidt
Leibniz University of Hannover

The Sustainability of Product Innovation: New Product Competence and Performance Gains
Fu-Mei Chuang
ESC Rennes School of Business

The Knowledge-Dependent, Differential Effects of Supplier Orientation Strategies on Green Innovation Performance
August Grupp, Björn Frank
Sophia University
When and which wholesale and retail prices should be set in multi-channels?
Kenji Matsui
Kobe University

Establishing Channel Partnership for Outlying Island Duty-Free Shop by Using the Fuzzy Cognitive Map Model
Jia-Wei Tang¹, Tsuen-Ho Hsu²
¹National Penghu University of Science and Technology, ²National Kaohsiung First University of Science and Technology

The role of business networks for innovation
Christina Öberg
Örebro University

Reducing Health Disparities through Physical Activity and Nutrition (PAN) Practices: The Case in a Northeastern U.S. Community
Ada Leung¹, Huimin Xu³, Gavin Wu², James Shankweiler¹, Lisa Weaver¹
¹Penn State Berks, ²Savannah State University, ³The Sage Colleges

Customer-centric Productivity and its Impact on Quality of Life: A Conceptualization and Empirical Validation in the Health Care Sector
Ilias Danatzis, Carolin Wernicke, Michael Kleinaltenkamp
Freie Universitaet Berlin

Patient Healing in Health Care: Exploring Causal Attributions and Implications for Well-being
Andrew Gallan¹, Anu Helkkula²
¹DePaul University, ²Hanken School of Economics

Green Marketing Consumer-Level Theory Review: A Compendium of Applied Theories and Further Research Directions
Qingyun Zhu², Chris Groening¹, Joseph Sarkis²
¹Kent State University, ²Worcester Polytechnic Institute

Grateful Compliance or Proud Defiance? The Distinct Effects of Pride and Gratitude on the Effectiveness of Anti-Drinking Message
Felix Septianto, Nitika Garg
University of New South Wales

Dual Pathways to Consumer Solutions: Mood, Creativity, and Sustainable Consumption
Richard Vann¹, Jose Antonio Rosa²
¹Penn State Behrend, ²Iowa State University

Existentialism, Consumption and Sustainability: Backpackers Fleeing and Finding Themselves
Brendan Canavan
University of Huddersfield
Representations of God and Sustainability Behaviors
Kathryn Johnson¹, Richie Liu¹, Elizabeth Minton², Darrell Bartholomew³, Mark Peterson², Adam Cohen⁴, Jeremy Kees³
¹Oklahoma State University, ²University of Wyoming, ³Villanova University, ⁴Arizona State University, ⁵Penn State Harrisburg

Seeing is not Believing: Millennial’s Healthful Menu Evaluation
Prachi Gala¹, Cindy Rippé², Robert King³
¹University of Mississippi, ²Tarleton State University, ³West Texas A&M

Can Serving Size and Calorie Information Backfire?
Andrea Tangari¹, Myla Bui², Kelly Haws³
¹Wayne State University, ²Loyola Marymount University, ³Vanderbilt University

The Impact of Anxiety on the Uptake of Branded Over Generic Medicines
Belinda Barton, Paul Burke, David Waller, Christine Eckert
University of Technology Sydney

A Question to Big Data: When Do Injured Consumers Stay Satisfied?
Shashank (Sash) Vaid
University of Houston

What do entrepreneurs believe to need to know in order to succeed? A study exploring entrepreneurs individual prioritization of knowledge-related factors to achieve sustainable, entrepreneurial success.
Sebastian Grüner
EBS University

Strategic Orientation Measures: Redirecting Research Focus To Trade-Offs
Saku Hirvonen
University of Eastern Finland
A Confirmatory Approach to Extracting Meanings from Online Customer Reviews
Youngsu Lee, Jongho Im, Taikgun Song, California State University Chico

A Human Resources Perspective in Healthcare Marketing: Exploring ACOs’ Sustainability and Efficiency Drivers
Hugh Pforsich, Andrey Mikhailitchenko, California State University

A modern update on loyalty programs in Austria’s and Germany’s food retailing industry
Fabian Nindl, Vienna University of Economics and Business

An Empirical Analysis of Consumer Multi-homing in Music Streaming
Nuoya Su, Xing Li, Peking University

Attitude, Subjective Norms and Perceived Control in the Intention to Advertise on Social Media Platforms
Yating Tian, Technical University of Munich

Avatar Features Effects on Customers’ Perception of Recommender Systems with Digital and Physical Products
Danlin Liang, Songpol Kulviwat, Hofstra University

Battle of the Channels: The Role of Search Costs in Consumer Decision Reversal
Marie Seeger, Jan Kemper, Malte Brettel, RWTH Aachen University

Be The Surprise That You Want To See In The World: An Integrative Framework Of Surprise In Marketing
Irina Toteva, Florida Atlantic University

Brand Advocacy on Twitter: Consumer Reactions to Controversial Super Bowl LI Advertising
Shari Worthington, Tianqing Ma, Adrienne Hall-Phillips, Worcester Polytechnic Institute

Brand As A Symbol Of Social Welfare
Kshitij Bhoumik, Texas Tech University

Brand Name and Ad Execution Format: Influence of Stereotypical Associations in Utilitarian Service Context
Merve Coskun, Fatma Hilal Ergen Keles, Sebnem Burnaz, Istanbul Technical University

Building an informal Brand: a qualitative investigation form a developing country perspective
Mohammad Alam, Shamsul Huq Bin Shahriar, East West University

Buy Today, Sell Tomorrow. Using Service-Dominant Logic to Explain the Appeal of Secondhand Clothing and Accessories Purchased Via Online Consignment
Rachel Patrick, Saman Zehra, University of Wyoming

Can Buzzing Bring Business? The Marketing Implication of Social Interactions in Online Business People Communities
Baozhou Lu, China University of Petroleum | Yin Zhang, China University of Petroleum (East China)

Clarifying the Chaos of a Social Media Crisis: The Case of #DeleteUber
Kristen Walker, California State University Northridge | Kimberly Legocki, Grenoble Ecole de Management
Comparing the Impact of Regulatory and Organizational Forces on New Product Development
Paul Sturman, Omar Shehryar, Dan Penoyer, Montana State University

Computer-Generated Content: Evidence And Implications
Benedikt Schnurr, Roland Schroll, University of Innsbruck

Consumer co-creation in crowdfunding campaigns: How involving the crowd drives new product development outcomes
Nils Eiteneyer, David Bendig, Malte Brettel, RWTH Aachen University

Consumer Perceived Betrayal on Country-of-Origin Migration: From the Perspective of Justice Theory
Chia-Yi Chen, National Pingtung University of Science and Technology

Counterfeit Luxury Goods in Emerging Markets: Corporate Citizenship Considerations, Purchase Propensity Factors, and Conspicuous Consumption
Aniruddha Pangarkar, Texas Tech University

Cross-Gender Brand Extensions: Staying on Strong Foundations
Aravind Reghunathan, Joshy Joseph, Indian Institute of Management Kozhikode

Cultural Cues in Advertisements
Kristina Stuhler, Old Dominion University

Customer Engagement: The Role of Perceived Customer Orientation
Lin Dong, Andreas Eisingerich, Imperial College London

Customer knowledge process, technology orientation, and incremental verse radical product innovation
Margaret Sheng, National Taiwan University of Science and Technology

Demystifying Digitization and its Consequences for Organizational Adaption
Philipp Freitag, RWTH Aachen University

Determining the impact of the updated Nutrition Fact Label on consumer behavior when purchasing and consuming pre-packaged food and beverage items
Hillary Stark, University of North Texas

Differential effect of brand placement advertising: A cross-cultural exploration of cognitive thinking system
Hur Chung, Chungnam National University | Jiyoung Hwang, The University of North Carolina Greensboro | Chan-Koo Yeo, Sogang Business School

Do ethical products affect actual consumer behavior? An empirical analysis based on a large scale field experiment
Sebastian Feuß, Jan Kemper, Malte Brettel, RWTH Aachen University

Don't Spoil the "Moments"? – When Friendship Meets Ads in WeChat's Friend Circle
nancy guo, College of Staten Island | YuanQiong He, ping feng, QianLan Cao, Huazhong University of Science and Technology

Drivers of Community Engagement in Social Media Brand Fan Page
Sara Hsieh, Tunghai University | Crystal T. Lee, Wenzhou Business College

Effect of agritourism on consumers’ grocery purchase patterns
Sumin Kim, Dongmin Lee, Seoul National University | Seulki Lee, Sejong University | Junghoon Moon, Seoul National University
Effectiveness of Sales Leadership: A Meta-Analysis and An Assessment of Causal Effects
Felix Weispfenning, HS Coburg

Effects of Process and Outcome Simulations on Subsequent Regulatory Behavior
Candy Ho, Hong Kong Baptist University | Jessica Kwong, The Chinese University of Hong Kong

Effectual Orientation as a Driver for Sustainable Technological Firm Innovativeness – Leveraging Firm Resources to Promote Continuous Radical Innovation
Malte Brettel, Steffen Strese, RWTH Aachen University | Andrea Reinshagen, WHU - Otto Beisheim School of Management

Employee and Customer Mistreatment leading to Regret and Disappointment: The Bystander Perspective
Mehmet Okan, Ayse Elmadag Bas, Istanbul Technical University

Exploring the Relationship Between Mixed Emotions and Consumer Well-Being Through Emotion Regulation Motives
Adam Cann, Miles Condon, Debbie Laverie, Texas Tech University

Fostering Employee Brand Advocacy on Social Media
Marie-Cécile Cervellon, EDHEC BUSINESS SCHOOL | Pamela Lirio, Université de Montreal

Grey tourism segments in Europe: preferences and motivations
Flavio Tiago, Sonia Avelar, Joao Couto, Sandra Faria, Maria Teresa Tiago, University of the Azores

Hope-based Ad Appeal in Fair Trade Advertising: The Role of Self-Regulatory Focus
Songyee Hur, Sejin Ha, The University of Tennessee, Knoxville

Qi Sun, Fang Wu, Qian Wang, Shanghai University of Finance and Economics | Yong Liu, University of Arizona

How Online Customer Reviews Drive Customer Loyalty
Tobias Lohse, Jan Kemper, Malte Brettel, RWTH Aachen University

How Regulatory Focus Affects Social Comparison Effect in Goal Pursuit
Yu Hu, Salem State University

How to retain customers after a service failure? An empirical analysis assessing the impact of immediate vs. Delayed compensation on post-complaint consumer behavior
Frederike von Aswege, Jan Kemper, Malte Brettel, RWTH Aachen University

Impact of Publicizing Corporate Social Responsibility on Firm Value: The Mediating Role of Reputation
Junhee Seok, Youseok Lee, Sarang Go, Byungdo Kim, Seoul National University in Korea

Initiating Buyer-Supplier Relationships in Triads
Wen Low, Chien Hsin University of Science and Technology

Inter-Domain Risk Compensation Fallacy and Risky Behaviors
Donghyen Park, Hakkyun Kim, Jungyun Kang, Sungkyunkwan University

Introducing social and hybrid products: A survey of the relevance of a value based typology of products
Adarh kumar Kakar, Alabama State University | Ashish Kakar, Logon Utility
Leveraging the full potential of dynamic capabilities in new product development: The moderating role of middle managers’ individual resources
Anne Vos, Steffen Strese, RWTH Aachen University

Location choice for agrifood companies based on regional demand conditions
Dongmin Lee, Junghoon Moon, Seoul National University | Magnus Lagnevik, Lund University | Simone Maccaferri, University of Bologna

Locus of Innovation in Co-development Alliance with the Incumbent: Roles of Alliance Governance and the Small Firms’ Internal Knowledge
Hadi Eslaminosratabadi, Devashish Pujari, Ruhai Wu, McMaster University

Measuring the Brand Extension Fit Construct
Somnath Banerjee, Rajani Pillai, North Dakota State University

Mere touching imagery and effectance motivation promote willingness to pay through increased psychological ownership
Sayo Iseki, Shinji Kitagami, Nagoya university

Message Sidedness and Sponsorship: Examining the Effects of Source Expertise on Communication Effectiveness
George Shen, Tsai Chia-Han, National Chiayi University | Lee Rick, New Jersey City University

Moderator File-Drawer Analysis: A New Method
Ajay Abraham, Seattle University

Motives and Corresponding Behaviors in Reading Electronic Word-of-Mouth: A Consumer Learning Perspective
Shuling Liao, Cheng-wen Yao, Yuan Ze University

Moving out as moving up--The value and luxury consumption of globally-mobile millennials from China
Wei-Fen Chen, The Hong Kong University of Science and Technology

Naughty and Nice: Dimensions of Scent Personality
César Zamudio, Robert Jewell, Kent State University | Hua Meng, Longwood University

Network Centrality and Salespersons’ Opportunism
Soojung Kang, Sungmin Ryu, Sungkyunkwan University

Online Stores: Overcome the inability to touch a product
Cristian Sepulveda, University of Wyoming

Pay Gap and Firm Performance
Minghui Ma, State University of New York at New Paltz | Shan Lin, Lewis University, College of Business

Perceived Influence of Word-of-Mouth Recommendation in Sport-Watching Behavior: A Gender Difference Perspective
Akira Asada, Yong Jae Ko, University of Florida

Personality traits, Customer Engagement, and Customer Loyalty
Siddhant Puri, Maharaja Agarsen Institute of Management Studies | Sandeep Puri, Institute of Management Technology Ghaziabad | Gaganpreet Singh, NITIE
Please Select Your Payment Method: What is the Influence of Consumer Type and Habit on Payment Choice in E-commerce?
Patrick Deufel, Jan Kemper, Malte Brettel, RWTH Aachen University

Popularity Backfires: The Moderating Role of Counterculturalism
Sujeong Hong, Sungkyunkwan University | Mijin Kwon, Korea University | Young Jee Han, Sungkyunkwan University

Price, availability and involvement as drivers of ethical consumer behavior
Sebastian Feuß, Jan Kemper, Malte Brettel, RWTH Aachen University

Katrin Bockholdt, Jan Kemper, Malte Brettel, RWTH Aachen University

Probabilistic Promotions and the Number of Possible Discount Outcomes
Sungchul Choi, University of Northern British Columbia

Product Popularity As A Moderator Of Unavailability Effects Under Extremeness Aversion
Victor Schliwa, Otto-von-Guericke-Universität Magdeburg

Psychological Traits Influencing Consumers’ Financial Decision Making
Heejung Park, University of Wyoming

Punitive Damages: Status and Public Policy, Managerial, & Research Issues
Karl Boedecker, University of San Francisco | Fred Morgan, Jeff Stoltman, Wayne State University

Market Transformation through Legitimacy
Simone N. Vedana Koch, Universidade Federal do Rio Grande do Sul

Reasons Behind the Green Behavior at a Hotel: Social Norm Messages and the Norm Activation Model
Eun Yeon Kang, Kutztown University | Sukjoon Yoon, Texas A&M University | Lucy Atkinson, University of Texas at Austin

Relational Bonding or Economic Reward Promise? Evidence from Reward-based Crowdfunding
Shuang Ma, Beijing International studies University | Yonggui Wang, University of International Business and Economics | Dahui Li, University of Minnesota Duluth

Reward or Bribe: The Role of Psychological Reactance on the Persuasiveness of Referral Reward Programs
Junfang Zhang, YuanQiong He, Huazhong University of Science and Technology | Nancy Guo, College of Staten Island

Sport events and destination branding: social media marketing challenges
Flavio Tiago, Maria Teresa Tiago, University of the Azores

Sport Sustainability Marketing Campaign Strategy: Addressing Communication, Marketing, and Business Goals
Galen Trail, Brian McCullough, Seattle University

Taste the Sound: The Sematic Congruence between Music Tonality and Taste
Xiaoshan Li, University Of Texas At Austin

The Construction and Validation of the Locavore Scale
Brandon Reich, John Price, Troy Campbell, University of Oregon
The Determinants of Customer Satisfaction and Likelihood to Recommend in the Industrial Supply and Delivery B2B Area
Richard Feinberg, Purdue University

The Differential Effects of Advertised Claims on Consumers’ Inferences and Purchase Intentions
Christopher Berry, Scot Burton, Elizabeth Howlett, Bruce Ahrendsen, University of Arkansas

The Diminishing Returns of Design Newness from Valuation to Adoption
Yikuan Lee, San Francisco State University | Haisu Zhang, New Jersey Institute of Technology

The Dual Cuteness Effect: How Cute Packaging Design Influences Product Attribute Judgment
Benedikt Schnurr, University of Innsbruck

The Effect of Antecedents of Sadness on Brand Evaluation
Luxi Chai, Yexin Li, University of Kansas

The Effect of Color Saturation on Satiation: High Saturation Increases Satiation of the Product
Eunmi Jeon, Hakkyun Kim, Jungyun Kang, Sungkyunkwan University

The Effect of Subscription Membership Marketing on Health-Related Food Purchase Behavior
Dongmin Lee, Junghoon Moon, Seoul National University

The Impact Of Augmented Reality Games On Tourism Destination Visit
Ewelina Lacka, Strathclyde University

The Impact of Engagement in Front-Line Service Roles on the Subjective Wellbeing of Indigenous Employees
Peter Hosie, CQUniversity Australia | Russel Kingshott, Piyush Sharma, Curtin University

The impact of service failure controllability on post-complaint consumer behavior–An empirical Analysis
Frederike von Aswege, Jan Kemper, Malte Brettel, RWTH Aachen University

The Impact of Store Disorderliness on Shopping Behavior in a Fashion Retail Context
Merve Coskun, Sebnem Burnaz, Istanbul Technical University

The Implicit Role of Business Cards in Sales Encounters
Jared Oakley, California Polytechnic University at Pomona | Subhash Jha, The University of Memphis

The Minimalism Phenomenon: Exploring a New Social Media Movement of Voluntary Simplicity
Atar Herziger, University of Cologne

The presence of familiar words drive social media likes, comments, and shares
Ethan Pancer, Vincent Chandler, Maxwell Poole, Saint Mary's University

Hyun young Park, China Europe International Business School | Grace Chae, Temple University | Katherine White, University of British Columbia

The Role of Enjoyment in Consumers’ Adoption of Sharing Economy: An Exploratory Approach
Jiyoung Hwang, The University of North Carolina Greensboro

The Role of Experience in New Channel Adoption
Marie Seeger, Jan Kemper, Malte Brettel, RWTH Aachen University
'The Role of Identification Needs in Shaping the Efficacy of the One-for-One Promotional Model''
Riley Dugan, The University of Dayton | Joshua Clarkson, University of Cincinnati | Joshua Beck, University of Oregon

The Role of Learning in Dynamic Marketing and New Product Development Capabilities: An Empirical Investigation
Alexander Schueller, RWTH Aachen University

The Role of Music in Persuasion: An Evolutionary Approach
Caner Cesmeci, Kaan Varnali, Istanbul Bilgi University

The social identification model of stakeholder value creation
Ivan Fedorenko, Pierre Berthon, Bentley University

The uncertain reward, Optimistic Bias, and Customer Co-promotion
Yuan Zhang, Yirang Zhang, Zhaoyang Guo, Xiamen University

To Innovate or To Regulate: The Impact of Environmental Policy on Consumer Preferences for Places to Live
Sukhyun Kim, HEC Paris | Jaehoon Lee, Southern Illinois University

Tomb Raider meets The Sims - Identifying game characteristics as antecedent predictors of game success
Franziska Handrich, Sven Heidenreich, Saarland University

Towards newly emerging customer needs in the Sharing Economy – Identifying motivation-based differences between customers of sharing versus traditional services
Kathrin Luehrs, LMU Munich

Unobserved preference heterogeneity in random regret minimization for residential consumer choices
Jooyoung Lim, Minhi Hahn, KAIST (Korea Advanced Institute of Science and Technology)

Unpacking the Mechanisms of Service Personnel’s Adopting Cross-Selling Behavior: The Role of Change Communication in Perspective Making
Yi-Chun Liao, HsiuJu Yen, Tsing Hua University

Verb-Noun Reversal in Sales Rhetoric: How Verbing Weirs the Sell''
Riley Dugan, The University of Dayton | James Kellaris, Joshua Clarkson, Ric Sweeney, University of Cincinnati

What Does It Mean to be Authentic on Social Media? Using Brand Personality to Investigate Brands’ Social Media Content and Consumer’s Social Media Behavior
Rebecca VanMeter, Ball State University | Parker Woodroof, University of Central Arkansas | Katharine Howie, University of Lethbridge | Holly Syrdal, University of Southern Mississippi

What If Consumers Do Not Believe The Celebrity In The Ad
Elif Idemen, Gozde Kazazoglu Sahin, Ayse Elmadag Bas, Elif Karaosmanoglu, Istanbul Technical University

When in Canada do as Canadians do! Investigating normative and informational influences on purchasing bio-based products
Mohammad Tajvarpour, Devashish Pujari, McMaster University

Katrin Bockholdt, Jan Kemper, Malte Brettel, RWTH Aachen University

With A Little Help From My Friends: How Product and Website Socialness Drive Online Word-of-Mouth Persuasion
Yiru Wang, César Zamudio, Robert Jewell, Kent State University