



AMERICAN MARKETING
ASSOCIATION

2023 AMA SUMMER ACADEMIC CONFERENCE



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August 4-6 • San Francisco, CA

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天津大学管理与经济学部

College of Management
and Economics

Tianjin University

Exhibitors





Monday, 31 July

5am Virtual | Journal of International Marketing Awards Session

5am Virtual | DOCSIG Webscraping and Text Mining Part 1

Virtual | DOCSIG Webscraping and Text Mining Part 1
» [Dr. Abhishek Borah](#)

5am Virtual | Social Responsibility, Sustainability, Policy and Consumer Culture Theory Paper Session 1
Chaired by: Dr. Girish Mude

Impact of sustainability cues in consumers' preference and purchase decisions

» [Dr. Girish Mude](#), Dr. Deependra Sharma

"Enough is Enough": Environmental Value Orientation and Social-Ecological Thought Marketing

» [Prof. Kihyon Kim](#)

TOWARD A ZERO-WASTE LIFESTYLE: HOW CONSUMERS MOTIVATION SHAPES THEIR PERCEIVED VALUE?

» [Dr. Ines Kolli](#), Prof. Gilles N'Goala

Does Green Marketing Strategy Pay off in the Context of Developing Country? A Moderated Mediation Model of Competitive Advantage and Competitive Intensity

» [Mr. Girma Demessie](#), Prof. Amit Shukla

When the message of hope backfires: moderation effect of hope on collective climate action

» [Prof. Kihyon Kim](#)

A Dilemma for Luxury Brands?: When and How Prosocial Actions Benefit Luxury Brands

» [Dr. Jiyoung Hwang](#)

5am

Virtual | Consuming for All The Wrong Reasons: When Consumers are Impulsive, Uncivil, Unethical, and Materialistic

Chaired by: Dr. Swapan Deep Arora

A systematic review of online impulse buying: Typology and theory

» [Mr. Snehashis Khan](#), Dr. Poonam Kumar

EXAMINING THE RELATIONSHIP BETWEEN CONSUMER ETHICS AND CONSUMPTION OF LUXURY FASHION COUNTERFEITS: INSIGHTS FROM AN EMERGING ECONOMY

» [Mr. Tushar Prabhakar](#), Prof. Navdeep Kaur

Customer Incivility in Hospitality and Tourism: A Systematic Review and Research Agenda

» [Dr. Swapan Deep Arora](#)

Status Matters: An Exploration of the Intersection of Status Consumption, Luxury Consumption, Materialism, and Subjective Well-Being

» [Mr. George Tamiolakis](#), Dr. George Baltas, [Dr. Grigorios Painesis](#)

The Impacts of Conflicting Information on Consumers' Attitudes toward and Willingness to Adopt Medical Cannabis Products

» Dr. Rodolfo Rocha, Dr. Andres Veloso, [Dr. Christian Munaier](#), Dr. Iná Barreto

5am

Virtual | Marketing Strategy

Chaired by: Dr. Harpreet Kaur

The More the Merrier: Top Management Team Diversity and the Likelihood of Myopic Marketing Management

» [Dr. Giovanni Visentin](#), Mr. David Zavala

Balancing Marketing to Consumers and Investors: Firms' Online Engagement and Consumption Market Performance

» [Mr. Hengyuan Zhang](#), [Prof. Sheng Shu](#), Prof. Yi Liu



Continued from Monday, 31 July

Offensive and Defensive Marketing Approach in a Modern Service Sector: Scale Development and Validation

» [Dr. Harpreet Kaur](#), [Mr. Adarsh Manoj](#), [Ms. Muskan Tyagi](#), [Ms. Shruti Choudhary](#)

Identifying key touchpoints to improve customer experience in an omnichannel world

» [Prof. Chin-Ching Yin](#), [Dr. Jingqi Qiu](#)

6:30am **Virtual Expert Workshop | Research Promotion**

Chaired by: [Dr. Jessica Vredenburg](#)

6:30am **Virtual | DOCSIG Webscraping and Text Mining Part 2**

6:30am **Virtual | Social Responsibility, Sustainability, Policy and Consumer Culture Theory Paper Session Part 2**

Chaired by: [Dr. Jake Hoskins](#)

THE EFFECT OF PERCEIVED INNOVATION ON CONSUMER FORGIVENESS IN THE CONTEXT OF PRODUCT RECALL

» [Dr. NESENUR ALTINIGNE](#)

The contribution of organic private label products to private label share outcomes

» [Dr. Jake Hoskins](#), [Dr. Faruk Konuk](#), [Dr. Jane Machin](#)

A Hopeful Message Works for the Pessimist: The Role of Outcome Expectancy for Message Framing and Mindset

» [Prof. Kihyon Kim](#), [Prof. Sujeong Hong](#)

CSR Marketing in the Fashion Industry: A Comparative Study between Slow and Fast Fashion Brands on Instagram

» [Ms. Clara Mitzscherling](#), [Prof. Isabelle Hillebrandt](#)

When do voluntary consumer organizations fail and when do they succeed? A qualitative analysis

» [Mrs. Theresia Mennekes](#), [Mrs. Judith Maschke](#), [Mrs. Hanna Schramm-Klein](#)

6:30am **Virtual | The Evolving Marketplace: AI, the Internet, and the Sharing Economy**

Chaired by: [Dr. Xianfang Zeng](#)

A Meta-Analysis of Seeking Advice from Humans and Artificial Intelligence

» [Dr. Xianfang Zeng](#)

The robot won't stare at you: Artificial intelligence will increase more unethical consumer behavior

» [Ms. Tongxin Ling](#), [Mr. Jiaming Liang](#)

INTERNET OF BEHAVIOUR: A THEORETICAL FRAMEWORK AND SYSTEMATIC REVIEW

» [Mr. siva ranjan](#)

AI credibility and consumer-AI experiences: A justice theory perspective

» [Mr. Abdul Wahid Khan](#), [Dr. Abhishek Mishra](#)

IDENTIFYING EMERGING SEGMENT OF CRYPTOCURRENCY ADOPTERS-LOHAS (LIFESTYLE OF HEALTH AND SUSTAINABILITY): FOCUSING ON THE ROLE OF CONSUMER INNOVATIVENESS

» [Dr. Sooyeon Choi](#)

The Dark Side of Social Media: Fear of Missing Out

» [Ms. Nusaiba Begum](#), [Dr. Nripendra P. Rana](#)

6:30am **Virtual | Marketing in Times of Uncertainty**

Chaired by: [Dr. Ceyhan Kilic](#)



Continued from Monday, 31 July

Self-control failures in pro-environmental behavior in times of uncertainty

» Mr. Sai Prashanth Ramachandran, Dr. Camilla Barbarossa, Dr. Laurent Bertrandias

Customer Orientation of Service Employees in Extraordinary Situations

» Dr. Ceyhan Kilic, Dr. Turkan Dursun

Linking Consumer Animosity to Foreign Products, Personality Traits and Product Avoidance: The Moderating Role of Cultural Characteristics and Personal Values

» Prof. Ausra Rutelione, Ms. Kotryna Motiejūnaitė

Performance Feedback and Marketing Ambidexterity Strategy: The Moderating Role of CEO Turnover

» Dr. Qianmin Sun, Dr. Xiaoyu Deng, Prof. Zuohao Hu

8am **Virtual Expert Workshop - The PhD Journey and Beyond**

Chaired by: Dr. Anatoli Colicev

8am **Virtual | Meet the Editors**

8am **Virtual | Ecosystems to Improving Well-being of Understudied Markets**

Chaired by: Prof. Avinash Kumar

Every Cloud Has a Silver Lining: A Dynamic View Towards Super Fake Counterfeit and Brand-Self Distance

» Dr. Jieqiong Ma, Dr. Jie Yang

HEALTH CONSUMPTION IN THE LIVED SPACES OF LOW INCOME, CHRONICALLY ILL PERSONS

» Dr. Cheryl Nakata, Dr. Lisa Sharp, Dr. Jelena Spanjol

ACHIEVING DECENTRALIZED SUSTAINABLE MANAGEMENT IN VERTICAL FARMING THROUGH THE METAVERSE

» Ms. Le Bei Sze, Prof. Jari Salo, Prof. Teck Ming Tan

Covid-19 Communication In Emerging Markets- Not Viral Enough?

» Prof. Rama Papi Reddy Annapureddy, Prof. Saparya Suresh, Prof. Varsha Khandker

Value propositions underlying BoP producers' enablement by Social enterprises: Practice View

» Prof. Avinash Kumar, Prof. Rajeev Kumra, Prof. Kumar Rakesh Ranjan

8am **Virtual | Digital and Social Media Marketing**
Chaired by: Mr. Sandesh Bohora

A STUDY ON MEDIATING EFFECT OF eWOM ON SOCIAL MEDIA INTENSITY & CONSPICUOUS CONSUMPTION AMONG NEPALESE CONSUMERS

» Mr. Pawan BC, Mr. Sandesh Bohora

Brand Exploration in Metaverse: Effects of Self-Avatar Resemblance on Brand Attitude and Purchase Intention, and Moderated Mediation of Copresence

» Ms. Jaehyun Lee, Prof. MinChung Kim, Prof. Yeolib Kim

Fair information practices in digital advertising: a trust transfer perspective

» Dr. Junjun Cheng, Ms. Zihang Huang

INFLUENCER MARKETING AS A FORM OF PERSUASIVE ADVERTISING

» Prof. Chyi-Mei Chen, Prof. Shan-Yu Chou

A structural life course model of dynamic role selection in Q&A sites for pregnancy, childbirth, and childcare

» Prof. Masakazu Ishihara, Prof. Hiroshi Kumakura, Prof. Minjung Kwon

Ride to Escape the Smog: the Impact of Air Pollution on Bike-Sharing Behavior

» Dr. Xiaoyu Deng, Dr. Qianmin Sun



Continued from Monday, 31 July

8am **Virtual | A World Disrupted: AI, Digital and Social Media, and New Product Innovation**

Chaired by: Dr. Pei-Shan Soon

Desire to Use Augmented Reality Application: The Moderating Role of Materialism

» [Dr. Pei-Shan Soon](#), [Prof. Sonjaya Singh Gaur](#)

Overconsumption Induced by Digital Consumer Financing with Superior Knowledge: A Mixed-methods Approach

» [Dr. Jiangzhe Wang](#), Dr. zibin Xu

Seeing is touching, Seeing is believing: The effect of product presentation on consumers' product authenticity perception in online live-streaming

» [Dr. Nan Zhang](#), Dr. Xunyi Wang

Towards a comprehensive model to understand the determinants of purchase of anti-food waste mobile applications

» [Dr. Alex HAMARD](#)

Metaverse for physically impaired

» [Ms. Esha Sharma](#), Dr. Kirti Sharma

9:30am **Virtual Expert Workshop | Field Experiments**

Chaired by: Dr. Steve Anderson

9:30am **Virtual | Journal of Public Policy & Marketing | Kinnear Award Session**

9:30am **Virtual | Advertising, Promotion and Branding**

Chaired by: Mr. Aihui Ding

Unintended Outcomes of Advertising Diversity

» [Mr. Aihui Ding](#), Dr. Zhihao Yu, Dr. Kelly Cowart

Communication triggers and marketing consequences of Inspiration; some preliminary evidence.

» [Prof. Vincent Mitchell](#)

UNVEILING THE DARK SIDE OF MARKETING: A SYSTEMATIC LITERATURE REVIEW OF NEGATIVE PUBLICITY

» [Mr. Asheen Heranga Hettiarachchi](#) [Maha Hettiarachchige](#), Prof. Francesca Cabiddu, Dr. Ludovica Moi

THE IMPACT OF INCLUSIVE ADVERTISEMENTS ON CONSUMER WELL-BEING: THE MEDIATING ROLE OF BRAND WARMTH AND BRAND COMPETENCE

» [Mrs. Nitha Mary Siju](#), [Mr. Harikrishnan R](#), [Mrs. Lekshmi Mohan](#), [Mrs. Ravitha Menon](#)

Optimal Subscription Platform Promotion Policy under Evolution

» [Mr. Anomitra Bhattacharya](#), Prof. Ruhai Wu

The Effect of the Zoom-in (vs. Zoom-out) Presentation Format of Brand Logos on Perceived Brand Competence

» [Ms. Yu Gu](#), Dr. Rong Chen, Dr. Xiaobing Xu, Dr. Feng He

9:30am **Virtual | Consumer Immersion: Sharing, Disclosure, and Engagement**

Chaired by: Dr. Iman Jana

PERCEIVED BRAND GLOBALNESS AND USER ENGAGEMENT ON GLOBAL SOCIAL NETWORKS

» Prof. Neeru Malhotra, [Dr. Iman Jana](#), Dr. Muhammad S. Akram

Which Appeal Motivates Consumers to Engage in Word of Mouth? The Effect of Cuteness

» [Dr. Alexis Yim](#), Dr. Stephen He, Dr. Annie Peng Cui

Evaluating article-form native advertising: the effect of unexpected articulation, transportation experience, and familiarity with native ads

» [Dr. Qixing Li](#), Prof. Wenyu Dou



Continued from Monday, 31 July

SERVICE CO-CREATION IN THE PANDEMIC: MODERATING EFFECT OF SERVICE TYPE

» [Prof. Dongyoun Kim](#), Dr. Kyusung Hwang, Prof. Eunkyung Lee

Effective strategy: Utilizing variety-seeking to cope with the threat posed by social comparison

» [Ms. Xinyi Li](#), Prof. Jun Ye, Dr. Kun Zhou

9:30am

Virtual | A World Disrupted: Sales, Retailing, and Consumer Behavior

Chaired by: Dr. Christian Munaier

Salesperson learning from customer engagement with AI-human coach assemblage

» Dr. Ozlem Ozkok, Dr. Mehdi Khiari, [Mr. Christian Winter](#), Prof. Nicolas Zacharias, Dr. Laurent Scaringella

BUY NOW PAY LATER A TECHNOLOGICAL INNOVATION AND SOCIAL DISRUPTION IN ONLINE SHOPPING

» [Mr. Syam Kumar S](#), Dr. Jogendra Nayak

Motivation to Write an Online Review: The Role of Satisfaction and Self-Congruence

» [Prof. George Shen](#), Prof. Zui Chih Lee

THE POWER OF GROUNDEDNESS: HOW COMMUNICATION CUES AFFECT AUTHENTICITY PERCEPTIONS

» [Ms. Shipra Mathur](#), Dr. Jogendra Nayak

Consumers' Silence is Gold: effect of Psychological ownership towards a brand in crisis

» [Dr. Krishnan Jeeshu](#), Dr. Ranjitha GP

The Psychological Factors in Shared Biking Service Adoption

» Prof. BENGÜ SEVİL OFLAÇ, [Dr. SEDA ÖZCAN](#)

11am

Virtual Expert Workshop | Leveraging Unstructured (Textual) Data for Business Applications

Chaired by: Dr. Oded Netzer

11am

Journal of Marketing Research | WWO Award

11am

Virtual | Retailing, Services and Entertainment

Chaired by: Dr. Hamed Azad Moghddam

EXAMINING CUSTOMER INCIVILITY FROM THE PERSPECTIVE OF SERVICE FAILURE

» [Mr. Mihir Kumar Kushwah](#), Dr. Himanshu Shekhar Srivastava

RETAILING IN THE METAVERSE: TRENDS, SCENARIOS AND A CLASSIFICATION FRAMEWORK FOR SETTING UP A SHOP IN THE METAVERSE

» [Mrs. Anupama Raveendran](#), Dr. Dhanya M

INTEGRATIVE FRAMEWORK OF THE ECOSYSTEM OF ONGOING SERVICES IN SHARED USE FOR CUSTOMER LOYALTY

» [Dr. Christian Munaier](#), Dr. José Afonso Mazzon

A Framework for Omnichannel Capability Development

» [Dr. Kushal Saha](#), Dr. Subir Bhattacharya

NIKE OR GODDESS OF VICTORY IN SOCIAL COMMERCE

» [Dr. Hamed Azad Moghddam](#), Dr. Hormoz Ahmadi

11am

Virtual | Serving Others or Another Serving: Donation Behavior and Food-Based Motivation

Chaired by: Ms. Hongyu Meng

Persuading resistant consumers to donate

» [Dr. Rebecca Trump](#), Dr. Kevin Newman



Continued from Monday, 31 July

GAINING THROUGH GIVING: HOW ROMANTIC CRUSHES INCREASE CHARITY DONATION

» [Ms. Zhiwei Luo](#), Ms. Yanxi Yi, Prof. Wangshuai Wang

Beautiful from the Outside in? Self-Perceived Attractiveness and Prosocial Behavior

» [Ms. Hongyu Meng](#), Prof. Jun Ye

A Review and Comparison of Eating Motivation Scales

» [Ms. Liamell Quezada](#), Dr. S. Sinem Atakan

Understanding the antecedents of plant-based foods behavior - an exploratory study using COM-B model

» [Mrs. Gurmeet Kaur Matharu](#), Dr. Golam Sorwar

11am

Virtual | A World Disrupted: B2B, Strategy, and Marketing in Times of Uncertainty

Chaired by: Ms. Chih-Ying Chu

The Influence of Industrial Customer Engagement on Supplier Engagement and Collaboration Performance in Concentrated Industrial Supply Markets

» Prof. J. Chris Lin, [Ms. Chih-Ying Chu](#)

EMPLOYING CONSUMER EXPERIENCE OF VALUE FOR CONSUMER LOYALTY

» [Dr. Shu-Ching Chen](#)

The Paradoxical Effect of Top Management Involvement on Innovative Tendencies for State Owned Enterprises versus Privately Owned Enterprises

» [Prof. William Murphy](#), Prof. Ning Li

Communicating CSR on Social Media - A Literature Review

» [Dr. Khudejah Ali](#), Dr. Khawaja Zain-ul-Abdin, Mr. Muhammad Asadullah, Ms. Tanya Khan

Role of Caffeine in Processing Hedonic and Utilitarian Appeals: Insights from Functional Magnetic Resonance Imaging (fMRI)

» [Dr. Kaijun Zhang](#), Prof. Jun Ye, [Mr. Gengbiao Zhang](#)

The Role of a Customer Success Manager

» [Ms. Taskeen Iqbal](#)

Friday, 4 August

12pm

SERVSIG Special Session: From B2B to B2C and From Firms to Consumers – Understanding Diverse Service Environments

Chaired by: Prof. Jan H. Schumann and Ms. Johanna Zimmermann

SERVSIG Special Session: From B2B to B2C and From Firms to Consumers – Understanding Diverse Service Environments

» Prof. Jan H. Schumann, Ms. Johanna Zimmermann, Prof. Venkatesh Shankar, [Prof. Thomas Dotzel](#), [Dr. Teresa Proença](#), [Prof. Joao Proença](#), Ms. Ana Rita Fernandes, [Prof. Ross Murray](#), [Dr. Xiaojing Sheng](#), [Dr. Thuy Luyen](#), Dr. Haseeb Shabbir, Prof. Hongfei Liu, Prof. Paurav Shukla, Prof. Nina Michaelidou

12pm

Expert Workshop: Responsible Research: Conducting Research that Matters

Chaired by: Dr. Sterling Bone

12pm

Sustainability and Equity through Branding

Chaired by: Dr. Aya Aboelenien

Young Smokers' Responses to Pictorial Health Signaling and Plain Package De-branding on Tobacco Packaging

» [Dr. Scot Burton](#), Dr. Richard Netemeyer, [Dr. Craig Andrews](#), Dr. Jeremy Kees

Young Consumers and their Intentions to Punish and Expose Brand Scandals: A Cross- Cultural Comparison

» [Dr. Edith Galy](#), Dr. Monica Hernandez, Dr. Sasawan Heingraj, Mr. Suwakitti Amornpan



Continued from Friday, 4 August

Should We Drop Disney Princesses Altogether? Feminist Representation and a Brand Narrative

» Dr. Aya Aboelenien, [Dr. Ruxandra Monica Luca](#)

IMPARTING KNOWLEDGE TO A MARKET: SUSTAINABILITY IN BRAND COMMUNICATION

» [Dr. Aya Aboelenien](#), Dr. Verena Gruber

The brand reputation impact of activism depends on the category and the kind of activism

» [Ms. Ludovica Scalco](#), Prof. Koen Pauwels, Prof. Anders Gustafsson

12pm

Technology and AI: Chatbots, Collaboration, and Changing Consumption

Chaired by: Dr. Shavneet Sharma

Canine vs Feline: Exploring Pet Exposure through Pet Ownership and Animal Chatbots Avatars in Service Recovery

» [Dr. Shavneet Sharma](#), Prof. Gurmeet Singh

Can this Animal Really Perform this Human Task? Consumers Reluctance to Adopt Zoonotic Artificial Intelligence.

» [Mrs. Sara-Maude Poirier](#), [Dr. Bo Huang](#), Dr. Anshu Suri, Prof. Sylvain Sénécal

Human and AI Team Collaboration Affecting Customer Experience in Service Contexts

» [Ms. Asli Gul Kurt](#), Prof. Sylvain Sénécal, Prof. Yany Grégoire, Dr. Jared Boasen, Dr. Ruxandra Monica Luca, Dr. Muhammad Aljukhadar, Prof. Constantinos Coursaris, Prof. Marc Fredette

Consumer's Self-Extension with Smart Technologies: Scale Development and Validation

» Dr. Min Yan, [Prof. Raffaele Filieri](#), Prof. Matthew Gorton, Dr. Artyom Golossenko

12pm

Global Marketing Strategies: Responding and Adapting to Global Ecosystems

Chaired by: Mr. Nazrul Shaikh

Levering Synergies in Global Media Planning

» [Mr. Nazrul Shaikh](#)

THE IMPLICATIONS OF FDI DISINVESTMENT DECISIONS IN EMERGING MARKETS

» [Dr. Ayse Ozturk](#), Dr. Cem Ozturk, Dr. Chris Gu

Promoting Learning from International Failures: Manager Market Human Capital and Institutional Environment

» [Mr. Liguu Liu](#), Dr. Xinchun Liu, Dr. Annie Peng Cui

The Marketing Concept and Well-being of Nations: An Empirical Investigation

» Dr. Babu John-Mariadoss, [Dr. Nik Nikolov](#), Dr. Binay Kumar

Joint Learning and Relationalism on Relationship-Based Innovation: The Psychic Distance Paradox

» [Prof. Steven Liu](#), Prof. Janell Townsend

12pm

Promoting Women in Sales Research Collaborations

Promoting Women in Sales Research Collaborations

» [Prof. Karen Flaherty](#), [Dr. Stephanie Mangus](#), [Dr. Huanhuan Shi](#)

12pm

Marketing in Times of Turbulence: Pandemic and War

Chaired by: Dr. Xiang Fang

The Joint Impact of the COVID-19 Pandemic and WIC Program Policy on Food Benefit Redemption Behaviors

» Dr. Chuanyi Tang, [Dr. Junzhou Zhang](#), Dr. Qi Zhang, Dr. Kayoung Park

Reactions to Covid-19: The Moderating Role of Innovation Strategy in New Product Development

» [Prof. Ian Sinapuelas](#), Prof. Minu Kumar



Continued from Friday, 4 August

Marketing in times of uncertainty: Beyond COVID-19 and new era of market

» [Ms. Subin Kim](#)

Investigating firms' response strategies and response time during a War Crisis

» [Dr. Xiang Fang](#), Dr. Zhiyong Yang, Dr. Kevin Kam Fung So, Dr. Yingying Shao, Dr. Zhuofan Zhang, Dr. Grace Fang Yu-Buck

Understanding Individual Charitable Giving in Natural Disasters: Substitution, Persistence, and Targeting

» [Mr. sai siddharth VK](#), Ms. Nikita Gupta, Dr. Sourav Borah, Dr. Anirban Adhikary

12pm

TCR / AMA Intensive Workshop: Marketing and the U.N. Sustainable Development Goals

Chaired by: Dr. Martin Mende and Dr. Maura Scott and Dr. Kelly Martin and Ray Fisk and Lisa Bolton and Beth Vallen and Dr. Samantha Cross

TCR / AMA Intensive Workshop: Marketing and the U.N. Sustainable Development Goals

» [Dr. Martin Mende](#), Dr. Maura Scott, Dr. Kelly Martin

12pm

Intensive Workshop: Perspectives on Sustainable Marketing

Perspectives on Sustainable Marketing

» [Dr. Neeraj Bharadwaj](#), Dr. Jagdish Sheth, Dr. Prasad Naik, Dr. Dionne Nickerson, Dr. Raji Srinivasan, Dr. Russell Belk, Dr. Yuliya Strizhakova, Dr. Karen Page Winterich, Dr. Darren Dahl, Dr. Jonathan Knowles, Ms. Stephanie Ogden, Mr. David Smukowski, Dr. Dana Alden, Dr. Robert Dahlstrom

1:30pm

Journal of Marketing | Awards Session

1:30pm

RRBM Awards Session

1:30pm

Expert Workshop: Using Synthetic Control Methods for Causal Inference in Marketing

Chaired by: Prof. Venkatesh Shankar

1:30pm

Technological Solutions for Serving Understudied Markets

ONLINE COMPLAINANTS' SKEPTICISM TOWARDS WEBCARE PROMISES: A CROSS-CULTURAL STUDY

» Dr. Wolfgang Weitzl, [Dr. Sanchayan Sengupta](#)

TITLE: Empirical Study Examining The Relationship between Mobile Advertising and Black/African American Millennials' Spending on Products and Services in the United States

» [Dr. Sabrina Kizzie](#), [Dr. Gyongyi Konyu-Fogel](#)

How Does Credit Card Promote Inclusion of Low-Income Consumers?

» [Dr. Farah Diba Abrantes-Braga](#), Dr. Danny Claro, Dr. Nancy Wong

Understanding Crowdfunding Backer-Founder Goal Alignment: Examination of Self-construal Theory

» [Dr. Fayez Ahmad](#), Dr. Olamide Olajuwon-Ige

1:30pm

Giving and Going Green: Socially Responsible Consumption and Charitable Behavior

Chaired by: Prof. Josep Rialp

Information Transparency of Knowing Where Your Donation Money is Spent Matters to Your Brain: Evidence from an fMRI Investigation

» [Ms. WENYING TAN](#), Ms. Meiling Yin, Prof. Eun-Ju Lee

One More Reason for Going Green: How Food Made by Green Energy Positively Impacts its Healthiness Perception

» [Dr. Iman Paul](#), Dr. Smaraki Mohanty, Dr. Jeffrey Parker



Continued from Friday, 4 August

THE UNEXPECTED CONSEQUENCES OF ENGAGING TOURISTS IN DESTINATION SOCIAL RESPONSIBILITY THROUGH CHECK-OUT-CHARITY. THE CASE OF SKI RESORTS IN THE FRENCH ALPS

» Dr. Elodie Manthé, [Dr. Anil Bilgihan](#)

The determinants of the intention to adopt battery electric vehicles

» Ms. Kathrin Buhmann, [Prof. Josep Rialp](#)

Are Gifts a Delight or an Overhead Cost? Impact of Donor Motivations on Preference for Gifts

» [Mr. sai siddharth VK](#), [Prof. Arvind Sahay](#), Dr. Sourav Borah

1:30pm

Advertising in the Digital Age

Chaired by: Ms. Juan Liu

Are High Arousal Ads Really Noticeable? Exploring the Visual Browsing Behavior of In-Stream Ads from ad placement

» [Prof. Ai-Yun Hsieh](#), Prof. Shao-Kang Lo

"THE PLAYER LOST THE GAME AD; DO I WANT TO PLAY?" EFFECT OF GAME AD OUTCOME ON INTENTION TO INSTALL

» [Ms. Sama Ashouri](#), [Dr. Mohammadali Koorank Beheshti](#), Dr. Mahesh Gopinath

Examining Whether Prosocial Ads Make Us More Prosocial

» [Dr. Kristin Jehiah Stewart](#)

Exploring Advertising Blindness in the Metaverse: An Empirical Investigation Using Consumer Neuroscience

» [Dr. Marco Mandolfo](#), Mr. Michele Di Dalmazi, Mr. Francesco Di Paolo, Prof. Lucio Lamberti

The Impacts of the Cross-Platform Targeted Advertising Strategy

» [Ms. Juan Liu](#), Prof. Ruhai Wu, Prof. Weijun Zhong

1:30pm

Frontline and Sales Personnel Management

Chaired by: Dr. Babu John-Mariadoss and Dr. Binay Kumar

Frontline Employee Motivation to Participate in New Service Development: A Conceptual Framework Integrating the Theory of Planned Behavior and Self-Determination Theory

» [Dr. Horace Melton](#)

EXPLORING THE IMPACT OF SALES MANAGER CHANGE ON SALESPERSON PERFORMANCE: A STUDY OF MANAGERIAL EXPERIENCE AND HIRING SOURCE

» [Mr. Scott Hachey](#), Mrs. Claire Cha, Mr. Siddharth Arora, Mr. Ritesh Adhyapak

Why and when do frontline employees break rules? An examination of the deontological side of third-party justice.

» [Dr. Siddeeq Shabazz](#), Dr. Gabriel Gazzoli, Dr. Mihai Niculescu

The Impact on Performance of Specific Characteristics of Inside Sales and Outside Sales Dyadic Teams

» Ms. Larissa Silva, [Dr. Carla Ramos](#), [Dr. Danny Claro](#)

Did salespeople with longer organizational tenure perform better than newer salespeople during the COVID-19 pandemic?

» [Dr. Atul Parvatiyar](#), [Dr. Binay Kumar](#), Dr. Babu John-Mariadoss

1:30pm

Influencers 1

Chaired by: Dr. Fabio Shimabukuro Sandes

An Audience Threshold in the Millions: Exploring Influencer Marketing Activations Online

» [Dr. Brandon Chicotsky](#)

The Social Contagion Effect: How Social Media Influencers' Opinions Impact Consumers' Post-Failure Responses

» Dr. Anshu Suri, [Dr. Bo Huang](#), Prof. Sylvain Sénécal



Continued from Friday, 4 August

Virtual Influencer Marketing Effectiveness: The impact of product and social mixed reality on consumer perceptions and behavior

» Ms. Jeongmin Ham, [Mr. Sitan Li](#), Mr. Pratik Shah, Dr. Matthew Eastin

How we get there matters. An analysis of different pathways that lead celebrities and digital influencers to fame.

» Ms. Gabriella Fasanella, [Dr. Fabio Shimabukuro Sandes](#), Dr. Eliane Zamith Brito

Investigating how consumers perceive content produced by digital influencers when the message evokes a sense of meritocracy and gender is congruent with the influencer.

» [Dr. Fabio Shimabukuro Sandes](#), Dr. Paula Lopes, Dr. Rui Estrela

3pm **Journal of Marketing | Awards Session**

3pm **DOCSIG | Demystifying the Job Market**

3pm **Expert Workshop: Theory Construction**
Chaired by: Dr. Ajay Kohli

3pm **Sustainability in Fashion and Commerce**
Chaired by: Dr. Siphwe Dlamini

THE INFLUENCE OF CONSUMPTION VALUES ON THE PURCHASE INTENTION OF FAST FASHION IN SOUTH AFRICA

» [Dr. Siphwe Dlamini](#), Mr. Michael Peter

Virtual fashion, real impact: Examining the relationship between in-game sustainable fashion and real-world behaviour

» [Prof. Gurmeet Singh](#), Dr. Shavneet Sharma

Investigating Consumer Motivations and Willingness to Adopt Circular Reusable Packaging in Online Shopping

» [Prof. Yi-Fen Liu](#), Mr. Rui-Jing Yu

Investigating sustainability factors and consumers' ethnocentrism on their cross-border e-commerce purchase intentions

» [Mrs. Anne Fota](#), Mr. Jan-Lukas Selter, Mrs. Hanna Schramm-Klein, Mr. Julian Schmitz, Mrs. Theresia Mennekes, Mr. Eric Schell

3pm **Digital Directions: Influences on Consumer Behavior in the Digital World**

Chaired by: Ms. Mingxuan Liu

Will Subscribing to Digital Content Services Become a New Lifestyle? A Dual Perspective of Innovation Adoption and Innovation Resistance

» [Ms. Jie Yang](#), Ms. Youngkyung Kwon

How Micro (vs. Mega) Influencers Drive Word-of-Mouth in the Age of Digital Economy: The Moderating Role of Consumers' Mindset

» [Ms. Jiwoon Park](#), Ms. Ji Min Lee, Dr. Felix Septianto, Dr. Yuri Seo

Towards a More Sustainable Digital Economy: A Holistic Understanding of Giving Consumers Rights to Control Their Information

» [Ms. Ngan Vo](#), Dr. Rajesh V. Manchanda

Exit, Voice and Loyalty: Understanding the Role of In-Game Reporting in Player Enjoyment and Retention

» [Ms. Mingxuan Liu](#), Mr. Jack Lipei Tang, Prof. Dmitri Williams

3pm **Behavior Driven Branding Strategy**

Chaired by: Dr. Ying Ying Li

Unravelling the Determinants of Co-Branding Success: The Role of Constituent Brands' Signaling Strength and Co-Brand Fit

» [Prof. Daniel Maduku](#)

How emotional valence influences consumers' responses to a brand: the role of anthropomorphism

» [Dr. Ying Ying Li](#), Dr. Kevin Voss



Continued from Friday, 4 August

THE EFFECTS OF AD APPEALS ON LOW-FIT BRAND EXTENSION EVALUATIONS: A CONSTRUAL-LEVEL MATCHING PERSPECTIVE

» Mr. Muhammad Rashid Saeed, Prof. Richard Lee, Prof. Larry Lockshin, Prof. Steven Bellman, Dr. Justin Cohen, Dr. Song Yang, [Dr. Huda Khan](#)

Role of Attachment Styles and Brand Roles on Advocacy Intention of Anthropomorphized Brands

» [Dr. Archit Tapar](#), [Dr. Gurbir Singh](#)

3pm

SalesSIG | Leading Through Service: How to be a Better Reviewer of Sales Papers

Chaired by: Dr. Maria Rouziou and Colleen McClure

SalesSIG | Leading Through Service: How to be a Better Reviewer of Sales Papers

» [Dr. Maria Rouziou](#), [Dr. Stephanie Mangus](#), [Dr. Gary Hunter](#), [Dr. Son Lam](#), [Dr. Girish Mallapragada](#), [Dr. Alok Kumar](#), [Dr. Nick Panagopoulos](#), [Dr. Willy Bolander](#)

3pm

Influencers 2

Chaired by: Dr. Kristin Jehiah Stewart

Influencers' Strategic Timing Decisions in Livestream Shopping

» [Ms. Zhe\(Betty\) Ji](#), Prof. Ruhai Wu

UNBOXING VIDEO EFFECTIVENESS – DOES SPEECH MATTER?

» Prof. Ina Garnefeld, Prof. Eva Boehm, [Mrs. Lisa Hanf](#), Prof. Sabrina Helm

Examining Two Different but Concurrent Routes through which the Frequency of Social Media Use Influences Teens' Wellbeing

» [Dr. Kristin Jehiah Stewart](#), Dr. Glen Brodowsky, Dr. Donald Sciglimpaglia

Linking sponsored video customization to video shares: the moderating roles of mega influencer and brand familiarity

» [Dr. Yiwen Chen](#), [Dr. Li Chen](#)

4:30pm

Early Career Meetup

4:30pm

Mid Career Meetup

4:30pm

Late Career Meetup

4:30pm

Scholars of Color Meetup

Chaired by: Dr. Cinthia Satornino and Dr. Tracy Khan

4:30pm

LGBT Scholars Meetup

4:30pm

International Scholars Meetup

5:30pm

Welcome + Poster Reception

Saturday, 5 August

7am

DOCSIG Mentor Breakfast

8am

AMA Meet the Editors Session

8am

Expert Workshop - Leveraging User-Generated Content: Opportunities and Challenges

Chaired by: Dr. Shijie Lu

8am

Sustainability and Institutional Innovation

Chaired by: Dr. Sohyoun Shin



Continued from **Saturday, 5 August**

Job Insecurity and Work-Life Imbalance as Motivation to Start a New Business: Escape Theory Perspective

» Dr. Eunju Ahn, Dr. Dongwoo Yang, Dr. Sungho Lee, [Dr. Sohyoun Shin](#)

DIFFUSION AND ADOPTION OF THE METAVERSE AMONG HIGHER EDUCATION INSTITUTIONS

» [Dr. Nir Kshetri](#)

The nature of University-Industry Collaborations and their impact on innovation outcomes

» [Dr. Rajani Ganesh Pillai](#), Dr. vishal bindroo, Mr. Daniel Kuzmich, Dr. Babu John-Mariadoss

8am

Hungry for More: Effects of Food, Nutrition, and Label Information on Consumer Outcomes

Chaired by: Prof. Xin Su

The Effect of Food Presentation on Consumers' Plate-clearing Tendency

» Ms. Yunzhi Huang, [Prof. Jun Ye](#)

How does organic certification affect consumers' green consumption behaviors? The moderating effect of certificate validity and retailer credibility

» [Prof. Xin Su](#), Prof. Umair Akram, Ms. Haixia Gu

BEHIND 280 CALORIES: UNDERSTAND THE NUTRITION FACTS LABEL BY INTELLIGIBLE UNITS

» Dr. Nuoya Chen, [Ms. Huixin Deng](#), Dr. Jinfeng (Jenny) Jiao, Prof. Xiucheng Fan

8am

Chatbots & Cell Phones

Chaired by: Dr. Evert de Haan

Beyond the Surface: A Multimethod Exploration of Chatbot Service Quality and Brand Psychological Distance

» [Dr. Camilo R. Contreras](#), Prof. Pierre Valette-Florence

Rapport development in online channels: A dyadic customer/service employee perspective

» Dr. Mohamed Hammad, [Dr. Chris Raddats](#), Dr. Treasa Kearney

Mobile Channel Expansion: The Impact of Introducing a Competing Platform on an Existing Platform

» Dr. Wei Liu, [Dr. Sha Zhang](#), Prof. Tammo Bijmolt, Dr. Evert de Haan

Mobile Content: Understanding Drivers of Engagement by Screen

» [Dr. Myoung-jin Chae](#), Dr. Omar Rodriguez-Vila, Dr. Sundar Bharadwaj

How Social Media Increases Achievement and Conformity Values: A Paradigm Shift In Our Societies

» [Mr. Ertugrul Uysal](#), Prof. Sascha Alavi, Prof. Valéry Bezençon

8am

Technology and Innovation in Sales

Chaired by: Dr. Melanie Bowen

Extended Reality in the B2B Customer Decision Journey

» [Ms. Janina Riether](#), Prof. Christian Homburg, Prof. Robin-Christopher Ruhnau

Sales Assistants that Flatter – Can Digital Assistants take over?

» [Dr. Melanie Bowen](#), Prof. Alex Haas

The New Service Environment: Exploring The Role Of Front-Line Employees In A Self-Service Era

» [Dr. Abigail Torres](#), Dr. Elten Briggs

The effects of sales control on creative selling: A moderated mediation model of work engagement and job tenure

» [Prof. Hyewon Park](#), Prof. WON-MOO HUR, Prof. Seongho Kang



Continued from **Saturday, 5 August**

8am **Special Session Panel: Platform-Mediated Consumption and Its Effects on Understudied Consumers**

Chaired by: Dr. Eda Anlamlier and Dr. Colleen Harmeling

Featured Panelists

» [Dr. Lez Trujillo](#), [Dr. Mark Houston](#), [Dr. Riley Krotz](#), [Dr. Yashoda Bhagwhat](#)

8am **Marketing Analytics, AI and Machine Learning**

Chaired by: Dr. Miguel Llorens-Marin

Strategic Management of Hotel Customers Based on their Online Reviews: The Case of Luxury Hotels in Spain

» [Dr. Miguel Llorens-Marin](#), Ms. Ziwei Shu, Dr. RAMON ALBERTO CARRASCO

IMPROVING CONVERSATIONS WITH THE BRAND: HOW CONSUMERS PERCEIVE HUMOUR IN AI

» [Ms. Daphne Greiner](#), Prof. Jean-François Lemoine

FACTORS IMPACTING SUCCESSFUL HUMAN-ROBOT INTERACTION

» [Dr. Anshu Arora](#), [Dr. Amit Arora](#), [Dr. K Sivakumar](#)

DO PICTURES TELL THE SAME STORY: ROLE OF TEXT-IMAGE CONSISTENCY ON REVIEW HELPFULNESS

» [Dr. Vartika Srivastava](#), Dr. Arti D. Kalro, Mr. Harshit Bhalla, Mr. Ram Kandalkar

Humanlike Avatars' Failure and Consumers' Forgiveness

» [Dr. Atieh Poushneh](#)

8am **Marketing Strategy Paper Session 2**

Chaired by: Dr. Ljubomir Pupovac

Building and Fostering B2B Customer Engagement in the Metaverse through Metafluencers

» [Dr. Manaswini Acharya](#), Dr. Mayukh Dass, Dr. Abhishek Nirjar

Optimizing the Duration of Advertising Campaigns for Entertainment Products: Evidence from the Movie Industry

» Dr. Atya Zeb, [Dr. Ljubomir Pupovac](#), Prof. François Carrillat, Prof. Nitika Garg

Investors' Sensitivity to Marketing Information in Unstructured News-Media Text

» [Prof. Debanjan Mitra](#), Prof. Joseph Johnson, Prof. Brent Kitchens

An Emerging Theory of Gamification

» [Ms. Yue Liang](#), Prof. Robert Palmatier

Managing Customer Relationships While Providing for Customer Wellbeing

» [Dr. Agata Leszkiewicz](#), Prof. V Kumar

9:15am **Coffee Break**

9:45am **Listening Session with the CEO of the AMA, Bennie Johnson**

9:45am **Journal of Marketing Editorial Review Board Meeting (Invite Only)**

9:45am **Expert Workshop - Efficient Grading: Strategies to Spend Less Time and Deliver Better Feedback**

Chaired by: Colin Campbell and Dr. Karen Robson

9:45am **Designing Outside the Box? Emerging Research in Product Development and Design**



Continued from **Saturday, 5 August**

Designing Outside the Box? Emerging Research in Product Development and Design

» [Dr. Jody Crosno](#), [Dr. Pui Ying Tong](#), [Dr. Mohammad Sakif Amin](#), [Dr. Traci Freling](#), [Dr. Ryan Freling](#), [Dr. Yuerong Liu](#), [Ms. Melanie Koskie](#), [Dr. Christopher Yencha](#)

9:45am **Aging and Grief: Loneliness, Death, and the Aging Consumer**
Chaired by: [Dr. Shirley LI](#)

Shopping Experiences of Aging Consumers in the US: A Meta-Analysis

» [Dr. Juanjuan Wu](#), [Ms. Yiling Zhang](#)

How to Promote Death-related Consumption? A Perspective from Marketing Communication

» [Dr. Shirley LI](#), [Ms. Lexie Lan Huang](#), [Prof. Kimmy Wa Chan](#), [Ms. Yanli Wang](#)

Exploring brand grief and its causes

» [Ms. Sajira Khatoon](#), [Prof. Varisha Rehman](#)

I FEEL I BELONG: LONELINESS INCREASES SUPPORT FOR BRAND ACTIVISM

» [Dr. Saira Raza Khan](#), [Dr. Yuri Seo](#), [Dr. Felix Septianto](#)

TOWARDS AN EXTENDED THEORY OF LIQUID CONSUMPTION

» [Dr. Sushant Kumar](#)

9:45am **The Big Picture of Digital Marketing**
Chaired by: [Dr. Katee Zhang](#)

Digital Consumer Wisdom: A Practice-Based Framework

» [Dr. Aditya Gupta](#)

A Sales Prediction Model for Digital Business Start-ups: How to Allocate Marketing Budgets to Increase Sales?

» [Dr. Sung Ha Jang](#), [Dr. Ji Hye Kang](#), [Dr. Jae-Eun Kim](#), [Mr. Jongik Kim](#)

Business Ecosystems: Marketing Relevance and Global Markets

» [Prof. Syed Tariq Anwar](#)

The Value of Online Influencers

» [Dr. Katee Zhang](#), [Dr. Tanya Tang](#), [Dr. Alexandra Krallman](#)

Social Media Influencers, Impulsive Behavior Tendencies, and Cognitive Dissonance: Some Preliminary Evidence

» [Ms. Khushi Agnish](#), [Dr. Tilottama Ghosh Chowdhury](#), [Dr. Mohammad Elahee](#)

9:45am **Front line employee trends**
Chaired by: [Dr. David Hagenbuch](#)

The Pygmalion Effect of Flow on Sales Performance

» [Dr. Atul Parvatiyar](#), [Dr. Sridhar Guda](#)

EMOTIONAL AND PROFESSIONAL COMPETENCE OF SERVICE EMPLOYEES IN OFFLINE AND ONLINE ENCOUNTERS: ROLE AND RELEVANCE

» [Ms. Anna Teresa Wanisch](#), [Ms. Heike Hebborn](#), [Prof. Verena Hofmann](#), [Prof. Nicola Stokburger-Sauer](#), [Prof. Carmen-Maria Albrecht](#)

Ethical Climate's Curvilinear Salesperson Performance Implications

» [Dr. Jeff Johnson](#), [Dr. Scott Friend](#)

DIRECT SELLING DISTRIBUTOR TURNOVER IN EUROPE: DETECTING POTENTIAL LEAVERS ACROSS COUNTRIES

» [Mr. Michael Gerke](#), [Prof. Manfred Krafft](#), [Prof. Anne Coughlan](#), [Prof. Leo Paas](#)



Continued from **Saturday, 5 August**

The Differential Effect of Affect and Cognition in Job Satisfaction Measures: A Meta-Analytical Investigation

» [Mr. Hossein Hashemi](#), Dr. Reza Rajabi, Dr. Thomas Brashear Alejandro

9:45am

Novel Insights about Consumers, Sustainability, and Equity

Chaired by: Prof. Xin Su

Exploring the Context-Dependency of Firms' Portrayals of Consumer Nature

» [Mr. Robin Pade](#), Prof. Martin Klarmann

Rescue-based foods: The role of moral and ingredient familiarity

» [Ms. Fernanda Carneiro-Otto](#), Prof. Yasemin Boztug

I Want Only for Me, Not Us: How Consumers React to the Different Types of Inclusive Design Products

» [Mr. Jaeyoung Oh](#), Mr. Youngjin Kim, Prof. Jongwon Park

Consumer and Investor Responses to Environmental and Social Incidents

» [Ms. Nathalia Ramajo Esteves](#), Dr. Danny Claro

Evaluating the impact of corporate social responsibility on the reconstruction of consumer well-being: Implications for green product consumption

» [Prof. Xin Su](#), Ms. Haixia Gu, Mr. Wu Tianrum

9:45am

B2B Marketing Today: Adapting to a Changing World

Chaired by: Mr. Srinivas B Vijayaraghavan

The Impact of Relational Versus Project-Specific Communication in B2B Relationship: Converging Evidence of a Moderating Role of AI

» Dr. Suh-Young Irene Park, [Prof. Jongwon Park](#)

A CONCEPTUAL MODEL FOR A B2B GROWTH FUNCTION, COMBINING MARKETING AND SALES AND RESEARCH IMPLICATIONS

» [Mr. Srinivas B Vijayaraghavan](#), Dr. Joffi Thomas

The Origination of Online Reviews in B2B Markets: A Qualitative Study on the Underlying Motives of Review Writers

» [Ms. Janina Seutter](#)

9:45am

Marketing Strategy Paper Session 1

Chaired by: Dr. Nandini Ramani

HOW DO NARCISSISTIC CEOS CARE ABOUT CUSTOMERS? THE ROLE OF CEO TENURE AND INTERNAL SOCIAL CAPITAL

» [Dr. Kay \(Kyung-Ah\) Byun](#), Dr. Marwan Al-Shammari, Dr. Kevin James

CAN MARKETING DEPARTMENT POWER HELP FIRMS COUNTER IMPORT COMPETITION? EVIDENCE FROM THE CHINA SHOCK

» [Dr. Nandini Ramani](#)

DID FIRMS' STRATEGIC RESPONSES TO THE COVID-19 PANDEMIC PAY OFF?

» [Dr. Navid Bahmani](#), Dr. Amit Bhatnagar, Dr. Dinesh Gauri

An unopen door: Chinese nationalism as a marketing strategy

» [Ms. bin chang](#), [Ms. Pooja Ramankutty](#)

11:15am

Information in the context of consumer behavior

Chaired by: Mr. Tobias Roeding

The Impact of Color-Contrast and Color-Temperature on the Ability of Customers to Storage and Recall Information from Ads

» [Mr. Tobias Roeding](#), Mr. Eric Schell, Mr. Rober Rollin, Mrs. Hanna Schramm-Klein, Mr. Julian Schmitz, Mrs. Anne Fota, Mr. Jan-Lukas Selter, Mrs. Theresia Mennekes



Continued from **Saturday, 5 August**

Investigating the Acceptance of Instant Shopping on Streaming Platforms with Technology Acceptance Model (TAM)

» Mr. Julian Schmitz, Mr. Jan-Lukas Selter, Mrs. Anne Fota, Mrs. Hanna Schramm-Klein

The Influence of Perceived Incongruity of the Product Presentation on Customer Behavior

» Mr. Julian Schmitz, Mr. Tobias Roeding, Mr. Eric Schell, Mrs. Hanna Schramm-Klein

Influence of Nutri- and Eco-Score on Consumers' Buying Behavior

» Mrs. Anne Fota, Mr. Jan-Lukas Selter, Mrs. Hanna Schramm-Klein, Mr. Julian Schmitz, Mr. Eric Schell, Mrs. Katja Wagner

11:15am Transforming Customer Service with Conversational AI - An Empirical Study on Social Presence, Trust, and Customer Satisfaction

Chaired by: Ms. Tatjana Heiser and Prof. Frank Huber

Transforming Customer Service with Conversational AI - An Empirical Study on Social Presence, Trust, and Customer Satisfaction

» Ms. Tatjana Heiser, Prof. Frank Huber

11:15am Expert Workshop - Employing multi-method in consumer research

Chaired by: Dr. Allan Chen

11:15am Beyond the Textbook: Using ChatGPT and AI to Build Future-Ready Marketers

Chaired by: Dr. Eric Rhiney

Beyond the Textbook: Using ChatGPT and AI to Build Future-Ready Marketers

» Dr. Eric Rhiney, Dr. Nisha Ray-Chaudhuri

11:15am Consuming Better: Well-Being, Financial Responsibility, and the Sharing Economy

Chaired by: Dr. Randle Raggio

Consumer Well-being - A Systematic Literature Review using TCCM Framework

» Ms. Priya Bhardwaj, Dr. Arti D. Kalro

When Feelings of Responsibility Do Not Follow Feelings of Ownership: Implications for the Sharing Economy

» Dr. Randle Raggio, Dr. Phillip Hartley, Dr. Jie Sun

Why, how and when individuals track expenses, and implications for financial outcomes

» Ms. Yiling Zhang, Dr. Nancy Wong

THE DARK SIDE OF PERCEIVED ECONOMIC MOBILITY

» Dr. Patricia Torres, Dr. Rodolfo Rocha, Dr. Alexandra Aguirre Rodriguez

STIGMA IN MARKETING AND CONSUMER RESEARCH: A LITERATURE REVIEW AND RESEARCH AGENDA

» Dr. Rodolfo Rocha, Dr. Andres Veloso

11:15am The Digital Herd: Consumer-side Effects in Digital Marketing

Chaired by: Ms. Priya Premi

Investor Attention and IPO Valuation: The Role of Social Media

» Dr. Malika Chaudhuri, Dr. Ranadeb Chaudhuri, Dr. Hieu V. Phan, Dr. Hang T. Nguyen

Cancel Culture: The Modern Noose

» Mr. Ertugrul Uysal, Ms. Ana Pušić, Prof. Katija Vojvodić

Digital Companions and Psychological Wellbeing: Exploring the Role of Social Support

» Ms. Priya Premi, Prof. Keyoor Purani



Continued from **Saturday, 5 August**

When Likes for Consumption Sharing on Social Media is Less Appealing: Impact of Ideal Social Self-Congruity on Consumer's Behavioral Intention

» [Dr. Jiang ZHU](#), [Dr. Lan IANG](#), [Prof. Wenyu DOU](#)

The Role of Voice Artificial Intelligence on Perceived Eeriness and Consumers' Voice Shopping

» [Dr. Atieh Poushneh](#)

11:15am Research on Understudied Stakeholders in Marketing

Chaired by: [Dr. Xiaojing Sheng](#)

Governing 'Quantity' Uncertainty in Asymmetric Buyer-Seller Relationships: Theory and Empirical Evidence

» [Dr. Jennifer J. Lee](#), [Dr. Debi P. Mishra](#)

Understanding Challenges and Motivations of Telehealth Usage Among Older Consumers

» [Dr. Xiaojing Sheng](#), [Mr. Yuri Martirosyan](#), [Mr. Khondoker Hossain](#), [Dr. Reto Felix](#), [Dr. Arjun Singh](#)

First Nations Business: Voice, Knowledge-sharing and Decision-making.

» [Mr. Jacob Hegedus](#), [Mr. Ryan Menner](#), [Dr. Antony Peloso](#)

Autonomy and opportunism: Exploring the expropriation and bonding scenarios

» [Dr. Jennifer J. Lee](#), [Dr. Minyoung Cheong](#), [Mr. Jaehyung Ahn](#)

Smart Cities: The Premise, The Promise, The Reality, and What Can We Do Next

» [Dr. Antony Peloso](#), [Dr. Catherine See](#), [Mr. Brook Dixon](#)

11:15am Sustainability in Place

Chaired by: [Prof. Thomas Anning Dorson](#)

Organization- versus Employee-Level Diversity Equity Inclusion Performances: The Case of Higher Education

» [Dr. Thuy Nguyen](#), [Dr. Majed Yaghi](#), [Dr. Gopala Ganesh](#), [Dr. Charles Blankson](#)

The emotional side of touristic experience in a sustainable context: The differential role of gratitude and altruism

» [Mr. YASSINE CHAMSI](#), [Prof. Pierre Valette-Florence](#)

South African Township, Celebrity Endorsed Messaging and Pro-Environmental Behaviour

» [Prof. Thomas Anning Dorson](#), [Ms. Levin Samkelisiwe](#)

WHAT CAN BRANDING LEARN FROM THE SUSTAINABILITY OF LIVING HERITAGE PRODUCTS

» [Dr. Monisha Das](#)

11:15am Deciphering the Emotional Code of Employee-Customer Conversations using Voice Analytics

Chaired by: [Ms. Saskia Jacob](#) and [Prof. Martin Klarmann](#)

Deciphering the Emotional Code of Employee-Customer Conversations using Voice Analytics

» [Ms. Saskia Jacob](#), [Prof. Martin Klarmann](#), [Ms. Anne Cordts](#)

11:15am Customer Data Privacy, Security, and Vulnerability

Chaired by: [Ms. Zoe LI](#) and [Prof. Detelina Marinova](#)

Customer-voiced Data Vulnerability in Service Interactions

» [Ms. Zoe LI](#), [Prof. Detelina Marinova](#), [Dr. Mike Nguyen](#), [Prof. Steve Samaha](#)

Privacy as Strategy

» [Prof. Natalie Chisam](#), [Prof. Jordan Moffett](#), [Dr. Kelly Martin](#), [Prof. Robert Palmatier](#)

The Effect of Privacy Regulations on Firm Performance

» [Prof. Natalie Chisam](#), [Prof. Frank Germann](#), [Prof. Robert Palmatier](#)



Continued from **Saturday, 5 August**

"Angels and Demons": The Opposite Effects of Critical Thinking and Conspiracy Thinking in Health Communication

» [Prof. Marie-Louise Radanielina-Hita](#), Prof. Mathieu Beal, Prof. Yany Grégoire, Prof. Sylvain Sénécal

12:30pm **Awards Lunch**

2pm **Navigating Current Challenges in B2B Marketing**

Navigating Current Challenges in B2B Marketing

» [Dr. Paige Fender](#), [Dr. Chugiao Peng](#), Prof. Francois Carrillat, Prof. Jody Crosno, Ms. Paige Fender, [Dr. Christopher Kanitz](#), Ms. Marlene Landershammer, Prof. Desmond (Ho-Fu) Lo, Mr. Manjunath Padigar, Ms. Chugiao Peng, Prof. Kenneth J. Petersen, [Dr. Ljubomir Pupovac](#), [Dr. Michael Schade](#), Prof. Qiong Wang, Prof. Hauke Wetzel, [Mr. Giorgio Zanarone](#), Prof. Andreas Zehetner

2pm **Showing Off: Materialism, Conspicuous Consumption, and Social Comparison**

Chaired by: Dr. Olaya Moldes

Consuming for Psychological Well-Being: A Comparison between Material and Experiential Purchases

» [Dr. Aditya Gupta](#)

MATERIALISMS AND INTERPERSONAL WELL-BEING: A META-ANALYSIS

» [Dr. Olaya Moldes](#)

Fear of Missing Out and its Impact on Conspicuous Consumption: The role of affiliation motives and face-saving

» [Dr. Aniruddha Pangarkar](#), Prof. Paurav Shukla, Dr. Jayesh Patel

Compulsive Consumption, Withdrawal, and Coping amongst Fans of the FIFA World Cup

» [Dr. Kirk Damon Aiken](#), Dr. Colleen Bee, Dr. Keven Malkewitz, [Dr. Richard Campbell](#)

2pm

The Effects of eWoM

Chaired by: Ms. Xinyi Wang

Triggers for writing eWOM Hotel reviews: a Decision Tree analysis

» [Dr. Miguel Llorens-Marin](#), Dr. Adolfo Hernandez, Dr. Maria Puellas-Gallo

Interactive Effects of Emojis and Haptic Imagery on Processing Fluency and Promotion Evaluation

» [Dr. Jacob Almaguer](#), Dr. Reto Felix

INTERACTIVE IMPACT OF EWOM MESSAGE CHARACTERISTICS ON ONLINE BRAND OUTCOMES: TOWARDS AN INTEGRATIVE FRAMEWORK

» [Mr. Abdulaziz Alqahatani](#), Prof. Piyush Sharma, [Dr. Russel Kingshott](#)

Dominant importance of electronic Word-of-Mouth (eWOM) valence over volume on signaling stock market performance: dynamics in movie industry

» [Ms. Xinyi Wang](#), Dr. Renaud Legoux

The Effect of Online Company Responses on Review Quality: An Empirical Study of App Developer Company Responses to Customer Reviews

» [Ms. QIULI SU](#)

2pm

Effective Communication with Customers

Chaired by: Prof. Minu Kumar

Don't let pesky side effects like nausea, death, or dizziness get in the way of living your best life. Try our medication today!

» [Prof. Minu Kumar](#)

From compliance to internalization: how to make provocative ads effective?

» [Ms. Ludivine Destoumieux](#), Prof. Julien Grobert, Prof. Eric Vernet



Continued from **Saturday, 5 August**

Effects of Gender Characteristics of Models in Outdoor Industry Advertising

» [Ms. Kathleen Wyckoff](#), [Dr. Eric Van Steenburg](#)

2pm

Reimagining CSR

Chaired by: Ms. Xiaoxu Wu

Rethinking Corporate Social Responsibility: Thoughts on the Future of Business Ethics

» Prof. Hui-Yi Ho, [Dr. Ta-Kai Yang](#), Prof. Yi-Hsiu Cheng

Driving Customer Loyalty Returns on Corporate Social Responsibility Through Communication

» [Ms. Xiaoxu Wu](#), Dr. Anita Pansari, Dr. Jee Won Paulich, Dr. Forrest Morgeson, Dr. G. Tomas M. Hult

EXPLORING THE RELATIONSHIP BETWEEN ESG ACTIVITIES AND FIRM PERFORMANCE: THE MODERATING EFFECTS OF EXECUTIVE COMPENSATION AND EXTERNAL AUDITS

» [Mr. Jeongbin Whang](#), Prof. Jong-Ho Lee, Prof. Jaeho Lee

Toward greater understanding of the relationship between nonmarket strategy and firm social performance: An institutional perspective

» [Prof. Yi-Hsiu Cheng](#), [Dr. Ta-Kai Yang](#), Prof. Hui-Yi Ho

2pm

Service Management

Chaired by: Dr. Yufei Zhang

SIMILARITY MATTERS: THE EFFECT OF ONLINE CUSTOMER REVIEWERS ON PRODUCT PERFORMANCE

» [Dr. Yufei Zhang](#)

The Role of Delivery Packaging Cues and Consumer Shopping Values: A Systematic Literature Review

» [Mr. Simon Elschenbroich](#)

AN EMPIRICAL EXAMINATION OF THE ATTRIBUTION OF SERVICE FAILURE ON ONLINE RETAIL-BASED MULTI-SIDED PLATFORMS

» [Dr. Khadija Ali Vakeel](#), [Dr. K Sivakumar](#), [Dr. Morana Fudurić](#)

To Do is to Be: Workplace Design for Employee Wellbeing

» [Dr. Steven W. Rayburn](#), Mr. Luis Garcia, Dr. Sidney Anderson, Dr. Alejandro Fontana, [Ms. Sofia Alvarado](#)

Service Recovery Options

» Prof. Peter Magnusson, [Mr. Yuri Martirosyan](#), [Mr. Mustafa Raji](#)

2pm

Journal of Interactive Marketing | Generative AI: Opportunities and Challenges for Marketing

Chaired by: Dr. Sonja Gensler

2pm

Relationship Marketing SIG | Featured Special Session

Chaired by: Kay Peters

2pm

Marketing Communications SIG | Strategies and Tips for Working with Industry on Academic Research

Chaired by: Colin Campbell and Vijay Viswanathan and Adam Mills

2pm

Embracing Emerging Societal Challenges through Marketing

Chaired by: Dr. Nuoya Chen

When and Why Does Corporate Hypocrisy Trigger Vindictive Customer Behaviors? The Moderating Role of Self-Construal

» [Dr. Junghyun Kim](#), Prof. WON-MOO HUR

LOSS FRAMES HELP OVERCOME ENTITY THEORISTS' VACCINE AVOIDANCE

» Prof. Shaobo (Kevin) Li, [Dr. Nuoya Chen](#), Prof. Elaine Chan, Prof. Yang Guo

Best Efforts or Worst Practices: How Marketer's Diversity, Equity, and Inclusion Efforts May Marginalize Minority Consumers

» [Dr. Cecilia Ruvalcaba](#), Dr. Tony Stovall, Dr. Delancy Bennett, Dr. Nwamaka Anaza



Continued from **Saturday, 5 August**

The Road Not Taken: Using Mobile Mapping to Predict Shopping Behavior After COVID-19

» [Dr. Coco Huang](#), [Dr. Mark Sciuchetti](#)

3:15pm **Coffee Break**

3:45pm **Sales Analytics: Tips & Tricks on Teaching**

Chaired by: Dr. Stephanie Mangus and Dr. Maria Rouziou

Sales Analytics: Tips & Tricks on Teaching

» [Dr. Stephanie Mangus](#), [Dr. Maria Rouziou](#), [Colleen McClure](#), [Dr. Huanhuan Shi](#), [Mr. Andrew Crecelius](#)

3:45pm **MASSIG |**

MASSIG Special Session

» [Dr. Stacey Finkelstein](#)

3:45pm **SportSIG | Novel Fan Experiences of Interest to Sport and Sponsorship-Linked Marketers**

SportSIG | Novel Fan Experiences of Interest to Sport and Sponsorship-Linked Marketers

» [Dr. Amir Abbasi](#), [Dr. Brett Christenson](#), [Dr. Angeline Close Scheinbaum](#), [Dr. Andy Jeon](#), [Dr. Hyunsang Son](#), [Dr. Rodoula H. Tsiotsou](#), [Dr. Kirk Wakefield](#), [Dr. Lane Wakefield](#), [Dr. Gary Wilcox](#), [Dr. Seung Chul Yoo](#)

3:45pm **Global Marketing SIG | Navigating through Disruptions: Latest Insights in Global Marketing Research**

Global Marketing SIG | Navigating through Disruptions: Latest Insights in Global Marketing Research

» [Dr. Kelly Hewett](#), [Dr. Deepa Chandrasekaran](#), [Dr. Pravin Nath](#), [Dr. Nandini Nim](#), [Mr. Kiwoong Yoo](#)

3:45pm

HigherEd SIG | Impactful learning. Incorporating DE&I into classroom sessions to spark creativity and learning. Going beyond examples to activities and conscious engagement.

Chaired by: Dr. Khalia Jenkins and Dr. Louis J. Zmich and Dr. Brian Taillon

HigherEd SIG | Impactful learning. Incorporating DE&I into classroom sessions to spark creativity and learning. Going beyond examples to activities and conscious engagement.

» [Dr. Louis Zmich](#), [Dr. Sonja Grier](#), [Ms. Chelly Conley](#), [Dr. Khalia Jenkins](#), [Dr. Rebeca Perren](#), [Dr. Brian Taillon](#)

3:45pm

Journal of Marketing Research | Editorial Review Board Meeting (Invite Only)

3:45pm

AI SIG | Panel discussion of the future of AI in marketing

Chaired by: Dr. Yakov Bart and Kay Peters

3:45pm

Teaching & Learning SIG | Artificial Intelligence in the Classroom: Challenges and Opportunities for Marketing Educators

Chaired by: Dr. Matt Wilson

3:45pm

SERVSIG |

3:45pm

Retail & Pricing SIG | Retail & Pricing SIG Pop In Pop Out Mini Research Workshop

Chaired by: Dr. Riley Krotz and Dr. Stacy Robinson

5:15pm

SIG Reception

Sunday, 6 August

8am

Journal of Interactive Marketing Editorial Review Board Meeting (by Invitation Only)



Continued from **Sunday, 6 August**

8am **Non AMA Meet the Editors**

8am **B2B Sustainability and Customer Success**

Sales-Experienced Executives in Top Management Teams; Their Impact on Corporate Social Responsibility

» Mr. Brad Eskridge, Dr. Hyunju Shin, Dr. Nik Nikolov, Dr. Daewoong Choi

How Understanding College Students' Selling Motivations and Control Perceptions can Help Develop Sales Professionals and Increase Higher Education Sustainability

» Dr. David Hagenbuch

Delegating Pricing Authority to the Business-to-Business Sales Force: A Multimethod Study

» Mr. Sebastian Junker, Prof. Christian Homburg, Mr. Robin Wagner-Fabisch

Transforming the Nonprofit Fundraising Using the Science of Sales and Marketing: Introducing Adaptive Fundraising

» Dr. Bahar Ashnai, Dr. Saeed Shekari

8am **Innovation Synergy and Integration**

Chaired by: Dr. Anjala Krishen

WHICH CAME FIRST, PRODUCT OR PROCESS? THE SYNERGISTIC RELATIONSHIP AMONG DIFFERENT TYPES OF INNOVATION

» Mr. Jeongbin Whang, Prof. Jong-Ho Lee, Prof. Woojung Chang

VALUE IN ROBOTIC SURGERY: A MULTI-STAKEHOLDER INTERDISCIPLINARY FRAMEWORK

» Dr. Anjala Krishen, Dr. Shawn Tsuda

Vernacular Media: Case for Narrative Objects

» Mr. Saurabh Shinde, Dr. Krishanu Rakshit

Connecting User-innovations: Perspective of Design-driven Ecosystem

» Prof. Iesheng Huang

8am **Putting the ME in Consume: Consumer Identity, Self-Expression, and Attachment**

Chaired by: Dr. Richard Huaman Ramirez

Customer experience in the context of the arts and culture: The case of Opera

» Dr. Aranzazu Gaztelumendi, Dr. Richard Huaman Ramirez

CONSUMING THE CHICANO IDENTITY: HOW SYMBOLIC CONSUMPTION PRESERVES CHICANO CULTURE IN A JAPANESE COMMUNITY

» Dr. Cecilia Ruvalcaba, Dr. Delancy Bennett, Dr. Nwamaka Anaza

Mirror, Mirror on the wall, can I with my physical disability be the fairest of them all?

» Dr. Zahy Ramadan, Dr. Maya Farah, Ms. Yaman Nassereddine

An Ecosystems Perspective on Sponsor Identification

» Ms. Adria Mankute, Dr. Jiao Zhang, Dr. T. Bettina Cornwell

INVESTIGATING THE RECIPROCITY EFFECT BETWEEN ADVOCACY AND ATTACHMENT (DESTINATION MARKETING PERSPECTIVE)

» Dr. Indirah Indibara, Dr. Parthasarathi Das

8am **Digital Marketing 1**

Chaired by: Mr. Jason Weismueller

Understanding the expectancy violation effect in the moderating roles of objective ad clutter, Need for Cognition, and ad clutter expectancy on perceived intrusiveness and ad attitude

» Ms. Sieun Ha, Dr. Matthew Eastin



Continued from Sunday, 6 August

Two Boundary Conditions for Perceived Value of Online Behavioral Advertising: Data Source Matters as well as Personality Traits!

» Ms. Bitu Ziarati, Dr. Manoochehr Najmi, Dr. Mohammadali Koorank Beheshti

An exploration into user-generated content, service failure recovery and customer-brand relationships: a commitment-trust theory perspective

» Prof. Wilson Ozuem, Dr. Michelle Willis, Prof. Silvia Ranfagni, Prof. Serena Rovai, Prof. Kerry Howell

Behavioral and neural evidence for consumer responses to virtual fitting model in luxury fashion E-commerce

» Ms. Meiling Yin, Ms. Wenying TAN, Prof. Eun-Ju Lee

8am **Healthcare Services Special Session**

Healthcare Services Special Session

» Ms. Siyun Lu, Prof. Daisy Dai, Prof. Qiang Liu, Dr. Yong Cai, Prof. Zhili Tian, Prof. Gordon Hazen, Prof. Hong Li, Ms. Siyi Yu, Prof. Hongju Liu, Dr. Wenli Sun

8am **Racism and Discrimination in the Marketplace: From Practice to the Academy and Back to Practice**

Chaired by: Dr. Samantha Cross and Dr. Stephanie Dellande

Racism and Discrimination in the Marketplace: From Practice to the Academy and Back to Practice

» Dr. Samantha Cross, Dr. Stephanie Dellande

8am **Networking Space**

8am **Doctoral Student Workshop: Navigating the New Job Market**

Chaired by: Dr. Amber Epp and Colin Campbell and Dr. Riley Krotz and Dr. Lez Trujillo and Dr. Nandini Nim and Dr. Aditya Gupta

9:15am **Coffee Break**

9:45am **Journal of International Marketing Editorial Review Board Meeting (By Invitation Only)**

9:45am **Contemporary Issues in Marketing Strategy: Opportunities and Challenges**

Chaired by: Dr. Kiran Pedada and Dr. Ankit Anand

Contemporary Issues in Marketing Strategy: Opportunities and Challenges

» Dr. Kiran Pedada, Dr. Ankit Anand, Dr. Manaswini Acharya, Dr. Raj Agnihotri, Dr. Arun Swaminathan, Dr. Mayukh Dass, Dr. Ashley Goreczny, Dr. Sreedhar Madhavaram, Mr. Abhishek Nirjar, Dr. Manjunath Padigar, Mr. Siavash Rashidi-Sabet, Dr. Ashish Sinha, Dr. Rajendra Srivastava, Dr. Rajkumar Venkatesan

9:45am **Frontiers of Branding and Promotion Strategies**

Chaired by: Dr. Nandini Ramani

Is Brand Activism a Beneficial Marketing Communication Strategy? A Comparative Study

» Dr. Mark Yim, Dr. Jimmy Sukjin Chung, Dr. Joohwan Seo

Does a Firm's Environmental Footprint Affect its Brand Equity?

» Dr. Nandini Ramani, Dr. Vivek Astvansh

UNDERSTANDING PROMOTIONAL STRATEGIES IN E-SERVICES CONTEXT

» Dr. Ayushi Sharma

PL BRAND ARCHITECTURE – SHOULD RETAILERS LINK PL BRANDS WITH THEIR CORPORATE BRAND?

» Prof. Christopher Kanitz, Dr. Michael Schade, Dr. Eike Abraham, Prof. Christoph Burmann



Continued from **Sunday, 6 August**

PRICE CONCEALMENT AND CONSUMER LEARNING

» [Prof. Shan-Yu Chou](#), Prof. Chyi-Mei Chen

9:45am

Searching for the Truth: Authenticity, Transparency, Debiasing, and Debunking

Chaired by: Dr. Rodolfo Rocha

Authentic socio-political activism and the consequence of woke activism

» [Dr. Fayez Ahmad](#), Dr. Md Al-Emran

The Swarm: The impact of Consumer Fake Reviews on a Social Justice Branding Alliance

» [Dr. Channelle James](#), [Dr. Debra Smith](#), Dr. Merlyn Griffiths

The Effect of Attitude Confidence in Consumer Bias Correction

» [Dr. Yi-Wen Chien](#), Dr. Chung-Chiang Hsiao

Consumers' Self-Activated Bias Correction: Involvement of Bias Identification and Involvement of Correction Execution

» [Dr. Chung-Chiang Hsiao](#), Dr. Yi-Wen Chien

How reviewers' identity disclosure and expertise affect consumer responses: The mediating role of perceived deception

» Mr. Abdulrahman Alzaid, [Prof. Fraser McLeay](#), Dr. Victoria-Sophie Osburg, Dr. Anthony Grimes

9:45am

Contextual Applications in Digital Marketing

Chaired by: Dr. Abdul Bashiru Jibril

How can Higher Education Institutions develop their digital marketing capabilities?

» [Dr. Alessandro Comai](#)

DIGITAL MARKETING AND E-COMMERCE ADOPTION: FINDINGS FROM SUB-SAHARA AFRICA

» Dr. Frederick Pobe, [Dr. Najlae Zhani](#), Dr. Abdul Bashiru Jibril

RESTARTING TRAVEL AFTER COVID-19: VIDEO MARKETING AND THE FLOW EXPERIENCE

» [Mr. Kaige Zhu](#), Ms. Jiao Li, Dr. Juhyeok JANG, [Mr. Han Zhou](#)

9:45am

Emerging Technologies and Customer Experience

Chaired by: Ms. Denise Pape

INDUCING SERENDIPITY IN CONTENT-BASED RECOMMENDATION SYSTEMS: A CONCEPTUAL OVERVIEW

» [Dr. Atefeh Yazdanparast](#), [Dr. Seth Ketron](#), Dr. V Kumar

CHOOSING THE PERFECT COACH: REAL PERSON, AVATAR, HUMANOID ROBOT OR ROBOT DOG? EMPIRICAL STUDIES OF PARA-SOCIAL RELATIONSHIP FORMATION IN EXERCISE EXPERIENCE

» [Ms. Ying Feng](#), Dr. Jie Meng

Understanding Augmented Reality Experience and Purchase Intention in Mobile Commerce

» Dr. Andrea Ribeiro Carvalho de Castro, [Dr. Jorge Ferreira](#), Dr. Cristiane Giovannini, Dr. Jorge Ferreira da Silva, Ms. Fernanda Leao Ramos

The impact of in-store augmented reality on patronage intentions and store purchase

» [Ms. Denise Pape](#), Prof. Waldemar Toporowski

THE EFFECTS AND MECHANISM OF DISCOUNTING UNIT PRICE

» [Dr. Huda Khan](#), Mr. Rashid Saeed, Prof. Steven Bellman, Prof. Richard Lee

9:45am

Doctoral Student Workshop: Doing Impactful Research

Chaired by: Dr. Amber Epp and Colin Campbell and Linda Lavonne Price and Tonya Bradford and Michael Haenlein



Continued from **Sunday, 6 August**

11:15am **Multi-Faceted Branding Strategy**
Chaired by: Prof. Christopher Kanitz

THE INFLUENCE OF INTERNAL BRAND KNOWLEDGE AND PSYCHOLOGICAL CONTRACT ON EMPLOYEE BEHAVIOURS

» Dr. Mukta Srivastava, [Dr. Gordhan Saini](#), Dr. Jayanthi Thanigan, Prof. Manoj Motiani

Joint Role of Communication Budgets and Internet Penetration for Corporate Brand Effects Across Nations

» [Mr. Lukas Zimmer](#), Prof. Bernhard Swoboda

Exploring the Use of Paid Membership to Establish Brand Community

» Dr. Miles Condon, Dr. Debra Laverie, [Mr. Chu-Yen Pai](#), Dr. Adam Cann

Augment your brand's reality - The impact of branded augmented reality filters on social media on consumer-based brand equity

» [Ms. Denise Pape](#), Prof. Waldemar Toporowski

11:15am **Good Design and Great Expectations: Attitudes, Intentions, and Decision-Making**
Chaired by: Prof. Nicola Stokburger-Sauer

UNCOVERING THE IMPACT OF PRODUCT DESIGN ON MARKETING SUCCESS: A LONGITUDINAL STUDY

» [Prof. Nicola Stokburger-Sauer](#), Ms. Janina S. Kuhnle, [Ms. Heike Hebborn](#), Dr. Verena Hofmann

THE RELEVANCE OF USER-PRODUCT INTERACTIONS FOR MARKETING: LESSONS LEARNED FROM INDUSTRIAL DESIGN RESEARCH AND RELATED DISCIPLINES

» [Ms. Heike Hebborn](#), Prof. Nicola Stokburger-Sauer

Managing Service Providers' Experience Performances: An Extended Perspective Of The Touchpoints, Context, Qualities (TCQ) Nomenclature

» [Dr. Hsiu-Yu Hung](#)

The effects of perceived closeness between expected price and observed price on purchase intention: A confidence-driven decision-making process

» Dr. Chuandi (Charlie) Jiang, [Dr. Ron Christian](#)

11:15am **Gamification & The Metaverse**
Chaired by: Dr. Fatiha Boukoyen

Gaming, one of metaverse keys to making luxury inclusive

» [Dr. Fatiha Boukoyen](#), Prof. Oliviane Brodin, Dr. Fabrice Cassou

USING GAMIFICATION TO CREATE BRAND LOVE IN ONLINE RETAILING: BRAND ENGAGEMENT AND VALUE CO-CREATION PERSPECTIVE

» [Dr. GARIMA MALIK](#), [Prof. Piyush Sharma](#), [Dr. Tak Yan Leung](#)

Metaverse Banking: A empirical investigation of the shift in consumers' banking behaviour

» [Mr. Aman Kumar](#), Prof. Amit Shankar

Omitted Variables and the Impact Threshold of a Confounding Variable - An Alternative to the Instrumental Variables Estimation

» [Mr. Jonathan Hoke](#), Prof. David Bendig

11:15am **Retailing and Multichannel Marketing**
Chaired by: Dr. Rishika Rishika

What is Happening to My Nearby Stores? The Own- and Cross-Effect of a Radical Store Transformation on Existing Customers

» [Mr. Felix Lehmkuhle](#)



Continued from **Sunday, 6 August**

An Empirical Analysis of Extended Warranty: Designing a Dynamic Personalized Pricing Strategy

» Ms. Vasavi Rayachoty, Dr. Jialie Chen, Prof. Dinesh Gauri

Distribution Intensity, Retailer Competition, and Channel Coordination: A Salop Circle Approach

» Prof. Amiya Basu, Prof. Atasi Basu, Prof. Charles Ingene

The Effects of Mobile App Adoption on Customer Behavior: Evidence from a Large Multichannel Retailer

» Dr. Rishika Rishika, Dr. Ramkumar Janakiraman, Dr. P.K. Kannan

11:15am

Doctoral Student Workshop: Engaging with DEI

Chaired by: Dr. Amber Epp and Colin Campbell and Dr. Samantha Cross and James Mourey and Kevin Thomas and Dr. Stephanie Dellande