

2023 AMA WINTER ACADEMIC CONFERENCE



February 6 • Virtual
February 10-12 • Nashville, TN

Thank You to our Sponsors



Thank You to our Sponsors



Earl V. Snyder Innovation
Management Center



2023

AMA WINTER ACADEMIC CONFERENCE



AMERICAN MARKETING
ASSOCIATION

Conference Highlights

- Pre Conference Programming Including Organizational Frontlines Research, Women in Sales, and Scholarly Research – Ideas and Avoiding Pitfalls
- Early Career Faculty Mentor Meetup
- Awards Ceremony and Lunch
- Special Panel: *Inclusivity in Practice: A Panel of Industry leaders*

COVID-19 Health and Safety Guidelines

We know the value of connecting in person, and we're committed to making it a safe environment for all attendees. We will follow federal and local guidelines to ensure a safe conference. The CDC and experts are helping people better understand their COVID risk, what actions to take if exposed and access to affordable tests. Given these updates, we are offering new options for meeting COVID safety guidelines outlined below.

The 2023 AMA Winter Academic Conference does not have a mask mandate, nor are attendees required to provide proof of vaccination or a negative COVID-19 test. Masks are optional for attendees. If wearing a mask will make you feel more comfortable while attending the symposium, please do so, but we will not require them.

If you are unable to join us in person for any reason, we encourage you to participate in the virtual portion of the event as we strive to provide an engaging and impactful experience both virtually and in person.



Monday, 6 February

7am **"DON'T TELL ME WHAT OTHERS DO FOR THE CLIMATE": RESISTANCE TO THE MAJORITY BY AGENTIC MOTIVE**

Chaired by: Prof. Kihyon Kim (Korea, Republic of)

"DON'T TELL ME WHAT OTHERS DO FOR THE CLIMATE": RESISTANCE TO THE MAJORITY BY AGENTIC MOTIVE

» [Prof. Kihyon Kim](#) (Korea, Republic of) - Korea University, Prof. Jihoon Jhang (United States) - University of Central Arkansas, Prof. Sangyoung Song (Korea, Republic of) - Hanyang University, Prof. Sujin Song (Korea, Republic of) - Korea University

7am **Brand Strategy for New Brands and New Markets**

Chaired by: Prof. Chia-Lin Lee (Taiwan)

Branding Efforts, Marketing Legitimacy, and Venture Early-stage Financing Performance

» [Mr. Yuewu Li](#) (United States) - TTU, Dr. Xinchun Wang (United States) - WVU, Dr. Alejandra Marin (United States) - TTU, Dr. Mayukh Dass (United States) - TTU

THE IMPACT OF INTEGRATION LEVEL ON THE ATTRIBUTION PROCESSES IN CO-BRANDED SERVICES

» [Prof. Chia-Lin Lee](#) (Taiwan) - National Taiwan University of Science and Technology, Prof. Reinhold Decker (Germany) - Bielefeld University

INTEGRATED MARKETING COMMUNICATIONS (IMC) AS A DYNAMIC CAPABILITY FOR SMES PERFORMANCE: COMPARISON OF DEVELOPED AND EMERGING ECONOMY

» [Dr. Vera Butkouskaya](#) (Russian Federation) - HSE University, Dr. Joan Llonch-Andreu (Spain) - Autonomous University of Barcelona, Dr. Maria-del-Carmen Alarcon-del-Amo (Spain) - University of Murcia

Brand Performance Assessment in Emerging Markets

» [Mr. Victor Saldarriaga](#) (Colombia) - Ceipa, Dr. Yaromir Munoz (Colombia) - EAFIT, Dr. Hermilson Velasquez (Colombia) - EAFIT

Before and After COVID: Adapting Communications Strategies to Engage Stakeholders

» [Ms. Susannah Fuller](#) (United States) - University of Virginia

7am **Marketing Strategy I**

Chaired by: Dr. Miri Chung (United States)

What moms really care about when buying baby strollers; A topic modeling approach

» Dr. Miri Chung (United States) - Kent State University, [Dr. Younghun Chae](#) (United States) - Kent State University

Sophistication as a Service: Developing co-creative ecosystems for market development

» [Dr. Sidney Ornelas](#) (Mexico) - Tecnologico de Monterrey

Corporate Activism: A Bibliometric Review and Research Agenda

» [Mrs. Luiza Braga](#) (Brazil) - FGV EAESP, [Dr. Marcelo Perin](#) (Brazil) - FGV EAESP, Dr. Amir Grinstein (United States) - Northeastern University

Predicting Publication Productivity in Top Marketing Journals: Motivation, Capabilities, Resources, Strategy, and Disposition

» [Dr. Kevin Flynn](#) (United States) - Clemson University, Dr. Ashutosh Dixit (United States) - Cleveland State University, Dr. Kimberly Neuendorf (United States) - Cleveland State University, Dr. Angeline Close Scheinbaum (United States) - Clemson University

Optimal Operational Policy in Duopoly Market under Cost Uncertainty

» [Mr. Anomitra Bhattacharya](#) (Canada) - McMaster University

7am **Technology and Consumption**

Chaired by: Dr. Wee Thiam Low (United Kingdom)

Consumer Cognitions for AI-synthesized Voices

» [Dr. Hannah H. Chang](#) (Singapore) - Singapore Management University, Dr. Anirban Mukherjee (United States) - Cornell



Continued from Monday, 6 February

The Effect of Anthropomorphizing Artificial Agents in Dangerous Situations on Consumers' Physical Safety Perceptions

» Dr. Shirley Li (Hong Kong) - Hong Kong Baptist University, Prof. Sara Kim (Hong Kong) - The University of Hong Kong, Prof. Kimmy Wa Chan (Hong Kong) - Hong Kong Baptist University, Prof. Ann McGill (United States) - The University of Chicago Booth School of Business

Influences of product and situational involvement on cyber consumer decision-making styles

» Dr. Wee Thiam Low (United Kingdom) - Teesside University, Dr. Xiaoxian Zhu (United Kingdom) - Teesside University, Dr. Kate Swainston (United Kingdom) - Newcastle University, Dr. Jill Taylor (United Kingdom) - Teesside University

Do Morphed Product Forms Enhance Consumer Response to Cause Marketing Campaigns?

» Dr. Arpita Agnihotri (United States) - Penn State Harrisburg, Dr. Saurabh Bhattacharya (United Kingdom) - Newcastle University Business School

Determinants of technological adoption in the consumption of Traditional and Restructured chicken

» Dr. Jairo Salas (Colombia) - Pontificia universidad javeriana-Cali, Dr. Diana Escandon-Barbosa (Colombia) - Pontificia universidad javeriana-Cali

7am

Global and International Marketing

Chaired by: Prof. Qeis Kamran (Germany)

DESIGN FOR A SERIAL ENTREPRENEURSHIP IN CYBER-PHYSICAL REALITIES - DECIPHERING VISIONARY MANAGEMENT MODELS FOR MARKETING

» Prof. Qeis Kamran (Germany) - International School of Management (ISM), Mr. Nils Hospodarsch (Germany) - International School of Management (ISM), Prof. Marcus Becker (Germany) - International School of Management (ISM)

CONSUMER EXPERIENCE OF VALUE IN CONSUMPTION JOURNEY: EVIDENCE AND IMPLICATIONS FOR BRANDING

» Dr. Shu-Ching Chen (Japan) - Ritsumeikan Asia Pacific University

Analysis of Network Effects in Industrial Networks: Geographical Approach

» Mr. Ansel Shaidullin (Russian Federation) - HSE University, Mr. Ivan Solovyov (Russian Federation) - HSE University

How do you like your food brands - global or local ?

» Ms. Rupali Singh (India) - Indian Institute of Management Ahmedabad, Prof. Vasant Gandhi (India) - Indian Institute of Management Ahmedabad, Prof. Anand Kumar Jaiswal (India) - Indian Institute of Management Ahmedabad

Market-Driving Through Global Brand Building and Decommoditization Models in Mexico's Handicraft Industry

» Dr. adesegun oyedele (United States) - University of the incarnate word, Prof. Fuat Firat (United States) - The university of Texas--Rio Grande valley, Ms. Emily Goenner (United States) - Saint cloud State University, Ms. Jacqueline Zavala Aguila (United States) - University of the incarnate word

8:30am

Spillover Effects in Product Customization

Chaired by: Mr. Samuel Sekar (United States)

Spillover Effects in Product Customization

» Mr. Samuel Sekar (United States) - University of South Florida, Dr. Sajeev Varki (United States) - University of South Florida

8:30am

Brand Communication Strategies

Chaired by: Dr. Hardeep Chahal (India)

Role of Brand Commitment in Internal Branding and Brand Citizenship Behaviours in Service Industry: A meta-analysis

» Dr. Hardeep Chahal (India) - University of Jammu, Dr. Parul Chhibber (India) - Government Degree College, Neeli Nallah, Udhampur District



Continued from Monday, 6 February

Determining Ideal Timings and Lengths of Advertisements to Optimize Promotional Effectiveness in Podcasts

» Mr. Jan Stöcklin (Germany) - University of Applied Sciences Mainz, Mr. Moritz Georg Diehl (Germany) - University of Applied Sciences Mainz, Ms. Hannah Kraemer (Germany) - University of Applied Sciences Mainz, Prof. Isabelle Hillebrandt (Germany) - University of Applied Sciences Mainz

Integrating AR Features on Brand Content on Social Media Can Publish or Perish Brand Experiences and Consumer Responses?

» Ms. Phumsiri Poolperm (Taiwan) - National Cheng Kung University, Dr. Tien Wang (Taiwan) - National Cheng Kung University

Analysis of Ad Creativity and Effectiveness During Economic Recession

» Dr. Sue Ryung Chang (Korea, Republic of) - Yonsei university, Dr. Pengyuan Wang (United States) - University of Georgia, Ms. Chaehyeon Lee (Korea, Republic of) - Yonsei university

Communicative performance of brand activism

» Dr. Gry Knudsen (Denmark) - UCL University College, Dr. Lars Pynt Andersen (Denmark) - UCL University College

8:30am

Marketing Strategy II

Chaired by: Prof. Marcus Becker (Germany)

CMO PERSONALITY TRAITS AND MYOPIC MANAGEMENT: EVIDENCE FROM THE MOST INFLUENTIAL MARKETING LEADERS OF THE YEAR

» Mr. Giovanni Visentin (France) - ESCP Business School

The Influence of Sequencing Multiple Transport Vehicles on the Desirability of the Trip Plans: A Behavioral Trait in Tourism Industry

» Mr. AYAN CHATTERJEE (India) - S.P Jain Institute of Management & Research, Dr. Debmallya Chatterjee (India) - S.P Jain Institute of Management & Research

Analyzing the Essence of Strategy - Towards Aligning Cyberphysical Dimensions in Marketing

» Prof. Qeis Kamran (Germany) - International School of Management (ISM) & University of Twente, Prof. Marcus Becker (Germany) - International School of Management (ISM), Ms. Natalie Hanson (Germany) - International School of Management (ISM)

Prioritizing values to be provided to online shoppers during website design and upgrade

» Dr. Adarsh Kumar Kakar (United States) - Alabama State University, Mr. Ashish Kakar (United States) - Texas Tech University

The Employee Phenomenon: Influence in Corporate Fashion Retail

» Dr. Danielle Testa (United States) - Arizona State University, Dr. Linda Niehm (United States) - Iowa State University, Dr. Jessica Hurst (United States) - Iowa State University

8:30am

Health Behaviors

Chaired by: Ms. Esha Sharma (India)

Stressors and Coping Strategies during time of change: The case of COVID-19

» Dr. Hagar Adib (Egypt) - The German University in Cairo, Dr. Hadeer Hammad (Egypt) - The German University in Cairo, Dr. Nesma Ammar (Egypt) - UPEI, Cairo Campus

Patient journey map and intervention points for chronic disease

» Ms. Esha Sharma (India) - Management Development Institute, Gurgaon, Dr. Kirti Sharma (India) - Management Development Institute, Gurgaon

To Be Stable or Not? Beliefs about Body Shape Malleability Influence Consumer Product Evaluation and Choice

» Mr. Silvan Burri (Switzerland) - University of Fribourg, Prof. Sascha Steinmann (Denmark) - Aarhus University, Prof. Dirk Morschett (Switzerland) - University of Fribourg



Continued from Monday, 6 February

ONLINE TRAVEL INSPIRATION UNDER THE INFLUENCE OF COVID-19 CONSUMER PERCEPTION OF RISK: INVESTIGATING ANTECEDENTS AND CONSEQUENCES.

» Dr. Christina Giakoumaki (Greece) - Deree-The American College of Greece, Dr. Eleni Mavragani (Greece) - University of Macedonia, Dr. Antonios Giannopoulos (Greece) - International Hellenic University, Ms. Anastasia Pantazi (Greece) - Deree-The American College of Greece

Hell or High Water: Effects of pandemic and weather extremes on online-offline restaurant sales

» Mrs. Kamal Gupta Roy (India) - Indian Institute of Management Kozhikode, Dr. Keyoor Purani (India) - Indian Institute of Management Kozhikode

8:30am **Sales Management and Personal Selling**

The Influence of Family Motivation on Salesperson Entrepreneurial Behavior

» Mr. Dong Liu (United States) - California State University Northridge, Dr. Beilei Dang (China) - Nanjing University, Dr. Yapu Zhao (China) - Nanjing University of Aeronautics and Astronautics, Dr. Depeng Liu (China) - Shandong University

Short Selling and Managers' Voluntary Disclosure of Life-Threatening Defects in Products: Evidence from a Natural Experiment

» Prof. Vivek Astvansh (United States) - Indiana University, Prof. Wei Shi (United States) - University of Miami, Mr. Jimmy Qu (Singapore) - Nanyang Technological University

'Small Talk is not that Small in B2B Sales!' B2B Salespersons' Social Media Usage and Small Talk Facilitating Collection of Individual Competitive Intelligence Enhancing Sales Performance.

» Mrs. Anu Chacko (India) - Indian Institute of Technology Madras, Dr. Vaibhav Chawla (India) - Indian Institute of Technology Madras

WHY CONSUMERS FORGIVE ONLINE TRAVEL AGENCIES?

» Dr. Amit Shankar (India) - Indian Institute of Management Visakhapatnam, Mr. Aman Kumar (India) - Indian Institute of Management Visakhapatnam

10am **Navigating Stormy Seas: How Firms Can Manage Marketing Crises Better**

Chaired by: Dr. Stefan J. Hock (United States)

Navigating Stormy Seas: How Firms Can Manage Marketing Crises Better

» Dr. Stefan J. Hock (United States) - University of Connecticut, Dr. Alexander Mafael (Sweden) - Stockholm School of Economics, Prof. Sascha Raithel (Germany) - Free University Berlin, Prof. Vivek Astvansh (United States) - Indiana University, Dr. Samuel Staebler (Netherlands) - University of Tilburg, Dr. Sotires Paglavlas (United States) - The Pennsylvania State University, Dr. Felipe Thomaz (United Kingdom) - University of Oxford, Dr. Sara Dommer (United States) - Penn State University, Ms. Merve Uzunogullari (United States) - Scheller College of Business, Georgia Tech, Dr. Tracey A. Swartz (United States) - Scheller College of Business, Georgia Tech

10am **Branding and Consumer Behavior**

Chaired by: Prof. Clemens Hutzinger (Austria)

WHY ARE YOU DOING THIS TO ME? DISSATISFIED CONSUMERS' REACTIONS TO SERVICE FAILURES INVOLVING THEIR FAVORITE BRAND

» Prof. Wolfgang Weitzl (Austria) - University of Applied Sciences Upper Austria, Prof. Clemens Hutzinger (Austria) - Seeburg Castle University

The Process of Severe Brand Hate: A Conceptual Framework

» Ms. Rahila Aziz (India) - Indian Institute of Technology Roorkee, Prof. Zillur Rahman (India) - Indian Institute of Technology Roorkee

When anthropomorphizing backfires: Being "human" can benefit the morally good but harm the morally bad

» Ms. Olivia Kim (Norway) - Norwegian School of Economics, Mr. Jareef Martuza (Norway) - Norwegian School of Economics, Prof. Helge Thorbjørnsen (Norway) - Norwegian School of Economics



Continued from Monday, 6 February

An Empirical Investigation of Sequential Retargeting for High Involvement Purchases

» Mr. Laxminarayana Yashaswy Akella (India) - Indian Institute of Management Ahmedabad, Prof. Timothy Bohling (United States) - Mendoza College of Business, University of Notre Dame, Dr. Dhruv Grewal (United States) - Babson College, Prof. Praveen Kopalle (United States) - Tuck School of Business, Dartmouth College

Green Intention – Purchase Behavior gap: What makes consumers walk the talk?

» Mr. Swapnil Tawde (India) - S.P Jain Institute of Management & Research, Dr. Renuka Kamath (India) - S.P Jain Institute of Management & Research, Prof. Shabbir Husain R.V. (India) - S.P Jain Institute of Management & Research, Dr. Ruppel Walia Sharma (India) - S.P Jain Institute of Management & Research

10am

Marketing Strategy

Chaired by: Dr. Saurabh Bhattacharya (United Kingdom)

Service Exchange Engagement: Conceptualization and research directions

» Ms. Shumaila Chandni (India) - Indian Institute of Technology Roorkee, Prof. Zillur Rahman (India) - Indian Institute of Technology Roorkee

CUSTOMER SUCCESS MANAGEMENT: CLOSING A CAPABILITY GAP IN THE CUSTOMER-FOCUSED STRUCTURE TOWARD CUSTOMER CENTRICITY IN B2B SERVICE CONTEXTS

» Mr. Kolja Zakrzewski (Germany) - Catholic University of Eichstätt-Ingolstadt

CEO Temporal Focus and Product Newness

» Dr. Arpita Agnihotri (United States) - Penn State Harrisburg, Dr. Saurabh Bhattacharya (United Kingdom) - Newcastle University Business School

Data-Driven Decision Making in Marketing: Antecedents, Construct and Consequences

» Mr. Constant Berkhout (Belgium) - University of Hasselt, Dr. Ross Johnson (United States) - University of North Texas, Dr. Abhi Bhattacharya (United States) - University of Alabama, Dr. Carlos Bauer (United States) - University of Alabama

Assessing the Informative Value of Customer and Investor Sentiments on Managerial Uncertainties of Prerelease Advertising Adjustment and Its Consequence on the Ease of Experience Products' Off-Peak Sales Decline

» Dr. Peng Zhang (Hong Kong) - The University of Hong Kong, Prof. Anindita Chakravarty (United States) - UGA

10am

Green Consumption

Chaired by: Dr. Kay (Kyung-Ah) Byun (United States)

BEHAVIORAL COPING STRATEGY FOR ORGANIC CONSUMPTION CONSTRAINTS AND PRODUCT RECALLS

» Dr. Kay (Kyung-Ah) Byun (United States) - University of Texas at Tyler

Intend to use green energy?

» Dr. Al Sadat - Ibne Ahmed (Australia) - Research Scholar, Dr. Ranga Chimhundu (Australia) - Research Scholar

Do socio-psychological factors contribute to the use of green energy and climate change mitigation in the residential sector?

» Dr. Al Sadat - Ibne Ahmed (Australia) - University of Southern Queensland, Dr. Ranga Chimhundu (Australia) - University of Southern Queensland

Factors contributing towards the intention to purchase green energy

» Dr. Al Sadat - Ibne Ahmed (Australia) - Research Scholar, Dr. Ranga Chimhundu (Australia) - Research Scholar

The Effect of Hostage Posting on Consumer Green Behavior through the Reduction of Adverse Selection Risk

» Dr. Soo Yeong Ewe (Malaysia) - Monash University Malaysia, Ms. Cheryl Chew (Malaysia) - Monash University Malaysia



Continued from Monday, 6 February

10am

Marketing During Times of Change

Chaired by: Dr. Birgit Solem (Norway)

Customers' Response on Price Promotion: Effect of Reference Price

» [Dr. Siddhartha Sarkar](#) (India) - Tata Consultancy Services, Mr. Suman Kumar (India) - Tata Consultancy Services, Mr. Avishek Shaw (India) - Tata Consultancy Services, Mr. Vivek Balaraman (India) - Tata Consultancy Services

Can emojis aid in service recovery efforts?

» [Prof. RADHA GOVIND INDWAR](#) (India) - XIM UNIVERSITY BHUBANESWAR, [Prof. Aditya Shankar Mishra](#) (India) - Indian Institute of Management Ranchi

Understanding Venture Creation in Retailing through Anchor Events

» [Dr. Birgit Solem](#) (Norway) - University of South-Eastern Norway, [Dr. Kristin Bentsen](#) (Norway) - University of South-Eastern Norway

Entitlement: conceptual domain, its role in marketing and implications for research

» [Dr. Alexandra Polyakova](#) (France) - Toulouse Business School, Dr. Yanyan Chen (France) - Toulouse Business School

HOW REAL IS REAL? THE IMPACT OF VIRTUAL INFLUENCERS SITUATION AUTHENTICITY ON CONSUMER ATTITUDES

» [Ms. Yue CAO](#) (China) - Harbin Institute of Technology, Ms. Leer JIAN (China) - Harbin Institute of Technology, Prof. Guoxin Li (China) - Harbin Institute of Technology

11:30am

Rethinking Consumer Health and Well-Being in a New Reality

Chaired by: Dr. Meryl Gardner (United States) and Dr. Ainslie Schultz (United States)

Rethinking Consumer Health and Well-Being in a New Reality

» [Dr. Meryl Gardner](#) (United States) - University of Delaware, [Dr. Ainslie Schultz](#) (United States) - Providence College, Dr. Stacey Baker (United States) - Creighton University, Dr. Dipayan Biswas (United States) - University of South Florida, Dr. Wendy Boland (United States) - American University, Dr. Melanie Brucks (United States) - Columbia University, Dr. Frank Cabano (United States) - University of Texas at El Paso, Dr. Margaret Campbell (United States) - University of California, Riverside, Dr. Benét DeBerry-Spence (United States) - University of Illinois Chicago, Dr. Stacey Finkelstein (United States) - Stony Brook University, Dr. Anastasiya Ghosh (United States) - University of Arizona, Dr. Kelly Haws (United States) - Vanderbilt University, Dr. Dan Horne (United States) - Providence College, Dr. Chris Hydock (United States) - California Polytechnic State University, Dr. Shailendra Jain (United States) - University of Washington, Dr. Eric Johnson (United States) - Columbia University, Dr. Leonard Lee (Singapore) - National University of Singapore, Dr. Peggy Liu (United States) - University of Pittsburgh, Dr. Margaret Meloy (United States) - The Pennsylvania State University, Dr. Martin Mende (United States) - Florida State University, Dr. Lynn Miller (United States) - La Salle University, Dr. Anirban Mukhopadhyay (Hong Kong) - Hong Kong University of Science and Technology, Dr. Nea North (United States) - Providence College, Dr. L. Lin Ong (United States) - California State Polytechnic University, Pomona, Dr. Stephanie Oneto (United States) - University of Wyoming, Dr. Mark Peterson (United States) - University of Wyoming, Dr. Preeti Priya (India) - Institute of Rural Management, Anand, Dr. Martin Reimann (United States) - University of Arizona, Dr. Gretchen Ross (United States) - Texas Christian University, Dr. Caroline Roux (Canada) - Concordia University, Dr. Rebecca Scott (United Kingdom) - Cardiff University, Dr. Anu Sivaraman (United States) - University of Delaware, Dr. Beth Vallen (United States) - Villanova University, Dr. Madhu Viswanathan (United States) - Loyola Marymount University, Dr. Tiffany White (United States) - University of Illinois at Urbana-Champaign, Dr. Keith Wilcox (United States) - Texas A&M University, Dr. David Wooten (United States) - University of Michigan, Dr. Scott Wright (United States) - Providence College, Dr. Marie Yeh (United States) - Loyola University Maryland, Dr. Kristen Lane (United States) - Columbia University

11:30am

Artificial Intelligence

Chaired by: Dr. Atieh Poushneh (United States)



Continued from Monday, 6 February

Artificial Intelligence: Empathy and Information Exploratory Behavior

» Dr. Atieh Poushneh (United States) - California State University, Dr. Arturo Vasquez (United States) - University of Texas Rio Grande Valley

AI Brand Advertising to Engage Consumers with a Spatial Aesthetic Perspective

» Dr. Yu Viviane Chen (United States) - State University of New York Farmingdale

THE INFLUENCE OF RELIGIOSITY ON CONSUMERS' EVALUATIONS OF BRANDS USING ARTIFICIAL INTELLIGENCE

» Dr. Begum Kaplan (United States) - Lynn University, Dr. Elizabeth Minton (United States) - University of Wyoming, Dr. Frank Cabano (United States) - University of Texas at El Paso

When Robots give you instructions: the role of consumers' perceptions of justice

» Prof. Valentina Pitardi (United Kingdom) - University of Surrey, Prof. Ana Valenzuela (United States) - Baruch College and ESADE-Ramon Llul

Exploring customer's Online Gaming Addiction: A Three-Stage Modelling Approach

» Mr. Mohammad Osman Gani (Japan) - Hiroshima University, Ms. Farhana Zinnia (Bangladesh) - North South University, Dr. Sabbir Rahman (Bangladesh) - North South University, Dr. Surajit Bag (India) - Institute of Management Technology Ghaziabad, Mr. Kifayat Nahiyani Rafi (Malaysia) - Universiti Kebangsaan Malaysia

11:30am

Social Videos and Live Streaming

Chaired by: Dr. Krista Li (United States)

Live Streaming: Pay-What-You-Want Tips and Product Selling

» Dr. Krista Li (United States) - Indiana University

Drivers of Effective Consumer Engagement towards Influencer Marketing: Empirical Evidence from Sponsored Video Campaigns

» Dr. Zhe Zhang (China) - Fudan University, Ms. Bo Yang (China) - Fudan University, Ms. Xinmeng Wang (China) - Fudan University, Ms. Xuetao Tang (China) - Fudan University

Fast Playback Speed of Short Video and Its Impact on Sales

» Ms. Xinmeng Wang (China) - Fudan University, Ms. Bo Yang (China) - Fudan University, Dr. Zhe Zhang (China) - Fudan University, Dr. Min Hou (China) - Zhejiang Gongshang University

A NEW WAY OF WINNING CUSTOMERS ON SOCIAL MEDIA: AN EXAMINATION OF STORYTELLING FACTORS OF BRANDS' INSTAGRAM AND TIKTOK SHORT VIDEOS

» Dr. Bernie Wong (Hong Kong) - The Hong Kong Polytechnic University, Dr. Flora Fang Gu (Hong Kong) - The Hong Kong Polytechnic University

Green Tag: The Catalyst in Live Streaming E-commerce

» Mr. Tianxi Gao (Ireland) - Trinity College Dublin, Dr. Xiaoning Liang (Ireland) - Trinity Business School, Trinity College Dublin, the University of Dublin, Ms. Fengjiao Zhang (China) - Harbin Institute of Technology Shenzhen, Dr. Jiaojiao Ge (China) - Harbin Institute of Technology Shenzhen

11:30am

Consumer Decision Making

Chaired by: Dr. Sakshi Aggarwal (India)

Prefer Linear or Crooked? A Visual Representation Perspective

» Dr. Sakshi Aggarwal (India) - Indian Institute of Management Amritsar, Prof. Sanjeev Tripathi (India) - Indian Institute of Management Indore, Dr. Sudipta Mandal (India) - Indian Institute of Management Indore

NOT ALL DIFFERENCES ARE MADE THE SAME: THE EFFECT OF DISTRIBUTION ON THE PERCEIVED DIFFERENCE BETWEEN NUMERICAL SCORES.

» Dr. Rahil Hosseini (Spain) - Universidad Carlos III de Madrid, Prof. Hans Alves (Germany) - Ruhr-Universität Bochum, Prof. Gaël Le Mens (Spain) - Universitat Pompeu Fabra



Continued from Monday, 6 February

EATING UP AS A GOAL: THE EFFECT OF PARTITIONS ON FOOD PURCHASE QUANTITY

» Mr. Hou Guangxu (China) - School of Business, Nanjing University, Prof. Yunhui Huang (China) - School of Business, Nanjing University

Dynamics in Charitable Donation Behavior for Effective Nonprofit Fundraising

» Dr. Zhe Zhang (China) - Fudan University, Ms. Nan Yu (China) - Fudan University

EFFECTIVENESS OF RETARGETED DIRECT MAILING: WHEN DOES IT WORK?

» Dr. Saeid Vafainia (France) - ESCP, Dr. Ashkan Faramarzi (France) - ESDES Business School

11:30am

Marketing During Times of Change

Chaired by: Mrs. Sanju Kaladharan (India)

THE UNIFIED THEORY OF AI IN BRANDING – A THEORETICAL REVIEW

» Mrs. Maria DSouza (India) - National Institute of Industrial Engineering, Prof. Sanjeev Verma (India) - National Institute of Industrial Engineering, Dr. Vartika Srivastava (India) - National Institute of Industrial Engineering

My leader, my lodestar? The influence of social relationships on perceived CSR performance

» Mr. Julian Krauskopf (Germany) - RWTH Aachen University, Dr. Denise Fischer-Kreer (Germany) - RWTH Aachen University

Inclusive Marketing in the Web 4.0 Metaverse

» Dr. Maya Farah (Lebanon) - Lebanese American University, Dr. Zahy Ramadan (Lebanon) - Lebanese American University, Ms. Nour Bdeir (Lebanon) - Lebanese American University

Perceptions towards the return of end-of-use medicines for health sustainability: An empirical investigation

» Mrs. Sanju Kaladharan (India) - Amrita School of Business, Amrita Vishwa Vidyapeetham, Dr. Dhanya M (India) - Amrita School of Business, Amrita Vishwa Vidyapeetham, Dr. Rejikumar G (India) - Amrita School of Business, Amrita Vishwa Vidyapeetham

The Impact of Digital Sales Channels Adoption in a Multichannel B2B Context

» Mr. Carlos Abe (Brazil) - Insper, Dr. Carla Ramos (Brazil) - Insper, Dr. Danny Claro (Brazil) - Insper

1pm

Berry Book Award

Chaired by: Dr. Jag Sheth (United States) and Dr. Gerald Smith (United States) and Dr. Raj Sisodia (United States) and Dr. Can Uslay (United States)

1pm

Artificial Intelligence, Models and Methods

Chaired by: Dr. Guneet Nagpal (Canada)

Web3 Airdrops as a Marketing Tactic

» Dr. Guneet Nagpal (Canada) - University of Western Ontario, Dr. Aysajan Eziz (Canada) - University of Western Ontario

TOWARDS A THEORY OF LUXURY BRANDING IN THE METAVERSE - A PHENOMENOLOGICAL APPROACH OF BRAND CULTURE SEMANTICS IN CYBER-PHYSICAL REALITIES

» Prof. Qeis Kamran (Germany) - International School of Management, Prof. Marcus Becker (Germany) - International School of Management (ISM)

THE EFFECTS OF VIRTUAL REALITY GAMES ON THEIR USERS

» Prof. Praveen Sugathan (India) - Indian Institute of Management Kozhikode, Prof. Aravind Reghunathan (United Kingdom) - Bournemouth University, Ms. Astha Singhal (India) - Indian Institute of Management Kozhikode



Continued from Monday, 6 February

New Insights into Virtual Reality in the Metaverse: The Role of Ad Valence

» Prof. Meng-Hua Hsieh (United States) - Kent State University, Prof. César Zamudio (United States) - Virginia Commonwealth University, Ms. Xiaowei Guo (United States) - Kent State University

Factors affecting SMEs' adoption of a modern technology: a developing country perspective.

» Dr. Millicent Ifeyinwa Ohanagorom (United Kingdom) - Teesside University, Dr. Chukwunonso Oraedu (Nigeria) - University of Nigeria Teaching Hospital, (UNTH), Enugu, Dr. Henry Okwo (Nigeria) - University of Nigeria, Enugu Campus

1pm

Digital Engagement Part 1

Chaired by: Mrs. Janina S. Kuhnle (Austria)

PRESS PLAY! HOW DIGITAL SOCIAL VIEWING STRATEGIES IMPACT CUSTOMER BEHAVIOR

» Mrs. Janina S. Kuhnle (Austria) - University of Innsbruck

Synergized Effects between TV and Online Advertising: An Empirical Study of Product Placement in Social TV Show

» Ms. Lynn Lin (Singapore) - Nanyang Technological University, Dr. Siliang Tong (Singapore) - Nanyang Technological University, Dr. Yupeng Chen (Singapore) - Nanyang Technological University, Dr. Junhong Chu (Hong Kong) - The University of Hong Kong, Dr. Yue Guo (China) - Southern University of Science and Technology

Recommending Products To Dormant Customers In Email Marketing

» Dr. Tat Koon Koh (Hong Kong) - Hong Kong University of Science and Technology, Dr. Yi Yang (Hong Kong) - Hong Kong University of Science and Technology, Mr. Yingpeng Zhu (Hong Kong) - Hong Kong University of Science and Technology

#theStruggleisReal: Moms, Memes and Coping during Times of Change

» Dr. Kristen Schiele (United States) - University of Southern California, Ms. Christine Hu (United States) - University of California, Irvine, Dr. Steven Chen (United States) - California State University Fullerton

Did Brand CSR Responses to the Pandemic Affect Brand Performance?

» Dr. Ahmed Taher (Egypt) - The American University in Cairo, Ms. Amy Rizkalla (Egypt) - IPSOS

1pm

Prosocial Behaviors and Fairness

Chaired by: Dr. Han Nguyen (Australia)

Presenting Cause Related Marketing Information Before or After Purchase? How Displaying Timing of Donation Information Effect Consumer's Post-purchase Evaluation

» Mr. Zhenchuan Cai (China) - Shandong University School of Management, Prof. Haichuan Zhao (China) - Shandong University School of Management

Materialistic Cues Make People Donate Money.

» Dr. Han Nguyen (Australia) - Queensland University of Technology

Call to action or inaction? Call-to-action buttons hurt in-feed social advertising

» Mr. Mengchen Xu (China) - University of Chinese Academy of Sciences, Mrs. Sha Zhang (China) - University of Chinese Academy of Sciences, Mr. Aihui Ding (United States) - University of South Florida

PERCEIVED PRICE (UN)FAIRNESS: A BIBLIOMETRIC AND NETWORK ANALYSIS

» Mr. HABIB ULLAH SIDDIQUI (India) - Indian Institute of Technology Roorkee, Prof. Zillur Rahman (India) - Indian Institute of Technology Roorkee



Continued from Monday, 6 February

PRICE FAIRNESS PERCEPTIONS IN VIDEO GAMES

» [Prof. Praveen Sugathan](#) (India) - Indian Institute of Management Kozhikode, [Ms. Astha Singhal](#) (India) - Indian Institute of Management Kozhikode, [Mr. Shivrinder Pal](#) (India) - Indian Institute of Management Kozhikode

1pm

Marketing During Times of Change

Chaired by: Ms. Monika Sharma (India)

Gamification and consumer engagement in healthcare

» [Ms. Esha Sharma](#) (India) - Management Development Institute, Gurgaon

Exploring the Origins of Consumer Perceived Humanness of Brands

» [Ms. Monika Sharma](#) (India) - Indian Institute of Technology Roorkee, Prof. Zillur Rahman (India) - Indian Institute of Technology Roorkee

Does More Franchising Reduce a Chain's Environmental Damage?

» [Dr. Pushpinder Gill](#) (United States) - University of Tennessee at Chattanooga, [Dr. Prabhjot Mukandwal](#) (United States) - Wayne State University, [Dr. Stephen Kim](#) (United States) - Iowa State University

The sting of betrayal: Consumers have lower purchase intentions for recommended products when they feel betrayed by their virtual assistant

» [Dr. Christina Saenger](#) (United States) - Youngstown State University, [Dr. Christina Kuchmaner](#) (United States) - Duquesne University

Reciprocal Stewardship in Virtual Brand Communities: Do Consumers Still Help After a Transgression When the Brand Owns the Community?

» [Dr. Christina Kuchmaner](#) (United States) - Duquesne University, Dr. Jennifer Wiggins (United States) - Kent State University, Dr. Pamela Grimm (United States) - Kent State University

2:30pm

Virtual Meet the Editors

Chaired by: Dr. Lerzan Aksoy (United States)

2:30pm

Retailing, Sharing Economy, and Customer Experience Part 1

Chaired by: Dr. Chen Li (United States)

POINT REDEMPTIONS AND PROGRAM SALES IN COALITION LOYALTY PROGRAMS

» [Dr. Chen Li](#) (United States) - Palm Beach Atlantic University, Dr. Srinivasan Swaminathan (United States) - Drexel University, Dr. Junhee Kim (United States) - California State University Stanislaus

Unwilling to Give Up Good Deeds: The Influence of Cause-Related Marketing on Online-Bought Product Returns

» [Ms. Wenjing Song](#) (China) - School of Business, Nanjing University, Prof. Yunhui Huang (China) - School of Business, Nanjing University, Ms. Yanyan Heng (China) - School of Business, Nanjing University

Toward a Theory of Touchpoints: Evolution, Metatheoretical Analysis, and Conceptual Integration

» [Ms. Isadora Gasparin](#) (Brazil) - Federal University of Rio Grande do Sul, School of Management, [Prof. Vinicius A. Brei](#) (Brazil) - Federal University of Rio Grande do Sul, School of Management, Prof. Luiz Antonio Slongo (Brazil) - Federal University of Rio Grande do Sul, School of Management

Private Labels in a Product Harm Crisis: Spillover Effects across Retailers

» [Dr. Oliver Thomas](#) (Switzerland) - ZHAW School of Management and Law, [Mr. Olivier Reimann](#) (Switzerland) - ZHAW School of Management and Law, Prof. Gunther Kucza (Switzerland) - ZHAW School of Management and Law, Dr. Liane Nagengast (Switzerland) - ZHAW School of Management and Law

What are the hierarchy of values sought by shoppers when shopping online?

» [Dr. Adarsh Kumar Kakar](#) (United States) - Alabama State University, Mr. Ashish Kakar (United States) - Texas Tech University



Continued from Monday, 6 February

2:30pm

Digital Engagement Part 2

Chaired by: Ms. Naina Sobti (India)

Joint Effects of Managerial Response, Local Competition Intensity, Market Identity, and Response Content on Customers' Review Ratings

» [Dr. Jiajun Wu](#) (China) - Sanming University, Prof. Liwei Chen (China) - Sanming University

Customer Engagement in mobile Applications :A systematic review

» [Ms. Naina Sobti](#) (India) - Symbiosis Centre for Management Studies, Noida, Constituent of Symbiosis International (Deemed University), Pune, India, Dr. Priya Grover (India) - Associate Professor in Symbiosis Centre for Management Studies, Noida, Constituent of Symbiosis International (Deemed University), Pune, India

THE ROLE OF SOCIAL MEDIA MARKETING ACTIVITIES (SMMA) IN ENHANCING CUSTOMER BRAND ENGAGEMENT (CBE) AND ATTITUDE TOWARD M-BANKING DURING COVID-19 CRISIS: AN INTEGRATIVE FRAMEWORK.

» [Ms. Ons SLAMA](#) (Tunisia) - university of Sousse, Dr. Dhouha Jaziri (Tunisia) - university of Sousse

Exploring Customers' Motivations to Engage with Corporates' Facebook Pages: An Emerging Market Perspective

» [Dr. Heba Hassan](#) (Egypt) - Department of Business Administration Faculty of Commerce, Suez University

"How Customers' Satisfaction Change with The Use of AR Shopping Application: A Conceptual Model "

» [Ms. Fariba Sanaei](#) (United States) - University of Central Florida

2:30pm

Online Behaviors & Service Marketing

Chaired by: Ms. Astha Singhal (India)

ARE ONLINE REVIEWS GOING TO BE RELEVANT?

» [Ms. Astha Singhal](#) (India) - Indian Institute of Management Kozhikode, Prof. Praveen Sugathan (India) - Indian Institute of Management Kozhikode

THE EFFECT OF PRODUCT REVIEW TIME ON REVIEWER AND CONSUMER

» [Prof. Praveen Sugathan](#) (India) - Indian Institute of Management Kozhikode, [Ms. Astha Singhal](#) (India) - Indian Institute of Management Kozhikode, Prof. Krishnan Jeesha (India) - Indian Institute of Management Lucknow, Prof. Aravind Reghunathan (United Kingdom) - Bournemouth University

The Impact of Spirituality on Access-Based Consumption: The Mediating Role of Traveler's Mindset

» [Ms. Zhe \(Kitty\) Li](#) (United States) - Bentley University, Dr. Nada Nasr (United States) - Bentley University

A Qualitative Insight into Dysfunctional Behaviors within the Social Servicescape of Higher Education

» [Ms. Omneva A. Marzouk](#) (Egypt) - October University for Modern Sciences and Arts (MSA), Prof. Abeer Mahrous (Egypt) - Cairo University

The Magic of Signatures: A Preemptive Mitigation Strategy for Service Failures

» [Ms. Yao Li](#) (China) - Nanjing University, Prof. Wanwen Dai (China) - Nanjing University, Prof. Xing-Yu (Marcos) Chu (China) - Nanjing University

2:30pm

Higher ED SIG | Marketing to evolving consumers: The good, the bad and the ugly

Chaired by: Dr. Siti Aquilah Jahari and Dr. Ashley Hass

Malaysian Chinese Food Practices and Consumption Behaviour: A Practice-based Approach using News Articles

» [Ms. Yee Wen Lim](#) (Malaysia) - Monash University Malaysia, Dr. Juliana Angeline French (Malaysia) - Monash University Malaysia



Continued from Monday, 6 February

"Integrating Impulse Buying and the Anchoring Effect Theory on Essential and Non-Essential Products"

» Ms. Yee Qin Lee (Malaysia) - Monash University Malaysia, Dr. Soo Yeong Ewe (Malaysia) - Monash University Malaysia, Dr. Ghazala Khan (Malaysia) - Monash University Malaysia

Consumer Well-Being (2000-2022): A Systematic Literature Review and Future Research

» Mr. Parth Salunke (India) - MICA, Dr. Varsha Jain (India) - Professor of Marketing

Discovering the Phenomena for Goods and Services Consumption in Luxury Weddings for Short-Lived Moments

» Ms. Damini Goyal Gupta (India) - MICA, Dr. Varsha Jain (India) - Professor of Marketing, Dr. RUSSELL W. BELK (Canada) - Schulich School of Business, York University

Me, Myself, and Influencers: Examining the Impact of Social Media Influencers on Offline and Virtual Self-discrepancies and Consumer Behaviors in Offline and Virtual Spaces

» Ms. Shehzala - (India) - Indian Institute of Management Ahmedabad, Prof. Anand Kumar Jaiswal (India) - Indian Institute of Management Ahmedabad

4pm

DOCSIG | A multi-perspective of pathways towards developing a research agenda

Chaired by: Dr. Denish Shah (United States) and Dr. Steven D'Alessandro (United States)

4pm

Retailing, Sharing Economy, and Customer Experience Part 2

Chaired by: Ms. Lieve Heyrman (Belgium)

Avoiding a loss or securing a good deal? An empirical testimony to the difference between panic buying and promotion-induced stockpiling

» Ms. Lieve Heyrman (Belgium) - KU Leuven, Prof. Marco Kotschedoff (Belgium) - KU Leuven, Prof. Els Breugelmans (Belgium) - KU Leuven

CONNECTING RETAIL EDUCATION TO RETAIL PRACTICE: HOW INNOVATIVE TEACHING FORMATS INFLUENCE STUDENTS' AND EMPLOYEES' TRANSFORMATIVE LEARNING

» Dr. Kristina Kleinlercher (Austria) - MCI Innsbruck, Dr. Marc Linzmajer (Switzerland) - University of St.Gallen, Prof. Thomas Rudolph (Switzerland) - University of St.Gallen, Mr. Matthias Eggenschwiler (Switzerland) - University of St.Gallen

This is Not What I've Ordered: Aesthetic Failure in Food Delivery Services

» Dr. Gulay Guzel (United States) - Bucknell University, Dr. Duygu Akdevelioglu (United States) - Rochester Institute of Technology, Dr. Myles Landers (United States) - Mississippi State University

RESILIENCE AND RESISTANCE IN THE FRONTLINES: A CROSS-COUNTRY LONGITUDINAL ANALYSIS

» Dr. Doris Viengkham (Australia) - Macquarie University, Prof. Jagdip Singh (United States) - Case Western Reserve University, Prof. Chris Baumann (Australia) - Macquarie University, Prof. Fei Guo (Australia) - Macquarie University, Dr. Kirti Sharma (India) - Management Development Institute, Gurgaon, Dr. Alena Soboleva (Australia) - Macquarie University

ONLINE COUNTERFEITING: THE STRIFE BETWEEN TRUST AND TRUTH

» Ms. Nancy Iyani (India) - Guru Jambheshwar University of Science & Technology, Hisar, Prof. Harbhajan Bansal (India) - Guru Jambheshwar University of Science & Technology, Hisar

4pm

Diversity, Equity, Inclusion and Underrepresented Consumers

Chaired by: Dr. Soniya Billore (Sweden)

The calm during the storm – an understanding of coping mechanisms among the elderly citizens in developing countries during the Covid-19 pandemic

» Dr. Soniya Billore (Sweden) - Linneaus University, Dr. Setayesh Sattari (United States) - Whittier College



Continued from Monday, 6 February

Making Sense of Dignity: A Systematic Review of Literature, Emerging Themes, and Establishing Future Research Agenda

» Mr. Sarthak Mohapatra (India) - Indian Institute of Management Calcutta, Dr. Ramendra Singh (India) - Indian Institute of Management Calcutta

Low Power Warm-Up Effect: Understanding the Effect of Power on Creativity over Time

» Mr. Sahoon Kim (United States) - University of Illinois at Urbana-Champaign, Gies College of Business, Dr. Brian Lucas (United States) - Cornell University, Dr. Jack Goncalo (United States) - University of Illinois at Urbana-Champaign, Gies College of Business

Awareness Marketing: Cause Marketing Without Contribution

» Dr. Elizabeth Minton (United States) - University of Wyoming, Dr. Frank Cabano (United States) - University of Texas at El Paso

I am Religious, Therefore I am Good: The Influence of Consumer Religiosity on Purchase Intentions of Unethical Brands

» Dr. Frank Cabano (United States) - University of Texas at El Paso, Dr. Elizabeth Minton (United States) - University of Wyoming

4pm

Consumer Values & Luxury Consumption

Chaired by: Dr. Swapan Deep Arora (India)

A Taxonomy of Consumers' Actions Toward Empowerment

» Dr. Swapan Deep Arora (India) - Indian Institute of Management Amritsar

Classy way-of-life or Flashy show-off? Exploring Causal Attributions Towards Luxury Consumption - An Indian Perspective

» Dr. Sangeeta Devanathan (India) - Jain University (Bangalore, India)

CHANGING VALUES AMONG GENERATIONS: INVESTIGATING THE AMERICAN DREAM

» Dr. Kristin Scott (United States) - Minnesota State University, Dr. Juan Meng (United States) - Minnesota State University, Mankato, Dr. Ann Kuzma (United States) - Minnesota State University, Mankato

It's Time to Speak Up! The Influence of Perceived Legitimacy in Activist Brands on Consumer Behavior

» Ms. Samia MOUMADE (France) - IAE Aix-Marseille (Aix-Marseille Université), Prof. Aurélie Hemonnet (France) - IAE Aix-Marseille (Aix-Marseille Université), Prof. Pierre Valette-Florence (France) - Grenoble IAE - Graduate School of Management

NEUTRALIZING THE CONSUMPTION OF LUXURY FASHION COUNTERFEITS: NOVEL INSIGHTS FROM A QUALITATIVE STUDY

» Mr. Tushar Prabhakar (India) - University Business School, Panjab University, Chandigarh

Friday, 10 February

8am

Organizational Frontlines Research Pre-Conference (February 9-10)

8am

Women in Sales Pre-Conference (February 9-10)

8am

Scholarly Research - Ideas and Avoiding Pitfalls Pre-Conference (February 10)

Chaired by: Dr. Eli Jones and Dr. V Kumar

12pm

Early Career Mentor Meetup



Continued from Friday, 10 February

1pm **Journal of Interactive Marketing | Metaverse—The Next Big Thing in Interactive Marketing?**

Chaired by: Prof. Vanitha Swaminathan (United States) and Dr. Sebastian Hohenberg (United States)

1pm **Women in Sales | Panel: Women Representation in Top Journals and Ideas for Change**

Chaired by: Dr. Maria Rouziou (Canada)

Women in Sales | Women Representation in Top Journals and Ideas for Change

» Dr. Maria Rouziou (Canada) - Assistant Professor, Dr. Stephanie Mangus (United States) - Assistant Professor, Dr. Detelina Marinova (United States) - University of Missouri, Dr. Adam Rapp (United States) - Ohio University, Dr. Ellen Pullins (United States) - University of Toledo, Dr. Dominique Rouzies (France) - HEC Paris, Dr. Anne Coughlan (United States) - Northwestern University

1pm **Contemporary Issues and Insights in Digital & Social Media Marketing**

Chaired by: Dr. Divya Anand (United States) and Dr. Vamsi Kanuri (United States)

Contemporary Issues and Insights in Digital & Social Media Marketing

» Dr. Divya Anand (United States) - University of Kentucky, Dr. Vamsi Kanuri (United States) - University of Notre Dame, Dr. Lisa Scheer (United States) - University of Missouri, Prof. Anindita Chakravarty (United States) - UGA, Prof. Elham Yazdani (United States) - University of Georgia, Dr. Shun Yao Yan (United States) - Santa Clara University, Dr. Klaus Miller (France) - HEC Paris, Dr. Xinlong Li (Singapore) - Nanyang Technological University, Dr. Xinying Hao (United States) - University of Arizona

1pm **Organizational Frontlines Research | Digital Interfaces on the Frontline**

Chaired by: Dr. Clay Voorhees (United States)

Organizational Frontlines Research Pop Up SIG | DIGITAL INTERFACES ON THE FRONTLINE

» Dr. James (Trey) Maxham (United States) - University of Virginia, Dr. Clay Voorhees (United States) - The University of Alabama

1pm **Ethical Issues from Company/Nonprofit Perspectives**

PERCEIVED ORGANIZATIONAL MOTIVES BEHIND CORPORATE SOCIAL IRRESPONSIBILITY: A SCALE DEVELOPMENT

» Dr. Grzegorz Zasuwa (Poland) - The John Paul II Catholic University of Lublin

HOW DO CSI ATTRIBUTIONS MODERATE THE EFFECTS OF A CSI INCIDENT ON CORPORATE REPUTATION?

» Dr. Grzegorz Zasuwa (Poland) - The John Paul II Catholic University of Lublin

AI in Public: The Effects of Technology Bias, Fears of Public Surveillance, and Moral Tradeoffs on Privacy Concerns

» Dr. Matilda Dorotic (Norway) - BI Norwegian Business School, Dr. Emanuela Stagno (United Kingdom) - University of Sussex

From Woke-Washing to Authentic Brand Activism

» Ms. Priscilla Peña (United States) - University of Rhode Island, Dr. Lauren Labrecque (United States) - University of Rhode Island, Dr. Ereni Markos (United States) - Suffolk University

1pm **Opportunity Cost in Marketing**

Chaired by: Prof. Annette Tower (United States)

Opportunity Cost in Marketing

» Prof. Annette Tower (United States) - Clemson University, Prof. Kay Peters (Germany) - University of Hamburg



Continued from Friday, 10 February

1pm

Consumption Ideology

Chaired by: Prof. Peter Nguyen (United States)

Anti-consumers Are Not the Same: Envisioning Anti-Consumers based on the Interaction between Self-Construal and Political Ideology

» [Mr. Soochan Choi](#) (United States) - University of Texas at El Paso, Dr. Edward Ramirez (United States) - University of Texas at El Paso, Dr. John Hadjimarcou (United States) - University of Texas at El Paso

How Polarizing Discourse Varies Around the World and Throughout the US: The Influence of Strong Societal Norms

» [Prof. Peter Nguyen](#) (United States) - Miami University

How Political Identity Affects the Effectiveness of Service Recovery Strategies

» [Dr. Sadrac Cénophat](#) (Germany) - Justus Liebig University Giessen, Mr. Moritz Mueller (Germany) - Justus Liebig University Giessen, Prof. Alexander Haas (Germany) - Justus Liebig University Giessen

You Cannot Catch Me as I am Improving ! How Political Ideology and Social Comparison Shape Consumers' Preference for Self-improvement Products

» [Ms. Stella Tavallaei](#) (United States) - Northern Illinois University, Dr. Ali Gohary (Australia) - Monash University, Dr. Eugene Chan (Canada) - Toronto University, Dr. Fatima Madani (Australia) - RMIT University

1pm

How Portrayals of Underrepresented Individuals Shape Consumer Reactions

Chaired by: Ms. Deepika Naidu (United States)

Mixed Couples, Mixed Attitudes: How Interracial Relationship Representation Influences Brand Outcomes

» [Mrs. Nicole Davis](#) (United States) - University of Georgia, Dr. Rosanna Smith (United States) - University of Georgia, Dr. Julio Sevilla (United States) - University of Georgia

How (Not) to Sell Products to People of Color

» [Dr. Ruouou Li](#) (United States) - University of North Texas, Dr. Linyun Yang (United States) - University of South Carolina

Function Versus Appearance: The Consequences of How Large-Bodied Individuals Are Portrayed by Marketers

» [Ms. Deepika Naidu](#) (United States) - Washington State University, Dr. Andrew W. Perkins (United States) - Washington State University, Dr. Elizabeth Howlett (United States) - Washington State University

Distance between "Them" and "Us": Exploring Consumer Perceptions towards LGBTQ-inclusive Campaigns

» [Ms. Nikhita Tuli](#) (India) - Management Development Institute, Gurgaon, Mr. Saurabh Upadhyay (India) - Management Development Institute, Gurgaon, Dr. Erica Cizek (United States) - University of Texas

The "Me" in Advertisements: The Impact of Ad Content on Brand Evaluations and Consumer Well-Being

» [Ms. Caitlin Michael](#) (United States) - West Virginia University, Dr. Laurel Aynne Cook (United States) - West Virginia University

1pm

New technologies, robots and virtual agents in retailing

Chaired by: Dr. Rancati Gaia (United States)

Effects of Celebrity-Morphed Robot on Implicit Familiarity, Likeability, and Intention

» [Mr. Yuri Martirosyan](#) (United States) - University of Texas Rio Grande Valley, Dr. Xiaojing Sheng (United States) - University of Texas Rio Grande Valley, Mr. Khondoker Hossain (United States) - University of Texas Rio Grande Valley

VIRTUAL AGENT GENDER MATTERS, BUT MORE FOR WOMEN!? - THE EFFECT OF CONSUMER GENDER ON AGENT CHOICE

» [Mrs. Julia Sophia Wittich](#) (Germany) - RWTH Aachen University, Prof. Daniel Wentzel (Germany) - RWTH Aachen University, Dr. Moritz Jörling (France) - Emlyon Business School



Continued from Friday, 10 February

Agency or Presence: Customer Emotions towards Robots in Service Encounters

» Dr. Rancati Gaia (United States) - Middle Tennessee State University, Dr. Carsten D. Schultz (Germany) - University of Hagen, Ms. Sabrina Bartolotta (Italy) - Università Cattolica Del Sacro Cuore, Dr. Maurizio Mauri (Italy) - Università Cattolica del Sacro Cuore, Prof. Andrea Gaggioli (Italy) - Università Cattolica Del Sacro Cuore

The CIS Strategy as a Driver of Nation Branding

» Prof. Nicos Antoniadis (United States) - DeVry University, Keller Graduate School of Management

1pm

Marketing Strategy and Firm Performance

Chaired by: Ms. Sakshi Babar (United States)

Firm Climate Marketing Strategies and Firm Value and Risk

» Ms. Sakshi Babar (United States) - University of Georgia, Prof. Sundar Bharadwaj (United States) - University of Georgia

The Impact of Voluntary Disclosure of Customer Information on Firm Value

» Ms. Mu Li (United States) - Baruch College, CUNY, Prof. Mahima Hada (United States) - Baruch College, CUNY, Dr. Ljubomir Pupovac (Australia) - University of New South Wales

How And Why Different Kinds of Sales Risk Affect Managerial Decisions and Firm Performance

» Mr. Luciano Lapa (United States) - Indiana University, Dr. Neil Morgan (United States) - Indiana University, Dr. Lopo Rego (United States) - Indiana University

The Weighting of Performance Outcomes in Marketing Performance Measurement Systems

» Mr. Alexander Tombach (Switzerland) - University of St.Gallen, Prof. Sven Reinecke (Switzerland) - University of St.Gallen

Configurational modeling of causal ambiguities in complex enactments of marketing capabilities and performance outcomes

» Dr. Gábor Nagy (France) - INSEEC Grande Ecole – Campus Paris, Dr. Carol M. Megehee (United States) - Coastal Carolina University, Dr. Arch G. Woodside (United States) - Boston College

2:30pm

Journal of International Marketing | Theory and Practice in Global Marketing

Chaired by: Prof. Kelly Hewett (United States)

2:30pm

Women in Sales | Young Scholars Research Presentations and Round Table Discussions

Chaired by: Dr. Ellen Pullins (Canada)

Women in Sales | Young Scholars Research Presentations and Round Table Discussions

» Dr. Ellen Pullins (United States) - University of Toledo, Dr. Molly Ahearne (United States) - University of Georgia, Dr. Lisa Beeler (United States) - Clemson University, Dr. Valerie Good (United States) - Grand Valley State University, Dr. Irene Nahm (United States) - University of Minnesota, Dr. Jen Riley (United States) - Purdue University, Dr. Emily Tanner (United States) - West Virginia University

2:30pm

Designing Marketing Interventions in the Digital Age: Measurements, Methodologies, and Mechanisms

Chaired by: Dr. Yixing Chen (United States) and Dr. Kyuhong Han (Korea, Republic of)

The Direct and Spillover Effects of Filtered Reviews on Online Marketplaces

» Dr. Xian Gu (United States) - Kelley School of Business, Indiana University

The Effect of Following 'Super-Star' vs. 'Like-Me'? Heterogeneous Peer Effects on User Engagement on Digital Platform

» Dr. Fangfei Guo (United States) - North Carolina State University



Continued from Friday, 10 February

Causal Mediation Analysis Using Double Machine Learning: Investigating Online Advertising Effectiveness

» Dr. Kyuhong Han (Korea, Republic of) - Korea University Business School

Application of Brain-Computer Interface (BCI) for Metaverse Marketing

» Mr. Qi Zhao (United States) - The Pennsylvania State University

2:30pm

Organizational Frontlines Research and the Journal of Public Policy and Marketing | Well Being on the Frontline

Chaired by: Dr. Clay Voorhees (United States)

Organizational Frontlines Research Pop Up SIG | WELL-BEING ON THE FRONTLINE

» Dr. James (Trey) Maxham (United States) - University of Virginia, Dr. Clay Voorhees (United States) - The University of Alabama

2:30pm

SOCIOPOLITICAL RISKS: IMPACT ON CONSUMERS, BRANDS, AND FIRM VALUE (PART A)

Chaired by: Dr. Shuba Srinivasan (United States) and Dr. Chen Jing (United States) and Dr. Dokyun Lee (United States) and Dr. Larisa kovalenko (United States) and Dr. Seoyoung Kim (United States) and Mr. SAYAN GUPTA (United States)

SOCIOPOLITICAL RISKS: IMPACT ON CONSUMERS, BRANDS, AND FIRM VALUE (PART A)

» Dr. Shuba Srinivasan (United States) - Boston University, Dr. Chen Jing (United States) - BU, Dr. Dokyun Lee (United States) - Boston University, Dr. Susan Fournier (United States) - Boston University, Dr. Larisa kovalenko (United States) - Boston College, Ms. Priya Rangaswamy (United States) - Texas A&M University, Dr. Alina Sorescu (United States) - Texas A&M University, Dr. Seoyoung Kim (United States) - Fordham University, Prof. Sundar Bharadwaj (United States) - University of Georgia, Mr. SAYAN GUPTA (United States) - University of Pittsburgh, Prof. Vanitha Swaminathan (United States) - University of Pittsburgh

2:30pm

Consumer behavior research with practical impact

Chaired by: Dr. Kelly Haws (United States) and Prof. Karen Winterich (United States) and Dr. Peggy Liu (United States) and Dr. Maura Scott (United States)

Consumer behavior research with practical impact

» Prof. Romain Cadario (Netherlands) - Erasmus University, Dr. Nailya Ordabayeva (United States) - Tuck School of Business, Dartmouth College, Dr. Kelly Haws (United States) - Vanderbilt University, Prof. Karen Winterich (United States) - Penn State University, Dr. Peggy Liu (United States) - University of Pittsburgh, Dr. Maura Scott (United States) - Florida State University

2:30pm

Global Marketing SIG | Contemporary Developments in Global and Cross-Cultural Marketing

Chaired by: Prof. Constantinos Leonidou (Cyprus) and Dr. Martin Heinberg (United Kingdom) and Dr. Timo Mandler (France) and Dr. Peter Magnusson (United States)

Global Marketing SIG | Contemporary Developments in Global and Cross-Cultural Marketing

» Prof. Constantinos Leonidou (Cyprus) - Open University of Cyprus, Dr. Martin Heinberg (United Kingdom) - University of Leeds, Prof. Constantine Katsikeas (United Kingdom) - University of Leeds, Dr. Sourindra Banerjee (United Kingdom) - University of Leeds, Dr. Timo Mandler (France) - Toulouse Business School, Prof. Anatoli Colicev (United Kingdom) - University of Liverpool, Dr. Tuuli Hakkarainen (United Kingdom) - University of Liverpool, Dr. Kathleen Desveaud (France) - Kedge Business School, Dr. Peter Magnusson (United States) - University of Texas Rio Grande Valley, Dr. Stanford A. Westjohn (United States) - University of Alabama, Ms. Ai Nhan Ngo (United States) - University of Texas Rio Grande Valley

2:30pm

Dark sides of retailing

Chaired by: Dr. Johannes Habel (United States)

The Influence of Customer Deviance Behavior on Employee Deviance Behavior: A Cognitive and Affective Path Model

» Dr. Ronald Hess (United States) - William & Mary



Continued from Friday, 10 February

Customer Entitlement: What makes entitled customers use self-serve tech in a service environment

» Mr. Hesam Teymouri Athar (United States) - Oklahoma State University, Dr. Steven Shepherd (United States) - Oklahoma State University

Face-to-Face Interactions in Peer-to-Peer Sharing Economy Services: An Effective Barrier to Customer Misbehavior?

» Mrs. Edna Ozuna (Germany) - University of Rostock, Prof. Lena Steinhoff (Germany) - Paderborn University

Customer Mistreatment: A Dyadic Perspective

» Mrs. Carissa Kim (United States) - University of Nebraska-Lincoln, Dr. Ravi Sohi (United States) - University of Nebraska-Lincoln

Checking Obedient Customers for Dysfunctional Behavior

» Dr. Johannes Habel (United States) - University of Houston, Dr. Chenya Wang (Taiwan) - National Tsing Hua University, Dr. Nawar Chaker (United States) - Louisiana State University, Prof. Sascha Alavi (Germany) - University of Bochum

2:30pm

Sustainability, Products, and Services

Chaired by: Prof. Youngtak Kim (United States)

Sustainable Service Ecosystem Design: Tensions and Engagement Constraints

» Mr. Alexander Flaig (Sweden) - Linköping University, Dr. Hugo Guyader (Sweden) - Linköping University

WHERE DOES THE SALES OF SUSTAINABLE NEW PRODUCTS COME FROM?: NEW, COMPETITIVE, AND CANNIBALIZED GROWTH

» Prof. Youngtak Kim (United States) - University of Tennessee, Prof. Sundar Bharadwaj (United States) - University of Georgia

Cutting-edge Product Strategy

» Dr. Nagasimha Balakrishna Kanagal (India) - Indian Institute of Management Bangalore

Supplementing the Core: Effect of facilitating and supporting services on future uptake of services

» Mr. Madhur Mohan (India) - Indian Institute of Management Udaipur, Prof. Prakash Satyavageeswaran (India) - Indian Institute of Management Udaipur, Prof. Vedha Ponnappan (India) - Indian Institute of Management Udaipur, Prof. Sundar Bharadwaj (United States) - University of Georgia

A Seller's Perspective On Delivery Platforms: The Case Of Restaurants

» Ms. Jessica Felix (United States) - University of Texas at El Paso, Dr. Fernando Jimenez (United States) - University of Texas at El Paso, Dr. Frank Cabano (United States) - University of Texas at El Paso, Dr. Miguel Ramos (United States) - University of Texas at El Paso

3:45pm

Coffee Break

4:15pm

Activity-based Learning with Podcasts and Case Studies | Presented by SAGE Publishing

Chaired by: Ernest Baskin (United States) and Maureen Adams (United States) and Rachel Taliaferro (United States)

4:15pm

Women in Sales | What's Keeping People Up at Night related to Gender in Sales?

Chaired by: Dr. Karen Flaherty (United States)

Women in Sales | What's Keeping People Up at Night related to Gender in Sales?

» Dr. Karen Flaherty (United States) - Oklahoma State University, Mrs. Cynthia Barnes (United States) - National Association of Women Sales Professionals (NAWSP), Dr. Stefanie Boyer (United States) - Bryant University, Dr. Bill Moncrief (United States) - Texas Christian University, Dr. Vicky Crittenden (United States) - Babson College, Dr. Lucy Matthews (United States) - Middle Tennessee State University

4:15pm

The Game of Life: Marketing within the Video Game Ecosystem

Chaired by: Prof. Michael Haenlein (France)



Continued from Friday, 10 February

The Game of Life: Marketing within the Video Game Ecosystem

» [Prof. Michael Haenlein](#) (France) - ESCP Business School, Prof. Kelly Hewett (United States) - University of Tennessee, Prof. Roman Welden (United States) - Indiana University, Prof. John Hulland (United States) - University of Georgia, Prof. P. K. Kannan (United States) - University of Maryland, Prof. Koen Pauwels (United States) - Northeastern University

4:15pm

Factors Influencing Green Consumption

Chaired by: Dr. Ozge Sigirci (Turkey)

Responsible Consumption of Generation Z: An Extension of the KAB Framework

» [Mr. Lawrence Sze Lok Choi](#) (Hong Kong) - Hong Kong Baptist University, Prof. Kimmy Wa Chan (Hong Kong) - Hong Kong Baptist University, Prof. Henry Fock (Hong Kong) - Hong Kong Baptist University, Prof. Na Ni (China) - Shenzhen University

RECYCLED BUT FROM WHAT? PERCEIVED CONTAMINATION TOWARD RECYCLED PRODUCTS MADE FROM DIFFERENT MATERIALS

» [Dr. Ozge Sigirci](#) (Turkey) - Kirklareli University, Dr. Ahu Ergen (Turkey) - Bahcesehir University

Going Green Despite Consumer Ineffectiveness: A Psychological Ownership of Community Perspective

» [Dr. Elina Tang](#) (United States) - Northern Illinois University, Dr. Christian Hinsch (United States) - Grand Valley State University, Dr. Reto Felix (United States) - University of Texas Rio Grande Valley

Cause for Concern: The Impact of Consumer Climate Change Concern on Sustainable Advertisement Evaluations

» [Ms. Lauren Drury](#) (United States) - Saint Louis University

WHEN DO EMOTIONS MATTER? A CONTENT ANALYSIS OF CONSUMER ENGAGEMENT ON SOCIAL NETWORKING SITES

» [Dr. Xianfang Zeng](#) (United States) - Brooklyn College

4:15pm

SOCIOPOLITICAL RISKS: IMPACT ON CONSUMERS, BRANDS, AND FIRM VALUE (PART B)

Chaired by: Dr. Shuba Srinivasan (United States) and Mr. Jonathan Knowles (United States) and Dr. Daniel Korschun (United States) and Dr. Xueming Luo (United States)

SOCIOPOLITICAL RISKS: IMPACT ON CONSUMERS, BRANDS, AND FIRM VALUE (PART B)

» [Dr. Shuba Srinivasan](#) (United States) - Boston University, [Mr. Jonathan Knowles](#) (United States) - Type 2 Consulting, Dr. Tom Hunsaker (United States) - Thunderbird School of Global Management, Ms. Hannah Grove (United States) - TBD, Ms. Alison James (United States) - TBD, [Dr. Daniel Korschun](#) (United States) - Drexel University, Ms. Mithila Guha (United States) - Drexel University, [Dr. Xueming Luo](#) (United States) - Temple University, Dr. Marco Qin (United States) - Temple University, Dr. Yang Wang (United States) - Temple University, Dr. Susan Fournier (United States) - Boston University, Dr. Giana Eckhardt (United Kingdom) - King's College of London

4:15pm

DOCSIG | Navigating the Review Process

Chaired by: Dr. Shrihari Sridhar (United States) and Dr. Karen P. Winterich (United States)

4:15pm

Emerging Research on Diversity, Equity, and Inclusion in Marketing: Inclusive Branding, Pink Tax, and CSR Diversity Initiatives

Chaired by: Prof. Beth Fossen (United States)

Emerging Research on Diversity, Equity, and Inclusion in Marketing: Inclusive Branding, Pink Tax, and CSR Diversity Initiatives

» Prof. Dionne Nickerson (United States) - Indiana University, Prof. Anna Tuchman (United States) - Northwestern University, [Prof. Beth Fossen](#) (United States) - Indiana University, Prof. Omar Rodríguez-Vilá (United States) - Emory University, Prof. Sundar Bharadwaj (United States) - University of Georgia, Prof. Sarah Moshary (United States) - University of California, Berkeley Haas, Prof. Natasha Bhatia (United States) - Northwestern University, Dr. Karen Wallach (United States) - University of Alabama in Huntsville

4:15pm

Building Retailing Strategy and Brands

Chaired by: Dr. Kristopher Keller (United States)



Continued from Friday, 10 February

How Self-Matching Can Mitigate Negative Customer Reactions to Multichannel Price Differentiation

» Ms. Alisa Keller (Germany) - University of Passau

Ripples in the Price Spectrum: Strategic Intent

» Dr. Xiao Ling (United States) - Central Connecticut State University, Dr. Sourav Ray (Canada) - University of Guelph, Dr. Daniel Levy (Israel) - Bar Ilan University

Service vs. Price Cues: Retailers' Strategic Choice in the Presence of Consumer Heterogeneity

» Dr. Preethika Sainam (United States) - Arizona State University, Dr. Sajeesh Sajeesh (United States) - University of Nebraska-Lincoln

The Growing Power of Online Juggernauts: The Impact of Platform Private Label on National Brands

» Dr. Zhiling Bei (United States) - University of Missouri, Dr. Katrijn Gielens (United States) - University of North Carolina at Chapel Hill

The Hidden Costs of Opening an Umbrella? The Effects of Private Label Umbrella Branding on National Brand Wholesale Prices

» Dr. Kristopher Keller (United States) - University of North Carolina at Chapel Hill, Dr. Nick Bombaïj (Netherlands) - University of Amsterdam

4:15pm

Customer Satisfaction and Employee Involvement

Chaired by: Dr. Danielle Testa (United States)

Asymmetries in Emotion Influences in Satisfaction Framework

» Ms. Mariya Topchy (United States) - University of Connecticut, Dr. Debanjan Mitra (United States) - University of Connecticut, Dr. Peter Golder (United States) - Tuck School of Business, Dartmouth College

The Economic Value of Satisfied Customers in Times of High Inflation

» Dr. Yang Pan (Canada) - McMaster University, Prof. Vivek Astvansh (United States) - Indiana University, Dr. Thomas Gruca (United States) - University of Iowa

Employee involvement in value co-creation: scale development and validation

» Dr. Hangjun Xu (United States) - Union University, Dr. Chuanyi Tang (United States) - Old Dominion University, Dr. Lin Guo (United States) - Old Dominion University

Transformation within the Retail System: Employee Influence on Business Success

» Dr. Danielle Testa (United States) - Arizona State University, Dr. Linda Niehm (United States) - Iowa State University, Dr. Jessica Hurst (United States) - Iowa State University

The Impact of Knowledge Sharing Positioning on Well-Being: Work vs. Hobbies

» Dr. Kei Aoki (Japan) - Konan University

5:30pm

Poster Reception, Official Welcome, and Winter AMA Party

Saturday, 11 February

7am

DOCSIG Mentor Breakfast

8am

Meet the Editors | AMA Journals

Chaired by: koen pauwels

8am

Higher ED SIG | Marketing to evolving consumers: The good, the bad and the ugly

Chaired by: Dr. Jacqueline Eastman and Dr. Rajesh Iyer

Food for Thought: How Left-digit Pricing Justifies Food Waste?

» Dr. Sumit Malik (Malaysia) - Monash University Malaysia, Dr. Eda Sayin (Spain) - IE University, Prof. Aylin Aydinli (Netherlands) - Vrije Universiteit Amsterdam



Continued from **Saturday, 11 February**

Corporate DEI Initiatives, Customer Engagement, and Firm Value

» Mr. Siavash Rashidi-Sabet (United States) - Texas Tech University, Dr. Ankit Anand (United States) - Texas Tech University, Prof. Sreedhar Madhavaram (United States) - Texas Tech University

Shopping Addiction and Product Returns: Scale Development and Empirical Findings

» Mr. Kevin McGuire (United States) - University of Oklahoma, Dr. Jeffrey Schmidt (United States) - University of Oklahoma, Dr. Kenneth Petersen (United States) - University of Oklahoma

Forever and Always? How Audience Growth Impacts Influencer-Follower Relationships

» Ms. Brittany Beck (United States) - Louisiana Tech University

8am

Sustainability SIG | Cutting-edge Research Opportunities in Sustainable Marketing

Chaired by: Prof. Dana Alden (United States) and Dr. Mark Peterson (United States) and Prof. Bob Dahlstrom (United States) and Prof. Karen Robson (Canada)

8am

Managing Relationship Value

Chaired by: Dr. Stephan Volpers (Germany)

Salesperson Knowledge Sourcing from Internal Business Teams

» Dr. Stephan Volpers (Germany) - Justus Liebig University Giessen, Mr. Curtis S. Schroeder (United States) - Oklahoma State University, Dr. Bryan W. Hochstein (United States) - University of Alabama, Dr. Christopher Plouffe (United States) - University of Tennessee at Chattanooga

B2B sales outreach: End user lessons for supplier firms

» Dr. Amy Greiner Fehl (United States) - Georgia Gwinnett College, Dr. Todd Arnold (United States) - Oklahoma State University, Dr. Valerie Good (United States) - Grand Valley State University

Alignment throughout the Customer Journey - Shaping the Marketing, Sales, IT interface

» Mr. Jan Philipp Graesch (Netherlands) - University of Twente, Prof. Susanne Hensel-Börner (Germany) - Hamburg School of Business Administration, Prof. Jörg Henseler (Netherlands) - University of Twente

How Can Entrepreneurial Salespeople Acquire New Customers? The Interplay of Networking and Marketing Communications

» Dr. Andrew Crecelius (United States) - Iowa State University, Dr. Srinath Gopalakrishna (United States) - University of Missouri, Mr. Amirhosein Zahedi (United States) - Iowa State University

Transparent and Consistent Value-Sharing to Enhance Fairness Perceptions of Value-Based Pricing

» Mr. Dominik Ebinger (Germany) - Karlsruhe Institute of Technology, Ms. Marc Wouters (Germany) - Karlsruhe Institute of Technology, Prof. Martin Klarmann (Germany) - Karlsruhe Institute of Technology

8am

Online retailing

Chaired by: Mr. Sai Chand Chintala (United States)

Browsing the Aisles or Browsing the App? How Online Grocery Shopping is Changing What We Buy

» Mr. Sai Chand Chintala (United States) - Cornell University, Prof. Jurate Liaukonyte (United States) - Cornell University, Prof. Nathan Yang (United States) - Cornell University

Online Retail Formats and Product Performance: The Moderating Role of Product Characteristics

» Dr. Hao Wang (United States) - Illinois State University, Dr. Valerie Good (United States) - Grand Valley State University, Dr. Juno Lim (United States) - Illinois State University, Dr. Ming-Huei Hsieh (Taiwan) - National Taiwan University

A Fresh Look at Online Retailing: Examining the Relationships Between Courier Service Interactions and Customer Outcomes

» Mr. Christopher Funke (Germany) - Leibniz University Hannover, Prof. Gianfranco Walsh (Germany) - Leibniz University Hannover



Continued from **Saturday, 11 February**

THE EFFECT OF EXCLUSIVE DISTRIBUTION ON THE SALES OF READY-MADE MEALS IN ONLINE RETAIL

» Ms. Nayeong Kim (Korea, Republic of) - Seoul National University, Prof. Dongmin Lee (Korea, Republic of) - Gangneung-Wonju National University, Mr. Seonghwan Cho (Korea, Republic of) - Seoul National University, Prof. Junghoon Moon (Korea, Republic of) - Seoul National University

The Interplay between Reader Personality and Review Characteristics on Review Helpfulness

» Dr. Shabnam Azimi (United States) - Loyola University Chicago, Dr. Yana Andonova (United States) - Murray State University

8am

Identity Representation and Portrayals in Advertising and Marketing Communications

Chaired by: Prof. Conor Henderson (United States)

IDENTITY REPRESENTATION AND PORTRAYALS IN ADVERTISING AND MARKETING COMMUNICATIONS

» Prof. Conor Henderson (United States) - University of Oregon, Prof. Julian K. Saint Clair (United States) - Loyola Marymount Uni, Dr. Anand Kumar (United States) - University of South Florida, Dr. Khalia Jenkins (United States) - University of South Florida, Prof. Colin Campbell (United States) - University of San Diego, Prof. Sean Sands (Australia) - Swinburne University of Technology, Prof. Brent McFerran (Canada) - Simon Fraser University, Prof. Alexis Mavrommatis (Spain) - ESADE Business School, Prof. Marc Mazodier (France) - ESSEC Business School, Prof. Jamel Khenfer (United Arab Emirates) - Zayed University, Prof. Mitchell L. Hamilton (United States) - Loyola Marymount University, Prof. Omar P. Woodham (United States) - North Carolina Agricultural and Technical State University

8am

Managing Product Recalls and Disruptions

Chaired by: Prof. Vivek Astvansh (United States)

Products Under Pressure: The Effects of Hedge Fund Activism on Product Recalls

» Prof. Mark Desjardine (United States) - Penn State University, Prof. Vivek Astvansh (United States) - Indiana University, Mr. Jimmy Qu (Singapore) - Nanyang Technological University, Prof. Wei Shi (United States) - University of Miami, Prof. Tao Chen (Singapore) - Nanyang Technological University

How and Why Do a Firm's Product Recalls Impact its Credit Sales and Credit Purchases?

» Prof. Vivek Astvansh (United States) - Indiana University, Dr. Yang Pan (Canada) - McMaster University

THE ROLE OF BRAND PERSONALITY IN THE SALES EFFECT OF PRODUCT RECALLS AND THE SALES EFFECTIVENESS OF ADVERTISING DURING RECALLS

» Prof. Vivek Astvansh (United States) - Indiana University, Dr. Koushyar Rajavi (United States) - Georgia Institute of Technology, Dr. Sara Dommer (United States) - Penn State University, Dr. Tracey A. Swartz (United States) - Georgia Institute of Technology

TECHNOLOGICAL DISRUPTION IN FASHION INDUSTRY: A QUASI-EXPERIMENTAL ANALYSIS

» Dr. Francesca Bonetti (United Kingdom) - University of the Arts London, London College of Fashion, Prof. Gerard Tellis (United States) - University of Southern California, Marshall School of Business, Dr. Sajeev Nair (United States) - University of Kansas, School of Business

DISRUPTIVE BUSINESS MODELS AND MARKET PERFORMANCE: THE ROLES OF TECHNOLOGICAL TURBULENCE AND ADAPTIVE MARKETING CAPABILITY

» Dr. Oluwaseun Olabode (United Kingdom) - University of Bradford, Dr. Magnus Hultman (Canada) - Brock University, Prof. Nathaniel Boso (Ghana) - Kwame Nkrumah University of Science and Technology, Prof. Constantinos Leonidou (Cyprus) - Open University of Cyprus

8am

How Firm Stakeholders Manage and Respond to Representation of Traditionally Marginalized Groups

Chaired by: Dr. Andrew Edelblum (United States)



Continued from **Saturday, 11 February**

An Institutional View of Investor Response to LGBTQ+ Corporate Sociopolitical Activism

» Dr. Andrew Edelblum (United States) - University of Dayton, Dr. Joshua T. Beck (United States) - University of Oregon, Dr. Nooshin Warren (United States) - University of Arizona

GENDER DIVERSITY AT THE TOP: HOW CONSUMERS RESPOND TO FEMALE- (VS. MALE-) LED COMPANIES

» Dr. Nailya Ordabayeva (United States) - Tuck School of Business, Dartmouth College, Dr. Monika Lisjak (United States) - Arizona State University

Room for Agency, Room for Error: The Role of Minority Ownership Labels on Brand Evaluations

» Dr. Esther Uduehi (United States) - University of Washington, Dr. Aaron Barnes (United States) - University of Louisville

Marketplace Accessibility: A Service-Provider Perspective

» Dr. Katharina Husemann (United Kingdom) - King's College of London, Dr. Anica Zeyen (United Kingdom) - Royal Holloway, University of London, Dr. Leighanne Higgins (United Kingdom) - Lancaster University, Management School

Identifying Differential Effects of Emotions in Images on Donation Behavior for Black versus White Beneficiaries in Online Crowdsourcing Platforms

» Prof. Elham Yazdani (United States) - University of Georgia, Prof. Anindita Chakravarty (United States) - University of Georgia, Dr. Jeffrey Inman (United States) - University of Pittsburgh

8am

Contemporary Digital Marketing Issues

Chaired by: Dr. Marta Massi (Canada)

Empowering Consumers Through Blockchain: NFTs as a Means to Institutionalize Consumer Roles in The Metaverse

» Dr. Chiara Piancatelli (Italy) - SDA Bocconi School of Management, Dr. Marta Massi (Canada) - Athabasca University, Prof. Paola Cillo (Italy) - Bocconi University

Marketing in the Metaverse: Evolution, Organizing Framework, and Research Agenda

» Mr. Kevin Giang Barrera (United States) - Georgia State University, Dr. Denish Shah (United States) - Georgia State University

The effect of desire for experiential creation on the Metaverse-use behavior: Focusing on self-presentation

» Dr. Joonehui Bae (Korea, Republic of) - Kyungpook National University, Mr. Sunghun Bae (Korea, Republic of) - Kyungpook National University, Mr. Seonggeun Jo (Korea, Republic of) - Kyungpook National University

SMARTPHONE USAGE: A BOON FOR RETAIL BUT A DRAWBACK FOR TASTE

» Dr. Kashef Majid (United States) - Associate Professor of Marketing, Dr. Marcus Leppanen (United States) - Assistant Professor of Psychology, Dr. Laurel Aynne Cook (United States) - West Virginia University

THE MAGIC OF IMAGINED TOUCH: HOW ONLINE RETAILERS CAN USE HAPTIC IMAGERY TO ENCOURAGE CONSUMPTION

» Mr. Chu-Yen Paj (United States) - Texas Tech University, Dr. Luke Liska (United States) - Radford University, Dr. Debra Laverie (United States) - Texas Tech University

8am

Time, Money and Happiness

Chaired by: Dr. Pramit Banerjee (United States)

The Effect of Social Isolation on Purchase Happiness

» Dr. Pramit Banerjee (United States) - Missouri Western State University, Dr. Eunyoung Jang (United States) - Midwestern State University

Measuring Subjective Wealth: Assessing Prior Conceptualizations and Refining a Unidimensional Scale

» Dr. Jay Zenkic (Australia) - Deakin University, Dr. Alex Belli (Australia) - The University of Adelaide, Prof. Arvid Hoffmann (Australia) - The University of Adelaide



Continued from **Saturday, 11 February**

Time Is Money? How Time (Money) Activation and Self-Regulatory Focus Impact Consumers' Disaster Preparedness

» Ms. Yuanyuan (Gina) Cui (New Zealand) - Auckland University of Technology, Dr. Patrick van Esch (United States) - Kennesaw State University, Dr. Gopal Das (India) - Indian Institute of Management Bangalore

WHEN DOES PAST PERFORMANCE CONTINUE? DEVIATIONS FROM SCHEDULE REGULARITY AND MOMENTUM

» Dr. Evan Weingarten (United States) - Arizona State University, Dr. Luxi Shen (Hong Kong) - CUHK

Good Morning, Sunshine: How Time of Day Affects Customer Satisfaction within Complaint Responses

» Mrs. Della Garner (United States) - University of Memphis, Dr. Jennifer Tatara (United States) - DePaul University, Dr. Subhash Jha (United States) - University of Memphis

9:30am

Journal of Marketing | Paradigms Part 1

Chaired by: Prof. Vanitha Swaminathan (United States) and Dr. Cait Lambertson (United States)

Paradigms | Who do we serve and why? What is our purpose / mission? & What is marketing's role in creating value and driving inclusive growth?

» Dr. Vanitha Swaminathan (United States) - University of Pittsburgh, Prof. Rajesh Chandu (United Kingdom) - London business School, Dr. Dave Reibstein (United States) - University of Pennsylvania, Dr. Maura Scott (United States) - Florida State University, Dr. Rebecca Slotegraaf (United States) - Indiana University, Dr. Sandy Iap (United States) - Emory University, Dr. Colleen Harmeling (United States) - Florida State University, Dr. Jag Sheth (United States) - Emory University, Dr. Peter Verhoef (Netherlands) - University of Groningen

9:30am

Higher ED SIG | Marketing to evolving consumers: The good, the bad and the ugly

Chaired by: Dr. Jacqueline Eastman and Dr. Rajesh Iyer

A GOOD CAUSE IS NOT ENOUGH: AN EXAMINATION OF HOW CAUSE-RELATED STORYTELLING IMPACTS CONSUMERS' BRAND ASSOCIATIONS, PURCHASE INTENTION, AND RECOMMENDATION INTENTION

» Mr. Chu-Yen Pai (United States) - Texas Tech University, Dr. Debra Laverie (United States) - Texas Tech University, Dr. Hui-Mei Wang (United States) - Fu Jen Catholic University

The Business Case Against (and for) Product Gendering

» Mr. Justin Sieow (United States) - University of Connecticut, Christina Kan (United States) - University of Connecticut

Talking the Altruistic Talk but Walking the Egoistic Walk? Consumers' Purchasing Goals for Different Sustainable Product Benefits

» Mr. Steffen Baecker (Spain) - IE Business School - IE University

The Gift Return Taboo: Givers' and Recipients' Differing Views on Gift Returns

» Ms. Stella Tavallaei (United States) - Florida International University, Dr. Julian Givi (United States) - West Virginia University

9:30am

Dissatisfaction

To Forgive or Not? Consumers' Response to Brand Transgression

» Ms. Mitra Salimi (Finland) - University of Jyväskylä, Prof. Outi Uusitalo (Finland) - University of Jyväskylä, Dr. Outi Niininen (Finland) - University of Jyväskylä, Dr. Juha Munnukka (Finland) - University of Jyväskylä

What makes product defects toxic?

» Ms. Fereshteh Vahidi (Switzerland) - Geneva School of Economics & Management (GSEM), University of Geneva, Prof. Marcel Paulssen (Switzerland) - Geneva School of Economics & Management (GSEM), University of Geneva, Dr. Ramesh Roshan Das Guru (India) - Indian Institute of Management BODHA GAYA



Continued from **Saturday, 11 February**

WHY DO CONSUMERS COMPLAIN? AN INVESTIGATION INTO THE ROLE OF BRAND WARMTH IN THE AFTERMATH OF A PRODUCT-HARM INCIDENT

» [Prof. Vivek Astvansh](#) (United States) - Indiana University, Dr. Anshu Suri (Ireland) - University College Dublin

A Meta-Analysis of the Effects of Brand Owned Social Media on Social Media Engagement and Sales

» [Mrs. Georgia Liadeli](#) (Netherlands) - Vrije Universiteit Amsterdam, Prof. Francesca Sotgiu (Netherlands) - Vrije Universiteit Amsterdam, Prof. Peeter Verlegh (Netherlands) - Vrije Universiteit Amsterdam

The weekend effect in online reviews

» [Mr. Andreas Bayerl](#) (Germany) - University of Mannheim, Prof. Verena Schoenmueller (Italy) - bocconi, Mr. Jacob Goldenberg (Israel) - Reichmann University, Prof. Florian Stahl (Germany) - University of Mannheim

9:30am

Artificial Intelligence, Models and Methods | Session 1

Chaired by: Dr. Elisa Konya-Baumbach (Germany)

Investigating Consumers' Hesitant Adoption of Medical Artificial Intelligence

» [Dr. Elisa Konya-Baumbach](#) (Germany) - University of Mannheim, Dr. Miriam Biller (Germany) - University of Mannheim, Prof. Sabine Kuester (Germany) - University of Mannheim

Delegation of purchasing tasks to AI: The role of perceived choice and decision autonomy

» [Dr. Mariyani Ahmad-Husairi](#) (France) - NEOMA Business School, Dr. Patricia Rossi (France) - SKEMA Business School

Improving attitudes toward service robots: The role of self-view and anthropomorphism

» [Ms. Jungsun Cho](#) (Australia) - Monash University, Dr. Gerri Spassova (Australia) - Monash University, Dr. Yimin Cheng (Australia) - Monash University

Predicting Share of Wallet Using Internal Records in Grocery Retailing

» [Mr. Filipe Sengo Furtado](#) (Austria) - Vienna University of Economics and Business, Prof. Thomas Reutterer (Austria) - Vienna University of Economics and Business, Prof. Oded Netzer (United States) - Columbia Business School

9:30am

Loyalty and Promotions in Retailing

Chaired by: Prof. Kay Peters (Germany)

Activating Customers to Help in a Situation-Driven Crisis

» [Prof. Freja Lindemann](#) (Germany) - University of Hamburg, Prof. Ashwin Aravindakshan (United States) - University of California Davis, Prof. Kay Peters (Germany) - University of Hamburg

Firm-Induced Scarcity as a Promotion Strategy: The Case of Product-Based Limited Time Offers in Fast Food Restaurants

» [Prof. Omid Kamran-Disfani](#) (United States) - Southern Illinois University-Carbondale, Prof. Murali Mantrala (United States) - University of Kansas

The Effect of In-App Payment Adoption on Omnichannel Shopping and Mobile App Usage

» [Prof. Taotao Ye](#) (United States) - Texas A&M University, Prof. Venkatesh Shankar (United States) - Texas A&M University, Prof. Daniel McCarthy (United States) - Emory University

Coverage and Depth of Promotions

» [Prof. Kay Peters](#) (Germany) - University of Hamburg, Prof. Olivier Rubel (United States) - University of California, Davis, Prof. Prasad A. Naik (United States) - University of California, Davis

9:30am

Brand Positioning Opportunities and Challenges

Chaired by: Dr. Larisa kovalenko (United States)

The role of luxury brands' levers on consumers' engagement, loyalty and bandwagon consumption

» [Dr. Saleh Bazi](#) (Jordan) - Yarmouk University, Prof. Raffaele Filieri (France) - Audencia Business School, France, Prof. Matthew Gorton (United Kingdom) - Newcastle University Business School



Continued from **Saturday, 11 February**

Luxury Brands' Fight against Counterfeits – Public or Dark?

» [Dr. Lai Wei](#) (United States) - Boston College, [Dr. Iarisa kovalenko](#) (United States) - Boston College

Telling Great Stories With Ads: Determining The Drivers of Narrative Advertising Effectiveness

» [Mr. Marc Linder](#) (Germany) - Marketing Center Münster, [Dr. Ronny Behrens](#) (Germany) - Marketing Center Münster, [Prof. Thorsten Hennig-Thurau](#) (Germany) - Marketing Center Münster

Sonic Branding with Ragas from South Indian Classical Music

» [Dr. VIJAYKUMAR KRISHNAN](#) (United States) - Northern Illinois University, [Mr. Rajeev Raja](#) (India) - BrandMusiq.com

Effect of Brand Equity on Brand Performance: A Meta-Analysis

» [Mr. Mike Nguyen](#) (United States) - University of Missouri

9:30am

Digital Marketing Strategy

Chaired by: [Dr. Amit Shankar](#) (India)

Which reviews should hotels respond to? The antecedents of hotels' online managerial response

» [Dr. Iiajun Wu](#) (China) - Sanming University, [Prof. Liwei Chen](#) (China) - Sanming University

Digital Movie Piracy under Changing Market Conditions and New Release Strategies

» [Ms. Mingxi Yang](#) (United States) - University of South Florida, [Dr. Brianna Paulich](#) (United States) - University of South Florida, [Dr. Mark Houston](#) (United States) - Texas Christian University

Music Preferences, STOMP-R and Showroom Offers

» [Dr. Mark Legg](#) (United States) - Penn State Berks, [Dr. Apostolos Ampountolas](#) (Switzerland) - Cesar Ritz Colleges

9:30am

Teaching with the Times: How to keep your classroom content fresh and your students engaged

Chaired by: [Dr. Jen Riley](#) (United States) and [Dr. Morgan Bryant Reeder](#) (United States) and [Dr. Kate Nicewicz](#) (United States) and [Dr. Amy Watson](#) (United States)

Teaching with the Times: How to keep your classroom content fresh and your students engaged

» [Dr. Jen Riley](#) (United States) - Purdue University, [Dr. Morgan Bryant Reeder](#) (United States) - Saint Joseph's University, [Dr. Kate Nicewicz](#) (United States) - Western Kentucky University, [Dr. Amy Watson](#) (United States) - Valdosta State University

9:30am

Digital Marketing and Society

Chaired by: [Prof. Freeman Wu](#) (United States)

Where Organizations Take a Stance Matters: The Role of Social Media Channels on Consumer Attributions of Firm Commitment

» [Prof. Freeman Wu](#) (United States) - Vanderbilt University, [Prof. Lauren Grewal](#) (United States) - Tuck School of Business, Dartmouth College, [Prof. Helen van der Sluis](#) (United States) - University of South Carolina, [Prof. Aradhna Krishna](#) (United States) - University of Michigan

User-Generated Content on Social-Media and Consumer Adoption of Vaccines

» [Ms. Liuyi Wang](#) (United States) - University of Arizona, [Prof. Mrinal Ghosh](#) (United States) - University of Arizona

AN EXPLORATORY STUDY OF THE IMPACT OF FOLLOWING INFLUENCERS ON CONSUMERS' PERCEIVED WELL-BEING

» [Dr. Ashley Hass](#) (United States) - University of Portland, [Dr. Debra Laverie](#) (United States) - Texas Tech University, [Dr. Siti Aqilah Jahari](#) (Malaysia) - Monash University Malaysia

Learning from Social Media Reviews through Machine Learning: Identifying Vulnerable Consumer Experiences in Disasters

» [Dr. Victor Perotti](#) (United States) - Rochester Institute of Technology, [Dr. Rick Lagiewski](#) (United States) - Rochester Institute of Technology, [Dr. Duygu Akdevelioglu](#) (United States) - Rochester Institute of Technology, [Ms. Sri Sahiti Velamuri](#) (United States) - Rochester Institute of Technology



Continued from **Saturday, 11 February**

Understanding the Role of Social Media Sentiments on the Competitiveness of Cities

» [Dr. Ayan Ghosh Dastidar](#) (United States) - Clark University, [Dr. Denish Shah](#) (United States) - Georgia State University

9:30am

Impact of Technology on Consumption

Chaired by: Dr. Sven Feurer (Switzerland)

Adoption of Robo-advisors: Role of Agentic Mind Perception and Attribution of Responsibility on the Preference of Financial Advisors

» [Dr. Iman Paul](#) (United States) - Montclair State University, [Dr. Smaraki Mohanty](#) (United States) - Elon University, [Dr. Nirajana Mishra](#) (United States) - Yale School of Management, [Dr. Yakov Bart](#) (United States) - Northeastern University

Financial self-regulation in the FinTech era: The role of expense-tracking

» [Ms. Yiling Zhang](#) (United States) - University of Wisconsin-Madison, [Prof. Nancy Wong](#) (United States) - University of Wisconsin-Madison

The Differential Role of Psychological Ownership in Consumer Reactions to Automated Products: Test of a Formative Measurement Scale

» [Dr. Patrick Kremer](#) (Germany) - Goethe University Frankfurt, [Dr. Sven Feurer](#) (Switzerland) - Bern University of Applied Sciences

To Give or Give Up: The Role of Learned Helplessness in Privacy Protection Behavior

» [Dr. Caroline Lancelot Miltgen](#) (France) - Audencia Business School, France, [Dr. Audrey Portes](#) (France) - Montpellier Business School, [Dr. Patricia Norberg](#) (United States) - Quinnipiac University, [Dr. Anne-Sophie Cases](#) (France) - University of Montpellier

10:45am

Coffee Break

11:15am

Journal of Marketing | Paradigms Part 2

Chaired by: Dr. Detelina Marinova (United States) and Dr. Hari Sridhar (United States)

Paradigms | How and where do we serve our customers? & How can marketing fuel innovation amidst technological change?

» [Dr. Detelina Marinova](#) (United States) - University of Missouri, [Dr. Hari Sridhar](#) (United States) - Texas A&M University, [Prof. Michael Ahearne](#) (United States) - University of Houston, [Dr. Len Berry](#) (United States) - Texas A&M University, [Prof. Jan Heide](#) (United States) - University of Wisconsin-Madison, [Prof. P. K. Kannan](#) (United States) - University of Maryland, [Prof. Koen Pauwels](#) (United States) - Northeastern University, [Prof. Aric Rindfleisch](#) (United States) - University of Illinois at Urbana-Champaign, [Prof. Gerard Tellis](#) (United States) - University of Southern California, Marshall School of Business

11:15am

Digital Transformation of the Sales Process

Chaired by: Dr. Stephan Volpers (Germany)

HELPING SALESPeOPLE DETERMINE QUALIFIED LEADS FROM CHATBOT CONVERSATIONS

» [Dr. Valerie Good](#) (United States) - Grand Valley State University, [Dr. Abhi Bhattacharya](#) (United States) - University of Alabama, [Dr. Bryan Hochstein](#) (United States) - University of Alabama, [Dr. Clay Voorhees](#) (United States) - University of Alabama

SOCIAL MEDIA AND UPPER ECHELONS IN B2B SETTINGS

» [Dr. Roberto Mora Cortez](#) (Denmark) - Southern Denmark University, [Dr. Ayan Ghosh Dastidar](#) (United States) - Clark University

THE VALUE OF GAMIFICATION IN VIRTUAL SALES TRAININGS – EVIDENCE FROM A FIELD EXPERIMENT

» [Dr. Maximilian Friess](#) (Germany) - LMU Munich, [Ms. Catharina Schäfer](#) (Germany) - Independent Researcher

11:15am

Medical Issues and Marketing

Chaired by: Dr. Kimberly V. Legocki (United States)



Continued from **Saturday, 11 February**

Consumer Protection Regulation and User-Generated Content in the Pharmaceutical Industry

» [Dr. Marie Yeh](#) (United States) - Loyola University Maryland, [Dr. Kristen L. Walker](#) (United States) - California State University Northridge, [Dr. Kimberly V. Legocki](#) (United States) - St. Mary's College of California, [Ms. Molly Torres](#) (United States) - California State University Northridge, [Dr. Meike Eilert](#) (United States) - University of Nebraska

Network Episode Model of Decision-Making: The Role of Compassion in COVID-19 Vaccine Acceptance among College Students

» [Ms. Megan Price-Williams](#) (United States) - Georgia Gwinnett College, [Ms. Venessa Peart](#) (United States) - Georgia Gwinnett College, [Dr. Amy Greiner Fehl](#) (United States) - Georgia Gwinnett College, [Dr. P. Wesley \(Wes\) Routon](#) (United States) - Georgia Gwinnett College

Health Messaging for Preventative Care: the Role of Need for Cognition Versus Need for Affective Processing in Vaccine Acceptance

» [Dr. Beatriz Pereira](#) (United States) - Iowa State University, [Dr. Amy Greiner Fehl](#) (United States) - Georgia Gwinnett College, [Dr. Stacey Finkelstein](#) (United States) - Stony Brook University, [Dr. Marta Caserotti](#) (Italy) - University of Padua

BENEFIT OR BARRIER? TRUST IN GOVERNMENT DURING COVID-19 AND THE PUBLIC BEHAVIOR

» [Dr. Hadi Eslami](#) (Canada) - University of New Brunswick, [Mrs. Linh Hoang](#) (Canada) - University of New Brunswick, [Ms. Ashley Little](#) (Canada) - University of New Brunswick

A cross cultural analysis on the impact of consumer trust in ridesharing platform entities' compliance with COVID-19 health guidelines on consumer ridesharing intention: The roles of social trust, fear of COVID-19, and trust-in-God

» [Dr. Md Nazmus Sakib](#) (United States) - McNeese State University, [Dr. Fuad Hasan](#) (Bangladesh) - University of Chittagong, [Dr. Reto Felix](#) (United States) - University of Texas Rio Grande Valley, [Dr. MD Al-Emran](#) (United States) - McNeese State University

11:15am Artificial Intelligence, Models and Methods | Session 2

Chaired by: [Ms. Zhenling Jiang](#) (United States)

Sharing the Same Workspace: The Effect of AI Task Deployment on Frontline Service Employees' Job Satisfaction and Customers Outcomes

» [Dr. Kshitij Bhoumik](#) (United Kingdom) - University of Leeds, [Dr. Reika Igarashi](#) (United Kingdom) - Edinburgh Napier University

Designing Dealer Compensation in the Auto Loan Market: Implications from a Policy Change

» [Ms. Zhenling Jiang](#) (United States) - University of Pennsylvania, [Dr. Max Wei](#) (United States) - University of Southern California, [Dr. Tat Chan](#) (United States) - Washington university in St Louis, [Mr. Naser Hamdi](#) (United States) - Equifax Inc.

Using Psychophysiological Data to Predict Recall for Movie Trailers

» [Mr. Ramin Zandvakili](#) (United States) - University of Minnesota, [Dr. Mochen Yang](#) (United States) - University of Minnesota, [Dr. William Hedgcock](#) (United States) - University of Minnesota, [Dr. Jason Chan](#) (United States) - University of Minnesota

Digital Selling and Technostress: Preliminary Analysis

» [Dr. Reika Igarashi](#) (United Kingdom) - Edinburgh Napier University, [Dr. Merve Vardarsuyu](#) (Turkey) - Kutahya Dumlupinar University

11:15am Customer Experience in the Digital Age

Chaired by: [Prof. Jenny Van Doorn](#) (Netherlands)

Customer Experience in the Digital Age

» [Dr. Manjunath Padigar](#) (Netherlands) - University of Groningen, [The Netherlands](#), [Prof. Thorsten Hennig-Thurau](#) (Germany) - University of Münster, [Ms. Alina Herting](#) (Germany) - University of Münster, [Dr. Nicole I. Hess](#) (United States) - University of South Florida, [Prof. Jenny Van Doorn](#) (Netherlands) - University of Groningen

11:15am Understanding the Branding Implications of Technological Advances

Chaired by: [Prof. Wilson Ozum](#) (United Kingdom)



Continued from **Saturday, 11 February**

Dynamics of Firm-Consumer Interactions on Social Media Platforms

» Mr. Sae Hoon Chang (Canada) - Queen's University, Dr. Ceren Kolsarici (Canada) - Queen's University, Dr. Selin Atalay (Germany) - Frankfurt School of Finance & Management

Managing for Creativity in the Age of Data-Driven Marketing Communication: An Empirical Study on the Distribution and Valuation of Creativity in Agencies

» Ms. Annette Kallevig (Norway) - Kristiania University College, Prof. Wilson Ozuem (United Kingdom) - University of Cumbria, Dr. Michelle Willis (United Kingdom) - University of Cumbria, Dr. Silvia Ranfagni (Italy) - University of Florence, Dr. Serena Rovai (France) - Excecia Business School

Capturing Lost Sales: The Role of Risk and Message Content on Online Cart Recovery

» Mr. David Mathis (United States) - The University of Alabama, Dr. Clay Voorhees (United States) - The University of Alabama, Dr. Bryan W. Hochstein (United States) - University of Alabama

Determining Brand Value Based On the Time-Varying Effects of Customer Recommendations and Interactions with Brands

» Dr. Manisha Mathur (United States) - Augusta University

11:15am New Perspectives on Governance and Trust in Today's Complex Organizational Forms

Chaired by: Dr. Stefan Wuyts (United States)

New Perspectives on Governance and Trust in Today's Complex Organizational Forms

» Dr. Stefan Wuyts (United States) - Penn State University, Mr. Ben Beck (United States) - Penn State University, Dr. Sandy Jap (United States) - Emory University, Dr. Moeen Butt (Pakistan) - Lahore University of Management Sciences, Dr. Kersi Antia (Canada) - Ivey Business School, Western University, Prof. Kenneth Wathne (Norway) - University of Stavanger, Dr. Lisa Scheer (United States) - University of Missouri

11:15am Towards A More Nuanced Understanding of Diversity, Equity, and Inclusiveness in the Marketplace

Chaired by: Prof. Dionne Nickerson (United States) and Prof. Freeman Wu (United States) and Dr. Adriana Samper (United States)

Race (un)conscious: Understanding racial ideologies in brand political activism statements

» Prof. Rowena Crabbe (United States) - University of Texas Austin, Prof. William Scarborough (United States) - University of North Texas

Shifting Frames: How #MeToo Shaped Consumers' Movie-Going Decisions

» Prof. Chi Tran (United States) - University of Oregon, Prof. Joshua T. Beck (United States) - University of Oregon, Prof. Nooshin L. Warren (United States) - University of Arizona

Perceived Tradeoffs and Resulting Opportunities for Product-Based Accessibility in the Marketplace

» Prof. Lauren Grewal (United States) - Dartmouth College, Prof. Helen van der Sluis (United States) - University of South Carolina

11:15am Digital Advertising and Social Videos

Chaired by: Dr. Elina Tang (United States)

Shades of Blue and The Sweet Swot: Investigating Video Aesthetics and Influencer Gender Effects on Viewer Engagement

» Dr. Ying Wang (United States) - Northern Illinois University, Dr. Elina Tang (United States) - Northern Illinois University, Dr. Jaeki Song (United States) - Texas Tech University

#WowItsMe - Revisiting Meaning Transfer Model with Own-Face Digital Advertising

» Ms. Janina Katharina Krick (Germany) - EBS University, Prof. Franziska Krause (Germany) - EBS University, Prof. Sven Henkel (Germany) - EBS University, Dr. Dipayan Biswas (United States) - University of South Florida



Continued from **Saturday, 11 February**

Information Disclosure in Markets: An Empirical Analysis of a Search Advertising Market with Heterogeneous Advertisers

» [Dr. Michelle Song](#) (United States) - Boston College, Ms. Mingxi Zhu (United States) - Stanford University

The Impact of Live Streaming Mid-Roll Advertisements

» [Mr. Michael Wu](#) (United States) - Michigan State University, Dr. Sung Ham (United States) - Michigan State University

Face Size and User Engagement in Social Media Videos: A Machine Learning Approach

» [Dr. Karen Wallach](#) (United States) - University of Alabama in Huntsville, Dr. Hieu Pham (United States) - University of Alabama in Huntsville, Dr. Anthony Koschmann (United States) - Eastern Michigan University, Mr. Gaurav Arwade (United States) - Iowa State University

11:15am

Prosocial and Green Behaviors

Chaired by: Prof. Stefan Rose (Switzerland)

The 99-Ending Effect on Hedonic and Utilitarian Cause-Related Marketing Offers

» [Dr. Mazen Jaber](#) (United States) - Saginaw Valley State University, [Dr. Kylie Jaber](#) (United States) - Saginaw Valley State University, [Dr. Chatdanai Pongpatipat](#) (United States) - Saginaw Valley State University

The Impact of Identity Based Congruence Effects in Reward Based Crowdfunding

» [Prof. Stefan Rose](#) (Switzerland) - Bern University of Applied Sciences, Prof. Daniel Wentzel (Germany) - RWTH Aachen University

To Treat or Prevent the Charitable Cause? How the Efficacy of Different Donation Appeals Varies Based on Negative Emotion

» [Dr. Anthony Salerno](#) (United States) - Vanderbilt University, Dr. Tatiana Fajardo (United States) - Florida State University

ACTIVATING THE SUSTAINABLE CONSUMER: THE ROLE OF CUSTOMER INVOLVEMENT IN CORPORATE SUSTAINABILITY

» [Mr. Manuel Reppmann](#) (Germany) - University of Mannheim, Mr. Stephan Harms (Germany) - Leibniz University Hannover, Prof. Johann Nils Foege (Germany) - Leibniz University Hannover, Prof. Laura Marie Edinger-Schons (Germany) - University of Mannheim

The Interplay of Influencer Status and Intimacy in Generating Sales: Evidence from Secondary Data and Three Field Experiments

» [Mr. Maximilian Beichert](#) (Germany) - University of Mannheim, Mr. Andreas Bayerl (Germany) - University of Mannheim, Mr. Jacob Goldenberg (Israel) - Reichmann University, Prof. Andreas Lanz (France) - HEC Paris

12:30pm

Awards Lunch

2pm

Inclusivity in Practice: A Panel of Industry leaders

Chaired by: Dr. Maura Scott (United States) and Ms. Sertrice Grice (United States) and Ms. Brynn Plummer (United States) and Mr. Ron Snitker (United States) and Ms. Joanna Zucker (United States)

2pm

Integrative View on Sales Management: Strategies for Customer Selection, and Increasing Salesperson Motivation and Productivity

Chaired by: Dr. Aditya Gupta (United States) and Dr. Muzeeb Shaik (United States) and Dr. S. Arunachalam (United States) and Dr. Kihyun (Hannah) Kim (United States)

Integrative View on Sales Management: Strategies for Customer Selection, and Increasing Salesperson Motivation and Productivity

» [Dr. Aditya Gupta](#) (United States) - Texas State University, Dr. Vishag Badrinarayanan (United States) - Texas State University, [Dr. Muzeeb Shaik](#) (United States) - Indiana University, Dr. Hari Sridhar (United States) - Texas A&M University, Dr. Vikas Mittal (United States) - Rice University, Dr. Raghu Bommaraju (India) - Indian School of Business, [Dr. S. Arunachalam](#) (United States) - Texas Tech University, Dr. Sebastian Hohenberg (United States) - University of Texas at Austin, [Dr. Kihyun \(Hannah\) Kim](#) (United States) - Rutgers University, Dr. Kyungwon Lee (United States) - University of Michigan-Dearborn, Dr. Edward Dobbles (United States) - Rutgers University



Continued from **Saturday, 11 February**

2pm

Retailing in the Metaverse

Chaired by: Prof. Kelly Hewett (United States)

RETAILING IN THE METAVERSE

» Prof. Kelly Hewett (United States) - University of Tennessee, Prof. Katrijn Gielens (United States) - University of North Carolina at Chapel Hill, Prof. Michael Haenlein (France) - ESCP Business School, Prof. Minakshi Trivedi (United States) - Texas Christian University

2pm

Engaging External Stakeholders

Chaired by: Ms. Andrea Pelaez-Martinez (United States) and Prof. Girish Mallapragada (United States) and Dr. Alok Kumar (United States) and Ms. Sonam Singh (United States) and Prof. Shekhar Misra (France)

Engaging External Stakeholders

» Prof. Alok Saboo (United States) - Georgia State University, Ms. Andrea Pelaez-Martinez (United States) - Baruch College, CUNY, Prof. Lauren Block (United States) - Baruch College, CUNY, Prof. Mahima Hada (United States) - Baruch College, CUNY, Prof. Ujwal Kayande (Canada) - Simon Fraser University, Prof. Girish Mallapragada (United States) - Indiana University, Dr. Vamsi Kanuri (United States) - University of Notre Dame, Prof. Beth Fossen (United States) - Indiana University, Prof. Kenneth Wathne (Norway) - University of Stavanger, Dr. Alok Kumar (United States) - University of Nebraska-Lincoln, Prof. Jan Heide (United States) - University of Wisconsin-Madison, Ms. Sonam Singh (United States) - University of Texas at San Antonio, Prof. Ashwin Malshe (United States) - University of Texas at San Antonio, Dr. Vikas Mittal (United States) - Rice University, Dr. Hari Sridhar (United States) - Texas A&M University, Mr. Narendra Bosukonda (United States) - Texas A&M University, Prof. Shekhar Misra (France) - Grenobel Ecole de Management, Prof. Anindita Chakravarty (United States) - UGA

2pm

Existential Branding: How Brand Relationships Shape Consumer Maintenance and Transcendence of the Self

Chaired by: Ms. Kyungin Ryu (United States)

EXISTENTIAL BRANDING: HOW BRAND RELATIONSHIPS SHAPE CONSUMER MAINTENANCE AND TRANSCENDENCE OF THE SELF

» Ms. Kyungin Ryu (United States) - University of Massachusetts - Amherst, Prof. Elizabeth Miller (United States) - University of Massachusetts - Amherst, Prof. Matthew Godfrey (United States) - University of Massachusetts - Amherst, Prof. Mary Gilly (United States) - University of California, Irvine, Prof. Hope Schau (United States) - University of Arizona, Prof. Melissa Akaka (United States) - University of Denver, Prof. Kristen Lane (United States) - Columbia Business School, Prof. Jennifer Savary (United States) - University of Arizona, Prof. Jesper Nielsen (United States) - University of Arizona, Prof. Daniel Martinez (United States) - University of Texas at Arlington, Mr. Olamide Olajuwon-Ige (United States) - Texas Christian University

3:30pm

Sustainability as strategic priority #1: Preparing the next generation of global marketing leaders for the new climate reality Presented by SAGE Publishing

Chaired by: Dr. Diane Phillips (United States)

3:30pm

Global Marketing SIG | Transformation in the Face of Disruption: Emerging Trends in Global Marketing Research

Chaired by: Prof. Kelly Hewett (United States)

Global Marketing SIG | Transformation in the Face of Disruption: Emerging Trends in Global Marketing Research

» Prof. Kelly Hewett (United States) - University of Tennessee, Prof. Deepa Chandrasekaran (United States) - University of Texas at San Antonio, Prof. Nandini Nim (United States) - THE UNIVERSITY OF TEXAS AT EL PASO, Prof. Kiran Pedada (Canada) - University of Manitoba, Prof. Amalesh Sharma (United States) - Texas A&M University

3:30pm

Sport SIG | The Times They Are A-Changin': What Comes Next for Sport and Sponsorship-Linked Marketing During Social, Economic, and Technological Change

Chaired by: Dr. Angeline Close Scheinbaum (United States) and Dr. Lane Wakefield (United States) and Dr. Kirk Wakefield (United States)



Continued from **Saturday, 11 February**

Sport SIG | The Times They Are A-Changin': What Comes Next for Sport and Sponsorship-Linked Marketing During Social, Economic, and Technological Change

» Dr. Brett Christenson (United States) - Penn State University, Dr. Angeline Close Scheinbaum (United States) - Clemson University, Mx. Jiyun (Joyce) Huang (United States) - Clemson University, Dr. Brook Russell (United States) - Clemson University, Dr. Lane Wakefield (United States) - Baylor University, Dr. Kirk Wakefield (United States) - Baylor University, Dr. Brett Boyle (United States) - Saint Louis University, Dr. Mark Arnold (United States) - Saint Louis University, Mx. Brandon Holle (United States) - Michigan State University, Dr. Ahmet Kirca (United States) - Michigan State University, Dr. Yiran Su (United States) - University of Massachusetts - Amherst, Mx. Sarah Guo (United States) - University of Georgia, Dr. Tom Baker (United States) - University of Georgia, Dr. Christine Wegner (United States) - University of Florida

3:30pm **Retail & Pricing SIG | Mini Research Workshop**
Chaired by: Riley T. Krotz and Prof. Stacey Robinson (United States)

3:30pm **CB SIG Special Session**

3:30pm **Teaching and Learning SIG | Marketplace Simulations Innovation in Marketing Education Award Presentation**

Teaching and Learning SIG | Marketplace Simulations Innovation in Marketing Education Award Presentation

» Prof. Matt Wilson (United States) - Central Michigan University, Prof. Yongwoog Andy Jeon (United States) - Northern Illinois University, Prof. Aidin Namin (United States) - Loyola Marymount University, Prof. Mark Peterson (United States) - University of Wyoming

3:30pm **SERVSIG | Managerial Challenges at the Organizational Frontline**

SERVSIG | Managerial Challenges at the Organizational Frontline

» Prof. Jan Hendrik Schumann (Germany) - University of Passau, Prof. Jenny Van Doorn (Netherlands) - University of Groningen, Prof. Stefano Puntoni (United States) - University of Pennsylvania, Prof. Edin Smailhodzic (Netherlands) - University of Groningen, Prof. Jia Li (Belgium) - Vlerick Business School, Dr. Jana Holthöwer (Netherlands) - University of Groningen, Prof. Michael Giebelhausen (United States) - Clemson University, Prof. Stacey Robinson (United States) - University of Alabama, Prof. Jens Hogreve (Germany) - Catholic University of Eichstätt-Ingolstadt, Prof. Anja Iseke (Germany) - Technische Hochschule Ostwestfalen-Lippe, Dr. Klaus Derfuss (Germany) - University of Hagen

3:30pm **Health Behaviors**

The Consumerization of Care: How Capitalism Is Co-opting Solidarity

» Mr. Benedikt Alberternst (Germany) - Freie Universität Berlin, Prof. Markus Giesler (Canada) - Schulich School of Business, York University, Prof. Lena Steinhoff (Germany) - Paderborn University, Prof. Andreas Eggert (Germany) - Freie Universität Berlin

The Relevance of Consumer Motivation to Self-Regulation in the Context of Sugar Consumption

» Mr. Julian Schmitz (Germany) - University of Siegen, Mr. Tobias Roeding (Germany) - University of Siegen, Prof. Hanna Schramm-Klein (Germany) - University of Siegen

Effects of Sampling Healthy versus Unhealthy Foods on Subsequent Choices of Other Foods

» Dr. Dipayan Biswas (United States) - University of South Florida, Dr. Annika Abell (United States) - University of Tennessee Knoxville, Dr. Jeffrey Inman (United States) - University of Pittsburgh, Dr. Johanna Held (Germany) - Bosch Power Tools, Mrs. Mikyoung Lim (United States) - University of South Florida



Continued from **Saturday, 11 February**

Drinking Coffee Before Shopping Increases Spending

» [Dr. Dipayan Biswas](#) (United States) - University of South Florida, Dr. Patrick Hartmann (Spain) - University of the Basque Country UPV/EHU, Bilbao, Dr. Martin Eisend (Germany) - European University Viadrina, [Dr. Courtney Szocs](#) (United States) - Louisiana State University, Dr. Bruna Jochims (France) - SKEMA, Dr. Vanessa Apaolaza (Spain) - University of the Basque Country UPV/EHU, Bilbao, Dr. Erik Hermann (Germany) - Deutsche Payment, Dr. Cristina Lopez (Spain) - University of the Basque Country UPV/EHU, Bilbao, Dr. Adilson Borges (France) - NEOMA Business School

- 5pm **Global Marketing SIG and Relationship Marketing SIG Reception**
- 5pm **Teaching & Learning SIG and Marketing Communications SIG Reception**
- 5pm **SERVSIG, SalesSIG, and Sports SIG Reception**
- 6pm **Marketing Research and Marketing Strategy SIG Reception**
- 6pm **RAPSIG Reception**
- 6pm **MASSIG Reception**
- 7pm **A Toast to the Future (By Invitation Only)**

Sunday, 12 February

- 8am **Journal of International Marketing and Public Policy: Setting a Collaborative Agenda**
Chaired by: Prof. Kelly Hewett (United States) and Prof. Kelly Martin (United States) and Dr. Maura Scott (United States)

8am

Driving Digital Engagement

Chaired by: Dr. Debashish Ghose (United States)

REDUCING FAKE NEWS' INFLUENCE ON BRAND ATTITUDES: CAN WARNINGS HELP?

» [Dr. Debashish Ghose](#) (United States) - Temple University, Dr. Joydeep Srivastava (United States) - Temple University, Dr. Susan Mudambi (United States) - Temple University

Opening Lines as Clickbait: How Quasi-Headlines Shape Social Media Engagement

» [Mr. Zitian Qiu](#) (Switzerland) - University of Lausanne

Brands in the News: An Analysis of Social Media Engagement

» [Dr. Debashish Ghose](#) (United States) - Temple University, Dr. Susan Mudambi (United States) - Temple University, Dr. Subodha Kumar (United States) - Temple University

No Comments (From You): Understanding the Interpersonal Consequences of Disabling Social Media Comments

» [Dr. Michelle Daniels](#) (United States) - University of Alabama, Prof. Freeman Wu (United States) - Vanderbilt University

SHOULD YOUR CHATBOT JOKE? DRIVING CONVERSION THROUGH THE HUMOUR OF A CHATBOT GREETING

» Ms. Vaida Lekaviciute (Lithuania) - ISM University of Management and Economics, Prof. Vilte Aurskeviciene (Lithuania) - ISM University of Management and Economics, [Prof. James Reardon](#) (United States) - Monfort College of Business

8am

Navigating strategic marketing challenges in emerging markets

Chaired by: Prof. Shashi Matta (Germany)

STOCK INVESTORS' REACTION TO CORPORATE DISENGAGEMENT FROM RUSSIA: ASYMMETRY BY LEVEL OF DISENGAGEMENT AND U.S. VS. NON-U.S. FIRMS

» [Prof. Vivek Astvansh](#) (United States) - Indiana University, Dr. Kamran Eshghi (Canada) - Laurentian University, Dr. Hesam Shahriari (United States) - Prairie View A&M University



Continued from Sunday, 12 February

Serving Bottom-of-the-Pyramid (BOP) Market and Radical Innovation: A Constraint-Based View and Empirical Evidence

» Dr. Yongchuan Bao (United States) - Associate Professor of Marketing at University of Alabama in Huntsville, Dr. Zelong Wei (China) - Professor of Strategy and Innovation, Xi'an Jiaotong University, Ms. Linqian Zhang (China) - PhD student, Xi'an Jiaotong University

How managerial mindset impacts international marketing program adaptation decisions

» Dr. Christina Papadopoulou (United Kingdom) - University of Leeds, Dr. Aris Theotokis (United Kingdom) - University of Leeds, Dr. Magnus Hultman (Canada) - Brock University

Privacy Literacy and its Effect on Marketplace Behavior: Scale Development, Evidence, and Comparison across Six Countries

» Prof. Shashi Matta (Germany) - Catholic University of Eichstätt-Ingolstadt, Dr. Gonzalo Luna Cortes (Monaco) - International University of Monaco, Mr. Maximilian Bauer (Germany) - Catholic University of Eichstätt-Ingolstadt, Dr. Shanshan Lou (United States) - Appalachian State University

Business-to-Government Selling in Emerging Markets

» Ms. Sakshi Babar (United States) - University of Georgia, Prof. Prakash Satyavageswaran (India) - Indian Institute of Management Udaipur, Prof. Sundar Bharadwaj (United States) - University of Georgia

8am

Artificial Intelligence, Models and Methods | Session 3

Chaired by: Dr. Vikas Arya (Morocco)

HOW ATTACHMENT AFFECTS HAPPINESS IN THE HUMAN-IVA RELATIONSHIP

» Prof. Sandra Loureiro (Portugal) - Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU-IUL), Lisboa, Portugal, Prof. João Guerreiro (Portugal) - Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU-IUL), Lisboa, Portugal

Autonomous Vehicles as Marketplace: How Construal Level Theory Shed Light on Tension in the Data Environment?

» Mr. Vincent FAVARIN (France) - TSM-Research, Université Toulouse Capitole, CNRS, Prof. Lars Meyer-Waarden (France) - TSM-Research, Université Toulouse Capitole, CNRS, Dr. Julien Cloarec (France) - iaelyon School of Management, Université de Lyon

Thanks to AR - My aesthetic experience is balanced now. A study on multi-country data to frame consumer-based brand equity

» Dr. Vikas Arya (Morocco) - Université Internationale de Rabat

A Meta-Analysis of Algorithm Aversion

» Dr. Ya You (United States) - California state university east bay, Dr. Maude Lavanchy (Switzerland) - IMD, Dr. Shuba Srinivasan (United States) - Boston University, Dr. Amit Joshi (Switzerland) - IMD

Robots in the Marketplace: When Do Consumers Antagonize Them and Why

» Dr. Darima Fotheringham (United States) - Texas Tech University, Dr. Monika Lisjak (United States) - Arizona State University, Dr. Kirk Kristofferson (Canada) - Ivey Business School, Western University

8am

Marketing-Relevant Consequences of Sociopolitical Activism

Chaired by: Prof. Frank Germann (United States)

Marketing-Relevant Consequences of Sociopolitical Activism

» Prof. Frank Germann (United States) - University of Notre Dame, Prof. Nooshin Warren (United States) - University of Arizona, Prof. Yashoda Bhagwat-Rana (United States) - Texas Christian University, Prof. Pankhuri Malhotra (United States) - University of Oklahoma, Prof. Breagin Riley (United States) - University of North Carolina at Chapel Hill, Prof. Rajdeep Grewal (United States) - University of North Carolina at Chapel Hill, Mr. SAYAN GUPTA (United States) - University of Pittsburgh, Prof. Vanitha Swaminathan (United States) - University of Pittsburgh, Mr. Rahul Suhag (United States) - University of North Carolina at Chapel Hill

8am

Brand Communication Shifts Before and After Pandemic

Chaired by: Prof. Coco Huang (United States)



Continued from Sunday, 12 February

Antecedents and consequences of parents' skepticism toward COVID-19 vaccination for children

» Prof. Coco Huang (United States) - Jacksonville State University, Dr. Jeffrey Radighieri (United States) - Texas Woman's University, Dr. Chaoran Chen (China) - Henan University

What is Your Quest? To Seek the Holy Grail! A Netnography of Grail Product Search in Brand Communities

» Ms. Yeon Jae Choi (United States) - Saint Louis University, Dr. Scott Thompson (United States) - Saint Louis University, Dr. James Loveland (United States) - Xavier University

Is there Life after Death: Exploring the Afterlife of Dead Brand Communities

» Ms. Alex Brinkmeier (United States) - Saint Louis University, Ms. Yeon Jae Choi (United States) - Saint Louis University, Dr. Scott Thompson (United States) - Saint Louis University, Dr. James Loveland (United States) - Xavier University

8am

Marketing Opportunities and Challenges in Strategic Corporate Decisions

Chaired by: Dr. Cem Bahadir (United States) and Dr. Eugene Pavlov (United States)

Marketing Opportunities and Challenges in Strategic Corporate Decisions

» Dr. Cem Bahadir (United States) - University of North Carolina at Greensboro, Dr. Eugene Pavlov (United States) - University of Miami, Dr. Kiran Pendada (Canada) - University of Manitoba, Ms. Manaswini Acharya (United States) - Texas Tech University, Prof. Natalie Mizik (United States) - University of Washington, Dr. Isaac Dinner (United States) - Indeed.com, Mr. Jonathan Knowles (United States) - Type 2 Consulting, Prof. Rajkumar Venkatesan (United States) - University of Virginia - Darden Graduate School of Business, Dr. S. Arunachalam (United States) - Texas Tech University, Dr. Mayukh Dass (United States) - TTU, Prof. Sundar Bharadwaj (United States) - University of Georgia, Dr. Nita Umashankar (United States) - San Diego State University

8am

Sales Compensation: Frontiers and Avenues for Future Research

Chaired by: Dr. Mohsen Pourmasoudi (United States)

Sales Compensation: Frontiers and Avenues for Future Research

» Dr. Mohsen Pourmasoudi (United States) - San Diego State University, Dr. Johannes Habel (United States) - University of Houston, Mr. Skyler Xie (United Kingdom) - University of Warwick, Prof. Sascha Alavi (Germany) - University of Bochum, Dr. Roland Kassemeier (United Kingdom) - Warwick Business School, Prof. Nick Lee (United Kingdom) - Warwick Business School, Prof. Michael Ahearne (United States) - University of Houston, Dr. Yashar Atefi (United States) - University of Denver, Ms. Moly Ahearne (United States) - University of Georgia, Dr. Phillip Wiseman (United States) - Texas Tech University, Prof. Thomas Steenburgh (United States) - University of Virginia - Darden Graduate School of Business

8am

Marketing Research SIG | Experimental Evidence on the Impact of Marketing Intervention in Emerging Markets

Chaired by: Dr. Iris Steenkamp (Italy)

Marketing Research SIG | Experimental Evidence on the Impact of Marketing Intervention in Emerging Markets.

» Dr. Iris Steenkamp (Italy) - Bocconi University, Prof. Rajesh Chandy (United Kingdom) - London business School, Prof. Om Narasimhan (United Kingdom) - London School of Economics, Mr. Gaurav Mehta (India) - Dharma Life, Ms. Rupali Kaul (United States) - Stanford Graduate School of Business, Dr. Shreya Kankanhalli (United States) - Cornell, Dr. Stephen Anderson (United States) - UT Austin, Prof. Pradeep Chintagunta (United States) - Booth School of Business, Prof. Naufel Vilcassim (United Kingdom) - London School of Economics, Prof. Sridhar Narayanan (United States) - Stanford Graduate School of Business, Dr. Leonardo Iacovone (United States) - World Bank, Dr. Nita Umashankar (United States) - Fowler College of Business at San Diego University

8am

Online Behaviors

Chaired by: Dr. Tai Anh Kieu (Vietnam)



Continued from Sunday, 12 February

Two Sides of the Same Coin – The Influence of Compassion on Prosocial Data Disclosure

» Ms. Klara Greinwald (Germany) - University of Passau, Ms. Eileen Dauti (Germany) - University of Passau, Ms. Alisa Keller (Germany) - University of Passau, Dr. Eva Pieringer (Germany) - University of Passau, Prof. Dirk Totzek (Germany) - University of Passau

That's So Cringeworthy! Understanding What Cringe Is and Why We Want to Share It

» Dr. Brianna Escoe (United States) - Vanderbilt University, Dr. Nathanael Martin (United States) - University of Alabama, Dr. Anthony Salerno (United States) - Vanderbilt University

The Effects of Cultural Dimensions at the Individual level on Repurchase Intentions and Positive Word-of-Mouth

» Mr. Bhaskar Upadhyaya Subedi (United States) - Southern Illinois University, Carbondale, IL, Dr. Jose L. Saavedra Torres (United States) - Northern Kentucky University, Dr. Ashok Bhattarai (United States) - Midwestern State University, Ms. Nasim Nouhzadehmalekshah (United States) - Southern Illinois University, Carbondale, IL, Mr. Hongnai Zhang (United States) - Southern Illinois University, Carbondale, IL

How Customer Satisfaction Affects Photo Sharing and Online Review Helpfulness

» Mr. Zitian Qiu (Switzerland) - University of Lausanne

Coolness of mobile shopping apps and its impact on values for and from customers: The role of immersive experience

» Prof. Julian Ming-Sung Cheng (Taiwan) - National Central University, Dr. Angelina Nhat Hanh Le (Vietnam) - UEH University, Dr. Tai Anh Kieu (Vietnam) - Ho Chi Minh City Open University

9:30am

Meet the Editors | Non-AMA Journals

Chaired by: Dr. Nailya Ordabayeva (United States)

9:30am

Topical Advancements in the Digital Landscape

Chaired by: Dr. Vamsi Kanuri (United States) and Dr. Divya Anand (United States)

Topical Advancements in the Digital Landscape

» Dr. Divya Anand (United States) - University of Kentucky, Dr. Vamsi Kanuri (United States) - University of Notre Dame, Dr. Ishita Chakraborty (United States) - University of Wisconsin-Madison, Dr. Khai Chiong (United States) - University of Texas- Dallas, Dr. Howard Dover (United States) - University of Texas- Dallas, Dr. K Sudhir (United States) - Yale School of Management, Ms. Tongyao Shen (United States) - Penn State University, Dr. Min Ding (United States) - Penn State University, Dr. Buffy Mosley (United States) - Texas A&M University, Dr. David Schweidel (United States) - Emory University, Dr. Kunpeng Zhang (United States) - University of Maryland, Ms. Elisa Solinas (United States) - University of Southern California, Dr. Francesca Valsesia (United States) - University of Washington, Dr. Joseph Nunes (United States) - University of Southern California, Dr. Andrea Ordanini (Italy) - Bocconi University

9:30am

Relationship Marketing SIG | Influencers and Virtual Consumer Relationships

Chaired by: Dr. Colleen Harmeling (United States)

Relationship Marketing SIG | Influencers and Virtual Consumer Relationships

» Dr. Colleen Harmeling (United States) - Florida State University, Dr. Jordan Moffett (United States) - University of Kentucky, Prof. Thorsten Hennig-Thurau (Germany) - Marketing Center Münster, Prof. Kelly Hewett (United States) - University of Tennessee, Dr. Christian Hughes (United States) - University of Notre Dame, Prof. Hope Schau (United States) - University of Arizona, Dr. Ronny Behrens (Germany) - University of Münster

9:30am

Artificial Intelligence, Models and Methods | Session 4

Chaired by: Dr. Siddhartha Sarkar (India)

FROM USER GENERATED CONTENTS TO AUTOMATIC CONTENT GENERATION: HOW SALES DESCRIPTION CONCRETENESS IMPACTS SOCIAL COGNITION OF SERVICE PROVIDERS

» Dr. Hamid Shirdastian (Canada) - Bishop's University, Dr. Michel Laroche (Canada) - Concordia University



Continued from **Sunday, 12 February**

Tell Me What Is the Most Risk-Free Plan of All? The Influence of AI Anthropomorphism on Risk Aversion

» Ms. Yuanyuan (Gina) Cui (New Zealand) - Auckland University of Technology, [Dr. Patrick van Esch](#) (United States) - Kennesaw State University

Dynamics Of Spatial Proximity Effect and Consumer Online Shopping Behavior

» [Ms. Meng Ji](#) (United States) - Indiana University, Prof. Jingcun Cao (Hong Kong) - The University of Hong Kong, Prof. Shyam Gopinath (United States) - Indiana University, Prof. Shibo Li (United States) - Indiana University

9:30am

Panel/Workshop Focused on Marketing to End War, Create Peace, and Enhance Sustainable Well-Being

Chaired by: Dr. Jose Rosa (United States) and Dr. Cliff Shultz (United States) and Dr. Alan Malter (United States)

Panel/Workshop Focused on Marketing to End War, Create Peace, and Enhance Sustainable Well-Being

» [Dr. Jose Rosa](#) (United States) - Iowa State University, [Dr. Cliff Shultz](#) (United States) - Loyola University Chicago, [Dr. Alan Malter](#) (United States) - University of Illinois at Chicago

9:30am

Influencer Marketing

Chaired by: Mr. Woocheol Kim (United States)

Influencer Marketing

» [Mr. Woocheol Kim](#) (United States) - University of Oregon, [Prof. Colin Campbell](#) (United States) - University of San Diego, [Ms. Angela Yi GAO](#) (Hong Kong) - The Hong Kong Polytechnic University, Dr. Fine Leung (Hong Kong) - The Hong Kong Polytechnic University, Dr. Flora Fang Gu (Hong Kong) - The Hong Kong Polytechnic University, [Dr. Ulrike Phielers](#) (Austria) - Vienna University of Economics and Business, Prof. Florian Dost (Germany) - Brandenburg University of Technology, [Dr. Sona Klucarova](#) (United States) - University of Nebraska at Omaha, [Ms. jing NIU](#) (France) - HEC Paris, Prof. Kristine de Valck (France) - HEC Paris, Prof. Peter Ebbes (France) - HEC Paris, Prof. Conor Henderson (United States) - University of Oregon

9:30am

Marketing Strategy for a Better Society

Chaired by: Dr. Hari Sridhar (United States)

Marketing Strategy for a Better Society

» [Dr. Hari Sridhar](#) (United States) - Texas A&M University, [Mr. Narendra Bosukonda](#) (United States) - Texas A&M University, [Dr. Muzeeb Shaik](#) (United States) - Indiana University, [Mr. Kabir Grewal](#) (United States) - Chapel Hill, NC

9:30am

Managing Dynamic Sales Approaches

Chaired by: Dr. Amy Greiner Fehl (United States)

Understanding Sales Representatives' Unreliable Effort in Lead Management: The Contingent Impact of Managers' Goal and Process Control Behaviors

» [Dr. Jan Altenscheidt](#) (Germany) - Ruhr-University Bochum, Ms. Sophie-Charlotte Ernst (Germany) - Ruhr-University Bochum, Prof. Christian Schmitz (Germany) - Ruhr-University Bochum

Brave New World of Holistic Selling in B2B Markets - Conceptualization & Theory Development

» [Mr. Tim Kalwey](#) (Germany) - University of Münster, Prof. Murali K. Mantrala (United States) - University of Kansas, Dr. Yeji Lim (United States) - California State University Fullerton, Prof. Manfred Krafft (Germany) - University of Münster



Continued from Sunday, 12 February

Antecedents and Consequences of Salesperson Negotiation Capability: A Conceptual Model

» Mr. Daniel Kuzmich (United States) - Texas Tech University, Dr. Babu John-Mariadoss (United States) - Texas Tech University

Disentangling the Monetary and Social Effects of Sales Contest Leaderboards

» Ms. Yuanchen Su (United States) - University of Minnesota, Prof. Madhu Viswanathan (India) - Indian School of Business, Prof. George John (United States) - University of Minnesota

A Longitudinal Review of The Sales Performance Literature: A Bibliometric and Main Path Analysis

» Dr. Gabriel Moreno (United States) - Robert Morris University, Dr. Christopher Plouffe (United States) - University of Tennessee at Chattanooga, Dr. Bryan W. Hochstein (United States) - University of Alabama

9:30am

B2B Marketing Strategy

Chaired by: Dr. Farhad Sadeh (United States)

PROMOTING ONLINE REVIEW SHARING IN B2B CONTEXT: THE ROLE OF CUSTOMER-INITIATED CONTACTS, RELATIONSHIP DURATION, FREE-TIERED PRICING, AND COMPETITION

» Ms. Uyen Uyen Banh (Canada) - University of Manitoba, Dr. Sandeep Arora (Canada) - University of Manitoba

EMPLOYEE UNIONIZATION AND TRADE CREDIT: THE MITIGATING ROLE OF MARKETING STRATEGIES

» Prof. Vivek Astvansh (United States) - Indiana University, Mr. Jimmy Qu (Singapore) - Nanyang Technological University

Contract Design and Sales Leadership: Evidence from Franchise Systems

» Dr. Farhad Sadeh (United States) - Eastern Illinois University, Dr. Kamran Eshghi (Canada) - Laurentian University, Dr. Hadi Eslami (Canada) - Saint Mary's University

The Emergence of Hybrid Marketing Organizations

» Ms. Claire Cardy (United Kingdom) - Karlsruhe Institute of Technology, Dr. Johannes Habel (United States) - University of Houston, Prof. Martin Klarmann (Germany) - Karlsruhe Institute of Technology, Dr. Olaf Ploetner (Germany) - ESMT Berlin, Dr. Bianca Schmitz (Germany) - ESMT Berlin

9:30am

Marketing Mix

Chaired by: Mr. Jintao Zhang (United States)

Conceptualizing, Measuring, and Explaining Consumers' Perceptions of Price Inflation

» Prof. Alexander Edeling (Germany) - KU Leuven, Prof. Marc Fischer (Germany) - University of Cologne, Dr. Eric Lennartz (Germany) - Ergo Group AG

Repeating Digits in Price Bundling!

» Mr. Jintao Zhang (United States) - Drexel University, Dr. Siddharth Bhatt (United States) - Penn State Harrisburg, Dr. Rajneesh Suri (United States) - Drexel University

The Impact of Power Distance Beliefs on Coupon Redemption

» Prof. Minkyung Koo (United States) - University of New Mexico, Prof. Ashok Lalwani (United States) - Indiana University, Prof. Sijie Sun (United States) - University of Hawaii, Dr. Nadia Danienta (United States) - University of Illinois at Urbana Champaign

Let's Make it Real: Advancing Consumer Research by Introducing an Online Shop Simulation Tool

» Mr. Lukas Krenz (Germany) - University of Mannheim, Mr. Manuel Reppmann (Germany) - University of Mannheim, Prof. Laura Marie Edinger-Schons (Germany) - University of Hamburg, Prof. Johann Nils Foege (Germany) - Leibniz University Hannover

The effects of video storytelling green advertising on experiences, engagement, and behaviors of conservation causes

» Dr. YOWEI KANG (Taiwan) - NATIONAL CHUNG HSING UNIVERSITY, Dr. KENNETH C. C. YANG (United States) - THE UNIVERSITY OF TEXAS AT EL PASO

11am

7 Big Problems



Continued from **Sunday, 12 February**

11am Understanding Digital Marketing Effectiveness

Chaired by: Prof. Christian Schulze (Germany)

Understanding Digital Marketing Effectiveness

» Prof. Christian Schulze (Germany) - Frankfurt School of Finance & Management, Prof. Alex Bleier (Germany) - Frankfurt School of Finance & Management

11am Better Marketing for a Better World: Experimental Evidence from Emerging Markets

Chaired by: Mr. Juan Espinosa Balbuena (United Kingdom)

Better Marketing for a Better World: Experimental Evidence from Emerging Markets

» Mr. Juan Espinosa Balbuena (United Kingdom) - London Business School, Prof. Rajesh Chandy (United Kingdom) - London Business School, Dr. Stephen Anderson (United States) - University of Texas at Austin, Dr. Ruhan Liu (China) - Guanghua School of Management, Dr. Wanqing Zhang (United Kingdom) - Bayes Business School, Prof. Pradeep Chintagunta (United States) - Booth School of Business, Dr. Jing Xu (China) - Guanghua School of Management, Ms. Anima Nivsarkar (India) - Indian Institute of Management Udaipur, Prof. Vedha Ponnappan (India) - Indian Institute of Management Udaipur, Prof. Prakash Satyavageswaran (India) - Indian Institute of Management Udaipur, Prof. Sundar Bharadwaj (United States) - University of Georgia, Mr. Gaurav Mehta (India) - University of Cologne, Prof. Werner Reinartz (Germany) - University of Cologne, Prof. Om Narasimhan (United Kingdom) - London School of Economics

11am Understanding Emotional Journeys in the Marketplace

Chaired by: Dr. Hyewon Oh (United States)

Understanding Emotional Journeys in the Marketplace

» Dr. Hyewon Oh (United States) - Stevens Institute of Technology, Dr. Tim Hill (United Kingdom) - University of Bath, Dr. Robin Canniford (France) - Kedge Business School, Dr. Giana Eckhardt (United Kingdom) - King's College of London, Dr. Ravi Mehta (United States) - University of Illinois at Urbana-Champaign, Dr. Cele Otnes (United States) - University of Illinois at Urbana-Champaign, Ms. Amanda Garrison (United States) - University of Wyoming, Dr. Linda Price (United States) - University of Wyoming, Dr. Kathy Hamilton (United Kingdom) - University of Strathclyde Glasgow, Dr. Juliette Wilson (United Kingdom) - University of Strathclyde Glasgow, Dr. Holly Porteous (United Kingdom) - University of Strathclyde Glasgow

11am Financial Issues and Consumption

Chaired by: Dr. Jenni Sipilä (Finland)

IMPROVING FINANCIAL WELL-BEING: USING COMPETITIVENESS TO INCREASE SAVINGS BEHAVIOR

» Dr. Kristin Scott (United States) - Minnesota State University, Mankato, Dr. Todd Weaver (United States) - Point University, Dr. Andrea Tangari (United States) - Wayne State University

SCOPING THE LITERATURE ON SUSTAINABLE CONSUMPTION: TYPOLOGY AND RESEARCH AGENDA

» Dr. Jenni Sipilä (Finland) - LUT School of Business

HOW ADVERTISING APPEALS IMPACT PRO-ENVIRONMENTAL LUXURY PURCHASE INTENTION?

» Dr. Amit Shankar (India) - Indian Institute of Management Visakhapatnam

Responsibility beyond the point of sale – How product stewardship helps companies to reduce Scope 3 emissions

» Mr. Lukas Schnabl (Germany) - WHU - Otto Beisheim School of Management, Prof. Anna-Karina Schmitz (Germany) - WHU - Otto Beisheim School of Management

11am Marketing Communications SIG | Toxic Markets, Brand Activism, and the Societal Marketer

Chaired by: Dr. Martin Key (United States)



Continued from Sunday, 12 February

Marketing Communications SIG | Toxic Markets, Brand Activism, and the Societal Marketer

» Dr. Martin Key (United States) - University of Colorado Colorado Springs

11am **Towards Demonstrating the Business Case for ESG**
Chaired by: Dr. Neeraj Bharadwaj (United States)

TOWARDS DEMONSTRATING THE BUSINESS CASE FOR ESG

» Dr. Neeraj Bharadwaj (United States) - University of Tennessee, Dr. Rajashri Srinivasan (United States) - University of Texas at Austin, Dr. Saurabh Mishra (United States) - George Mason University, Dr. Yi Yin (United States) - Northeastern University, Ms. Tushmit Hasan (United States) - University of Texas at Austin, Dr. Verdiana Giannetti (United Kingdom) - University of Leeds, Prof. Ashwin Malshe (United States) - University of Texas at San Antonio, Dr. Yakov Bart (United States) - Northeastern University, Dr. Anatoli Colicev (Italy) - Bocconi University, Dr. Koen Pauwels (United States) - Northeastern University, Prof. Saurabh Mishra (United States) - George Mason University, Prof. Shekhar Misra (France) - Grenoble Ecole de Management, Prof. Pravin Nath (United States) - Clemson University, Prof. Prasad Naik (United States) - University of California, Davis

11am **Motivating the Sales Force in a Time of Change**
Chaired by: Mr. Simon Barner (Germany)

The Interplay of Relationship-Based and Outcome-Based Performance as Determinants of Salesforce Turnover

» Mr. Simon Barner (Germany) - University of Passau, Dr. Joachim Schnurbus (Germany) - University of Passau, Prof. Dirk Totzek (Germany) - University of Passau

Understanding and mitigating the evolution of salesperson burnout: A within-person longitudinal analysis

» Dr. Dayle Childs (United Kingdom) - Bournemouth University, Dr. Alec Pappas (United States) - Washington State University, Prof. Nick Lee (United Kingdom) - Warwick Business School, Prof. John Cadogan (United Kingdom) - Loughborough University, Dr. Belinda Dewsnap (United Kingdom) - Loughborough University

Multi-Tasking Incentives in B2B Sales: Fostering Multi-Tasking or Creating Goal Confusion?

» Mr. Marcel Keen (Germany) - University of Bochum, Prof. Sascha Alavi (Germany) - University of Bochum, Dr. Martin Krämer (United States) - University of Houston, Prof. Sebastian Hohenberg (Germany) - University of Münster

How to Foster Salespeople's Sense of Purpose Through Social Learning – A Conceptual Approach

» Ms. Lukshmypreya Ravindran (Germany) - Ruhr-University Bochum, Prof. Sascha Alavi (Germany) - University of Bochum

A CROSS-CULTURAL EXAMINATION OF TRUST RECOVERY: A SALESPERSON'S USE OF RENQING REPAIR STRATEGY

» Dr. Annie Cui (United States) - West Virginia University, Dr. Christopher Nelson (United States) - Elon University, Dr. Xinchun Wang (United States) - WVU

11am **Retail Marketing Tactics**

Doing Good by Earning and Redeeming Points - Investigating the Effectiveness of Green Design Elements in Customer Rewards Programs

» Ms. Nicole Moch (Germany) - University of Muenster, Dr. Valeria Stourm (France) - HEC Paris, Dr. Jonathan Berman (United Kingdom) - London Business School

Consumption Streams: A New Metaphor for Exploring how Consumers Enter, Continue With, and Exit Subscription Box Retail

» Dr. Ishani Banerji (United States) - Fort Lewis College, Dr. Aditya Gupta (United States) - Illinois State University



Continued from Sunday, 12 February

Keep to the Task! The Role of Service Type in Service Chat Encounter

» Dr. Carsten D. Schultz (Germany) - University of Hagen, Prof. Gaia Rancati (United States) - Middle Tennessee State University

11am

Customer Experience

Chaired by: Dr. Hangjun Xu (United States)

Customer Participation in the Value Co-creation Process: the Self-concordance Approach

» Dr. Hangjun Xu (United States) - Union University, Dr. Chuanyi Tang (United States) - Old Dominion University

Which Moments Matter Most? Investigating the Influence of Temporal Sequences on Global Evaluations of Customer Experiences

» Mr. Aleksandar Blečić (Germany) - University of Mannheim, Prof. Sabine Kuester (Germany) - University of Mannheim, Ms. Madeline Barth (Germany) - University of Mannheim

Business Size Bias in Consumer Dishonesty

» Mr. Jareef Martuza (Norway) - Norwegian School of Economics, Prof. Hallgeir Sjøstad (Norway) - Norwegian School of Economics, Prof. Helge Thorbjørnsen (Norway) - Norwegian School of Economics

Conjunction Function: The Entitativity Effects of the 'And'-Brand

» Mr. Michael Jenkins (United States) - University of Kentucky, Dr. Daniel Sheehan (United States) - University of Kentucky

Consumers' Immorality Inference from Campaigns Offering Uncertain Rewards

» Mr. Aihui Ding (United States) - University of South Florida, Dr. Kelly Cowart (United States) - University of South Florida, Dr. James Stock (United States) - University of South Florida

12:30pm

Activism, Transgressions and Recovery in Digital Markets

Chaired by: Ms. Mithila Guha (United States)

Callouts and Shoutouts: Is Consumer Online Activism Loud Enough to Drive Brand Performance?

» Ms. Mithila Guha (United States) - Drexel University, Dr. Daniel Korschun (United States) - Drexel University, Dr. Trina Andras (United States) - Drexel University

Examining the relationships between User-Generated Content, dissatisfied customers, and second-hand luxury fashion brands

» Prof. Wilson Ozuem (United Kingdom) - University of Cumbria, Dr. Michelle Willis (United Kingdom) - University of Cumbria, Dr. Silvia Ranfagni (Italy) - University of Florence, Dr. Serena Rovai (France) - Excelia Business School

Parody and Humor in Collaborative Brand Attack: Consumers' Interpretive Strategy in Social Media Discourse

» Prof. Takeshi Matsui (Japan) - Hitotsubashi University, Mr. Shunta Rokushima (Japan) - Hitotsubashi University, Prof. Takumi Tagashira (Japan) - Hitotsubashi University, Prof. Yasushi Hara (Japan) - Kobe University

"Let me Influence you, I am an Influencer". Behavioural Analysis of Effects of Persuasion Disclosure and Number of Followers on Followers' Purchase Intention and Decision

» Mr. Florian Gasser (Switzerland) - University of St. Gallen

12:30pm

Algorithmic and Data Biases in Service Markets

Chaired by: Dr. Kalinda Ukanwa (United States)

Algorithmic and Data Biases in Service Markets

» Dr. Kalinda Ukanwa (United States) - University of Southern California, Prof. Peter Pal Zubcsek (Israel) - Tel Aviv University, Prof. Broderick L. Turner Jr. (United States) - Virginia Tech, Prof. Elicia John (United States) - American University

12:30pm

The Intuition Behind Machine Learning and Endogeneity

Chaired by: Prof. Vivek Astvansh (United States)

The Intuition Behind Machine Learning and Endogeneity

» Prof. Vivek Astvansh (United States) - Indiana University, Prof. Wreetabrata Kar (United States) - Purdue University



Continued from Sunday, 12 February

12:30pm **Bridging the Attitude-Behavior Gap of Environmentally/Socially Responsible Practices**

Chaired by: Dr. Annie Cui (United States)

Bridging the Attitude-Behavior Gap of Environmentally/Socially Responsible Practices

» Dr. Annie Cui (United States) - West Virginia University, Dr. Jody Crosno (United States) - West Virginia University, Dr. Trace Freling (United States) - University of Texas, Dr. Robert Dahlstrom (United States) - Miami University, Dr. Bente Flygansv  r (Norway) - bi norwegian business school, Dr. Lixun Su (United States) - eastern kentucky university, Dr. Sheng Wei (China) - Harbin university of commerce, Dr. Xinchun Wang (United States) - WVU, Mr. Liguang Liu (United States) - West Virginia University

12:30pm **Social and Societal Brand Building Strategies**

Authentic socio-political activism and the consequence of woke activism

» Dr. Faye Ahmad (United States) - Appalachian State University, Dr. MD Al-Emran (United States) - McNeese State University

Explain or not explain? Feedback effects after a negative selection decision in crowdsourcing contests

» Mr. Christopher Kelch (Germany) - Hamburg University of Technology, Prof. Christian L  thje (Germany) - Hamburg University of Technology, Dr. Daniel Ehlebracht (Germany) - University of Cologne

How does brand authenticity contribute to purchase intentions?

» Dr. Christina Papadopoulou (United Kingdom) - University of Leeds, Dr. Merve Vardarsuyu (Turkey) - Kutahya Dumlupinar University

Show Me You Care: Effect of Embedded Social Dimensions in Advertising

» Dr. Renuka Kamath (India) - S.P Jain Institute of Management & Research, Dr. Vartika Srivastava (India) - National Institute of Industrial Engineering, Dr. Rupal Walia Sharma (India) - S.P Jain Institute of Management & Research

12:30pm **Brands, Advertising, and Activism**

Chaired by: Dr. Atanas Nik Nikolov (United States)

Short-Selling, Executives' Facial Expressions of Happiness, and Brand Disposal

» Dr. Kehan Xu (Hong Kong) - City University of Hong Kong, Prof. Zixia Cao (United States) - University of Colorado Denver, Mr. Runtong Lin (Hong Kong) - University of Hong Kong

News Advertising Elasticities in a Hyper Partisan Political Context

» Ms. Jessica Canfield (United States) - University of Oregon, Prof. Conor Henderson (United States) - University of Oregon, Prof. John Clithero (United States) - University of Oregon, Prof. Marc Mazodier (France) - ESSEC Business School

BOARD OF DIRECTORS AND ADVERTISING: DO GENERATIONAL DIFFERENCES MATTER?

» Dr. Atanas Nik Nikolov (United States) - Kennesaw State University

Linking influencer campaign to engagement and brand revenue, evidence from a field study.

» Dr. Ania Rynarzewska (United States) - Georgia College and State University

12:30pm **Branding and consumer behavior in a global context**

Chaired by: Dr. Yi Peng (United States)

REINVESTIGATING THE INFLUENCE OF ATTRACTIVE MODEL IMAGES ON FEMALE CONSUMERS' ATTITUDE TOWARD ADVERTISING IN A MUSLIM SOCIETY: IMAGE FORMAT, HIJAB USAGE, AND AGE AS MODERATORS

» Dr. Ya-Hui Kuo (Taiwan) - National Cheng Kung University, Mr. Steven Wielard (Taiwan) - National Cheng Kung University

The Roles of Anticipated Guilt and Brand Familiarity In Influencing Consumer Animosity

» Dr. Yi Peng (United States) - Tennessee Tech University, Dr. Wesley Pech (United States) - Tennessee Tech University, Dr. Hyeyoon Jung (United States) - University of Tennessee at Chattanooga



Continued from Sunday, 12 February

Effects of National Institutions on Cross-National Differences in Corporate Brand Ability Associations - Changes during the Pandemic

» Ms. Nele Jacobs (Germany) - Trier University, Prof. Bernhard Swoboda (Germany) - Trier University

Domestic Brand Transgressions: How, When, and Why Home Country Bias Backfires

» Dr. Vasileios Davvetas (United Kingdom) - University of Leeds, Dr. Aulona Ulqinaku (United Kingdom) - University of Leeds, Prof. Constantine Katsikeas (United Kingdom) - University of Leeds

How Perceived Brand Globalness, Localness, and Consumer Cosmopolitanism Affect Brand Attitude: Introducing the Concepts of Static and Dynamic Dominance

» Dr. Volkan Kocer (Germany) - University of Passau, Prof. Dirk Totzek (Germany) - University of Passau, Prof. Daniel Maar (France) - Paris School of Business

12:30pm

Customer experience in Retailing

Chaired by: Dr. Anne Roggeveen (United States)

CONSUMER EXPERIENCE WITHIN SCARCITY-ENABLED DIGITAL GOODS ENVIRONMENT

» Mr. Devansh Pandey (India) - Indian Institute of Technology Kharagpur, Dr. Srabanti Mukherjee (India) - Indian Institute of Technology Kharagpur

Unravelling the path from customer journey seamlessness experience to engagement behaviour in the omnichannel retailing context

» Dr. Angelina Nhat Hanh Le (Vietnam) - UEH University, Dr. Tai Anh Kieu (Vietnam) - Ho Chi Minh City Open University

Wait 'til You Read About the Impact Emojis Have on Tipping

» Dr. Sarah Lefebvre (United States) - Murray State University, Dr. Laura Boman (United States) - Mercer University, Dr. Marissa Orlowski (United States) - MV Hospitality Solutions

UNDERSTANDING HOW WEEKDAY VS. WEEKEND GROCERY SHOPPING INFLUENCES THE EFFECT OF MUSIC ON SALES

» Dr. Carl-Philip Ahlbom (United Kingdom) - University of Bath, Dr. Anne Roggeveen (United States) - Babson College, Dr. Dhruv Grewal (United States) - Babson College, Dr. Jens Nordfalt (United Kingdom) - University of Bath

CROSS-BUYING IN RETAILING: THE ROLE OF CUSTOMER INSPIRATION

» Mr. Matthias Eggenschwiler (Switzerland) - University of St.Gallen, Dr. Marc Linzmajer (Switzerland) - University of St.Gallen, Prof. Thomas Rudolph (Switzerland) - University of St.Gallen

12:30pm

Advertising & Persuasion

Chaired by: Ms. Kristina Medvedeva (United States)

Consumer Response to Puffery: Empirical Evidence from a Cellular Network Upgrade Advertising

» Mr. Yi Zhu (United States) - University of Minnesota, Dr. Jason Chan (United States) - University of Minnesota, Dr. Xuan Bi (United States) - University of Minnesota, Dr. Yue Guo (China) - Southern University of Science and Technology, Dr. Jun Wu (China) - Beijing University of Posts and Telecommunications

Do It Like Them: Normative Social Influence in Online Advertising

» Ms. Kristina Medvedeva (United States) - Saint Louis University

Utilizing Gain and Loss Message Framing Effectively for Gen-Z Consumers: A Machiavellian Perspective

» Dr. James Blair (United States) - Eastern Kentucky University, Dr. Matthew Lunde (United States) - University of Minnesota Duluth, Dr. Prachi Gala (United States) - Kennesaw State University

How Would You Like to Respond: The Interaction Between Identity Salience and Persuasion Knowledge on WOM Intention

» Ms. Fan Wang (United States) - Saint Louis University, Mr. Soochan Choi (United States) - University of Texas at El Paso, Prof. Nitish Singh (United States) - Saint Louis University

Sustainable Apps as a new contribution to digital marketing

Authors

Mr. Ahmed Metawee - AEM publications

Augmented Reality Enabled Showrooming is Inevitable in Retailing! The Best Suitable Substitution for Offline Showrooming for Omnichannel during the Pandemic

Authors

Dr. Tahir Islam - Prague University of Economics and Business

Dr. Naeem Akhtar - University of Engineering Technology of Lahore

Prof. Tomas Kincl - Prague University of Economics and Business

Dr. Anushuman Sharma - Ajman University

RELATIONAL JUSTICE, FAILURE SEVERITY, AND OPTIMAL COMPENSATION IN SERVICE RECOVERY: A QUANTITATIVE APPROACH.

Authors

Dr. Nayyer Naseem - Southern Illinois University, Edwardsville, IL

Dr. Attila Yaprak - Wayne State University, Detroit, MI

Understanding the adoption and willingness to pay for Web 3.0

Authors

Ms. Nasim Nouhzadehmalekshah - Southern Illinois University, Carbondale, IL

Dr. Mavis Adjei - Southern Illinois University

HOW GAMIFICATION IN VIRTUAL REALITY AFFECTS BRAND COOLNESS AND MARKETING OUTCOMES

Authors

Ms. Felicitas Stein - Instituto Universitário de Lisboa (ISCTE-IUL), Lisboa, Portugal

Prof. João Guerreiro - Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU-IUL), Lisboa, Portugal

Prof. Sandra Loureiro - Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU-IUL), Lisboa, Portugal

Trying too hard? Investigating the negative effect of customer attachment avoidance on customer engagement on social media.

Authors

Mr. Daniel Kreimer - University of Graz

Mr. Lukas Stoppacher - University of Graz

Dr. Judith Schloffer - University of Graz

2023 Winter AMA | In Person Posters

Prof. Andreas Eisingerich - Imperial College London

Prof. Thomas Foscht - University of Graz

Does the Use of Augmented Reality in Online Shopping Increase Consumers' Purchase Intention?

Authors

Mr. Hongnai Zhang - Southern Illinois University, Carbondale, IL

Prof. Taeho Yoh - Southern Illinois University, Carbondale, IL

DETERMINANTS OF MINDFUL BUYING

Authors

Dr. Anil Mathur - Hofstra University

Dr. George Moschis - Mahidol University

Proud of You: From Materialism to Sustainable Luxury Brand Consumption

Authors

Dr. Tahir Islam - Prague University of Economics and Business

Dr. Naeem Akhtar - University of Engineering Technology of Lahore

2023 Winter AMA | In Person Posters

Prof. Tomas Kincl - Prague University of Economics and Business

Dr. Anshuman Sharma - Ajman University

Doing it My Way: The Mediating Effect of Deviating from Training on Sales Performance

Authors

Dr. Justin R. Munoz - California State University Los Angeles

Dr. Jing Chen - Wagner College

How to profit by doing good

Authors

Dr. Agnieszka Chwialkowska - University of West Georgia

Dr. Waheed Akbar Bhatti - Aalborg University

Prof. Mario Glowik - Berlin School of Economics and Law

CROSS MODAL EFFECTS OF VISION AND TOUCH ON COUPON USAGE

Authors

Dr. Hiroaki Ishii - Aoyama Gakuin University

Prof. Daisuke Ishida - Nihon University

2023 Winter AMA | In Person Posters

Mr. Tadahiko Ohtsuka - IRIS PLAZA, UNIDY COMPANY

Mr. Shouhei Honjo - IRIS OHYAMA Inc.

Prof. Naoto Onzo - Waseda University

Paradoxical Sharing: Conceptualization, scale development, and validation

Authors

Prof. Kimmy Wa Chan - Hong Kong Baptist University

Mr. Lawrence Sze Lok Choi - Hong Kong Baptist University

Prof. Na Ni - Shenzhen University

Culture of Innovation: A Comprehensive Review of the Literature Using Latent Dirichlet Allocation

Authors

Dr. Serena Pugliese - University of Leeds

Dr. Verdiana Giannetti - University of Leeds

Dr. Sourindra Banerjee - University of Leeds

What does 'New Luxury' entail? Deciphering New Luxury Consumption Values

Authors

Ms. Rubal Rathie - BML Munjal University

Stigma and Gift-giving: How A Gift Recipient's Body Type Impacts Gift Choice

Authors

Ms. Tongxi Wang - University of Alabama

Dr. Michelle Daniels - University of Alabama

Dr. Abhi Bhattacharya - University of Alabama

Why Does Group Purchasing Boost Firm Performance: Evidence from U.S. Health Care

Authors

Prof. Haizhen Lin - Indiana University

Mr. Yanhao Wang - Indiana University

Prof. Vivek Astvansh - Indiana University

Advising Policy-Makers: Potential Impact of Mandatory Vaccination on Opposition Behavior and Recommended Marketing Strategies

Authors

Mr. Matthias Stäudt - EBS University

Prof. Sven Henkel - EBS University

Dr. Pascal Vermehren - Siemens Healthcare GmbH

Local Embeddedness: How Brands Become Part of the Local Community

Authors

Mr. Michael Jenkins - University of Kentucky

The Role of the State in the Geographical Indications (GI) Process of Olive Oils: A Case Study from Turkey

Authors

Dr. Pelin Bicen - Associate Professor of Marketing at Suffolk University Sawyer Business School

Can Filtering Service Undermine the Intrinsic Enjoyment of Shopping?

Authors

Ms. Mikyoung Lim - University of South Florida

Dr. Dipayan Biswas - University of South Florida

Race Against the Machine: The Implications of Consumer-developed Bots in E-commerce

Authors

Ms. Abby Frank - University of Oregon

Prof. John Clithero - University of Oregon

Digital Dishonesty or an Extension of the Self? How Self-Construal Shapes Willingness to Digitally Enhance Appearance

Authors

Dr. Qin Wang - Mississippi State University

Dr. Andrea Morales - Arizona State University

Dr. Adriana Samper - Arizona State University

Understanding Switching Intentions towards Renewable Energy Technologies Using Push-Pull-Mooring Framework

Authors

Dr. Shiksha Kushwah - Netaji Subhas University of Technology Delhi

Dr. Raj Iyer - BRADLEY UNIVERSITY

Dr. Atul Agrawal - Central Electricity Regulatory Commission

Looking Left vs. Right: Effect of Eye Gaze Direction on Consumers' Attitudes Toward Advertisements

Authors

Mr. Khondoker Hossain - University of Texas Rio Grande Valley

Dr. Sunaina Chugani - University of Texas Rio Grande Valley

Dr. Peter Magnusson - University of Texas Rio Grande Valley

Hybrid Branding: Public-Private Relationships and Public Service Brands

Authors

Dr. Sofia Molander - Umeå University

Dr. Ulrika Leijerholt - Umeå University

Technostress in E-Commerce – Shedding Light on Personality, Coping Strategies, and Purchase Intention Applying the Transactional Model of Stress

Authors

Ms. Leonore Peters - University of Bamberg

Ms. Jasmin Feste - University of Bamberg

Ms. Carolin Baumann - University of Bamberg

The Scandalous Life of Social Influencers

Authors

Dr. Walter von Mettenheim - Leibniz University Hannover

Prof. Klaus-Peter Wiedmann - Leibniz University Hannover

Doing the Right Thing in Family Business

Authors

Dr. Hillary N. Mellema - Saginaw Valley State University

Mx. Emily Franke - Saginaw Valley State University

Whom to Punish? Observers' Revenge Intention in Response to Observing Dehumanizing Treatment by Frontline Employees

Authors

Dr. Hai-Anh Tran - University of Manchester

Dr. Artyom Golossenko - Newcastle University

Dr. Hongfei Liu - University of Southampton

Prof. Heiner Evanschitzky - University of Manchester

Consumer Acceptance of Food Fortified with Unused Bioresources: Focus Group Study

Authors

Prof. Natalia Maehle - Western Norway University of Applied Sciences

Dr. Sewuese Okubanjo - Norwegian University of Science and Technology

Dr. Eva Falch - Norwegian University of Science and Technology

Technology adoption intention of virtual reality in tourism: Users and firm perspective

Authors

Dr. Diana Escandon-Barbosa - Pontificia universidad javeriana-Cali

2023 Winter AMA | In Person Posters

Dr. Jairo Salas - Pontificia universidad javeriana-Cali

Can we trust you? Moderating role of conflict and satisfaction in power-trust dynamics in channel relationship

Authors

Dr. Sushant Kumar - Indian Institute of management raipur

Robots won't judge me: The impact of socioeconomic status on customer preference of AI service agent

Authors

Ms. Wenting Zhong - Bentley University

Dr. Lan Xia - Bentley University

The Moderating Roles of Leader-Member Exchange and Coworker Exchange in Shaping the Relationship between Envy and Employee Behaviors at Work

Authors

Dr. Maria S Jaramillo - the University of Memphis

Dr. Murong Miao - Northern Michigan University

Dr. Yi Peng - Tennessee Tech University

Branded Entertainment: The solution to consumers' decreasing attention spans

Authors

Mr. Henrik Holzmann - EBS University

Cross-Cultural Digital Stress – Scale Assessment and Refinement

Authors

Mr. Christopher Funke - Leibniz University Hannover

Ms. Caroline Rothert-Schnell - Leibniz University Hannover

Mr. Federico Mangio' - University of Bergamo

Prof. Giuseppe Pedeliento - University of Bergamo

Prof. Gianfranco Walsh - Leibniz University Hannover

Prof. Ikuo Takahashi - Keio University

Understanding shopping cues and corresponding effects on consumer responses: a systematic review approach

Authors

Ms. Yilin Zheng - Maastricht University

2023 Winter AMA | In Person Posters

Prof. Dominik Mahr - Maastricht University

Dr. Lara Lobschat - Maastricht University

Prof. Martin Wetzels - EDHEC Business School

THE CONVERSION PRIVILEGES? EXPLORING THE EFFECT OF CONVERTIBLE DEBT ON MARKETING

Authors

Dr. Yuan Wen - University of Illinois Springfield

Dr. Sheng Bi - Beijing Institute of Technology

Defining the Consumer Mental Health Treatment Journey: YouTube Reflections on Antidepressants

Authors

Dr. Kimberly V. Legocki - St. Mary's College of California

Dr. Kristen L. Walker - California State University Northridge

Dr. Marie Yeh - Loyola University Maryland

Are Marketers Using Hip-Hop Music Like Stock Photography To Support DEI Initiatives? A Revised IMC Framework To Address Cultural Appropriation

Authors

Dr. Dexter Purnell - University of North Texas

Dr. Kimberly V. Legocki - St. Mary's College of California

How do people think about climate change? A Neuroethical Approach to Green Consumption

Authors

Ms. Meiling Yin - Business School, Sungkyunkwan University

Prof. Eun-Ju Lee - Business School, Sungkyunkwan University

Ms. WENYING TAN - Business School, Sungkyunkwan University

Dr. JIN HO YUN - The Wharton School, University of Pennsylvania

The Effect of Data Storage Location on Brand Evaluation

Authors

Dr. Sheng Bi - Beijing Institute of Technology

Dr. Yuan Wen - University of Illinois Springfield

2023 Winter AMA | In Person Posters

Mr. Lianghang Guo - Beijing Institute of Technology

"Turn on the Lights with your Thoughts": Exploring Brain-Computer Interfaces for Consumer Use

Authors

Mr. Alexander Kies - RWTH Aachen University

Prof. Stefanie Paluch - RWTH Aachen University

Why Do People Spend Money on Digital Clothing?

Authors

Ms. Jingjing Wu - University of Memphis

Ms. Priyanka Singh - University of Memphis

Political identity and consumer reactions to service transgressions in the sharing economy

Authors

Dr. Alex Davidson - Wayne State University, Detroit, MI

Dr. Matthew Meng - Utah State University

The Effect of Temporal Framing on Subsequent Choices for Gifted Brands

Authors

Dr. Sara Williamson - State University of New York

Dr. Marina Carnevale - Fordham University

The Role of Gender in Evaluating Online Product Reviews

Authors

Dr. Pilsik Choi - Austin Peay State University

Dr. Yingtao Shen - Austin Peay State University

Family Matters: How Family Business Gains Competitive Advantage

Authors

Prof. Jose Marcos Carvalho de Mesquita - Fumec University

Prof. Hyunju Shin - Kennesaw State University

Prof. Cecilia Lopes - Fumec University

Prof. João Paulo Longuinho - Fumec University

Building a coherent unit - the role of portfolio design coherence on the effectiveness of private label naming strategy during launch

Authors

Mr. Lukas Stoppacher - University of Graz

Mr. Daniel Kreimer - University of Graz

Prof. Thomas Foscht - University of Graz

Prof. Andreas Eisingerich - Imperial College London

THE EFFECT OF DIET FOOD PURCHASES ON NON-SOY BASED PLANT MILK PURCHASES

Authors

Mr. Seonghwan Cho - Seoul National University

Prof. Dongmin Lee - Gangneung-Wonju National University

Prof. Junghoon Moon - Seoul National University

PUT YOUR DATA WHERE THE MOUTH IS: UNDERSTANDING DATA AFFORDANCES TO SUPPORT MARKETING DECISION-MAKING

Authors

Mr. Tanvir Ahmed - Linköping University

2023 Winter AMA | In Person Posters

Prof. Christian Kowalkowski - Linköping University

All Together Now: A Fuzzy-set Qualitative Comparative Analysis of Consumer Personality Profiles and their Coping Strategies in an Online Store

Authors

Ms. Leonore Peters - University of Bamberg

Ms. Jasmin Feste - University of Bamberg

Human presence and green ads, do they mesh well?

Authors

Ms. Brishna Nader - Fontys University of Applied Science

Ms. Erika Hernandez-Gonzalez - California State University Monterey Bay

Dr. Meng-Hsien (Jenny) Lin - California State University Monterey Bay

Ms. Iris van Hest - Fontys University of Applied Science

Prosocial Consumer Behavior - A Systematic Literature Review

Authors

Ms. Eileen Dauti - University of Passau

Effective Strategies for Soundless Video Advertisements: How Subtitle Color and Background Affect Consumer Perceptions

Authors

Ms. Yuting LIU - Waseda University

Contract length and Buyer Satisfaction with the Supplier in B2B Partnerships: Evidence from an Experiment

Authors

Dr. Giuseppe Musarra - University of Leeds

Dr. Sourindra Banerjee - University of Leeds

Dr. Sourjo Mukherjee - BITS Pilani - Dubai Campus

Digital Information Nudging as a Bridge towards a Sustainable Purchase Decision

Authors

Ms. Leonore Peters - University of Bamberg

Ms. Jasmin Feste - University of Bamberg

Ms. Désirée Wieland - University of Bamberg

Customer Reactions to Corporate Digital Responsibility – An Exploratory Investigation

Authors

Dr. Melanie Bowen - Justus Liebig University Giessen

Fighting Fire with Fire: Technological-induced stress and the moderating role of Social Network Sites during the Covid-19 Pandemics

Authors

Ms. Jasmin Feste - University of Bamberg

Ms. Leonore Peters - University of Bamberg

Mr. Dominik Henkel - University of Bamberg

Value co-creation in the sharing economy: A comparison of peer and commercial service providers

Authors

Ms. Brenda Nansubuga - Linköping University

Prof. Christian Kowalkowski - Linköping University

How does Voice vs. Text Search for a product shape consumers' Brand Attitude?

Authors

Ms. Mansi Gupta - Indian Institute of Foreign Trade

Dr. Gopal Das - Indian Institute of Management Bangalore

Dr. Stephen X. He - West Virginia University

Social Media “Stars” Vs “The Ordinary” Me - The role of self-discrepancies, perceptions of homophily and authenticity, self-acceptance and mindfulness in shaping outcomes of influencer marketing

Authors

Ms. Shehzala - Indian Institute of Management Ahmedabad

Prof. Anand Kumar Jaiswal - Indian Institute of Management Ahmedabad

AS CUTE AS A BUTTON: THE EFFECT OF SMALLNESS ON CUTENESS PERCEPTION

Authors

Dr. Yuan Li - Georgia Southern University

Dr. JACQUELINE EASTMAN - FLORIDA GULF COAST UNIVERSITY

The Effectiveness of Consumer Shared Native Ads on Social Media

Authors

Dr. Yuanqiong He - Huazhong University of Science and Technology

Dr. Qi Zhou - Huazhong University of Science and Technology

Ms. Jessica Canfield - University of Oregon

Dr. Hong Yuan - University of Oregon

Does Firm Age Matter in the Impact of Governance on Financial Performance?: Based on CSR Strategies and Shareholders Performance

Authors

Ms. Heajeong Han - Yonsei University

Prof. Youngchan Kim - Yonsei University

MARKETING SEGREGATED SCHOOLS TOWARD DESEGREGATION

Authors

Dr. Aziza Jones - University of Wisconsin-Madison

Dr. Broderick Turner - Virginia Tech

2023 Winter AMA | In Person Posters

Dr. Kalinda Ukanwa - University of Southern California

Preference for Perfection: Cracked Screens Increase Persuasion

Authors

Mr. Christian Parry - University of Iowa

Dr. Alice Wang - University of Iowa

Consumer Preferences for Fuel Snacks at the Intersection of Caregiving Stress and Gender

Authors

Ms. Marina Cozac - Florida State University

Dr. Martin Mende - Florida State University

Dr. Maura Scott - Florida State University

PROMOTING ECOFRIENDLY BEHAVIOR THROUGH HORIZONTAL PLACEMENT OF OBJECTS IN ADVERTISEMENTS

Authors

Dr. Hiroaki Ishii - Aoyama Gakuin University

Dr. Kazuyo Ando - Chiba University of Commerce

Optimality of Distance to Digital Devices Affects Persuasion

Authors

Mr. Christian Parry - University of Iowa

Dr. Alice Wang - University of Iowa

Power Distance Belief and the Pursuit of Material Bliss: How Power Distance Belief Influences Preference for Material vs Experiential Purchases

Authors

Mr. Shashi Minchael - University of Texas at Arlington

Dr. Pramit Banerjee - Missouri Western State University

Dr. Ritesh Saini - University of Texas at Arlington

The Influence of Perceived Congruity and Information Processing Mode on Consumer Response to the Free Gift with Purchase Promotions

Authors

Dr. Atul Kulkarni - Southern Connecticut State University

Consumers as “rational agents”: The role of ethical perception and perceived value of personal data disclosure

Authors

Dr. Juha Munnukka - University of Jyväskylä

Mr. Waltteri Kinnunen - University of Jyväskylä

Ms. Margareta Salonen - University of Jyväskylä

Prof. Karoliina Talvitie-Lamberg - University of Jyväskylä

Should you brand yourself? Leveraging executives' communication on LinkedIn for talent acquisition

Authors

Dr. Dominyka Venciute - ISM University of Management and Economics

Prof. Vilte Aurskeviciene - ISM University of Management and Economics

Prof. Vida Skudiene - ISM University of Management and Economics

The Sustainable Consumption Journey: Conceptualization and Integration

Authors

Dr. Sadrac Cénophtat - Justus Liebig University Giessen

2023 Winter AMA | In Person Posters

Ms. Carmen Doll - Justus Liebig University Giessen

Prof. Alexander Haas - Justus Liebig University Giessen

ANACHRONISTIC OR APT? TRADE SHOWS IN THE DIGITAL ERA

Authors

Ms. Rakshita Honnatagi - Indian Institute of Management Udaipur

Prof. Prakash Satyavageeswaran - Indian Institute of Management Udaipur

Prof. Ashish Galande - Indian Institute of Management Udaipur

NEW PATHS FOR SUSTAINABLE MANAGEMENT: CASES OF SERVITIZATION IN JAPAN

Authors

Dr. Chikako Ishizuka - Niigata University

Mr. Kuo-Che Tseng - Niigata University

Emerging Research Trends in Live Streaming Commerce: A Topic Modelling Approach

Authors

Mr. Hamed Azad - University of Newcastle

Mrs. Azadeh M.Ardakani - University of Newcastle

Investigating the Antecedents and Outcomes of B2B Firms' Social CRM Capabilities in Emergent Markets: Entrepreneurial Orientation as Moderator

Authors

Ms. Ilke Cicekli - Bournemouth University

Customer-based Brand and Category Management: Applying Customer Metrics in a Product-centric Marketplace

Authors

Dr. Rodrigo Heldt - Federal University of Rio Grande do Sul, School of Management

Dr. Fernando Bins Luce - Federal University of Rio Grande do Sul, School of Management

Dr. Sarang Sunder - Indiana University

Dr. Guilherme Brandelli Bucco - Federal University of Rio Grande do Sul, School of Management

Rethinking service inclusion: climate change skeptics as an excluded consumer group

Authors

Dr. Oluwatobi Ogunmokun - International University of Rabat

An Analysis of Consumer Behavior Affecting Artificially Sweetened Beverage Purchases: A Focus on the Soft Drink Market

Authors

Ms. Eunjin Lee - Seoul National University

Prof. Junghoon Moon - Seoul National University

Smartphone Incorporated: The unexpected benefit of intentional smartphone breaks for cognitive performance

Authors

Ms. Marina Cozac - Florida State University

Dr. Gia Nardini - Florida Atlantic University

Dr. Camilla Song - City University of Hong Kong

Dr. Richard Lutz - University of Florida

Dr. Colleen Bee - Oregon State University

Dr. Aida Faber - Laval University

Dr. Naz Onel - Stockton University

Dr. Marina Girju - California Baptist University

Ms. AnneMarie Rossi - Be Mindful

Does corporate activism impact brand reputation?

Authors

Ms. Ludovica Scalco - BI Norwegian Business School

Choosing Added Versus Naturally Occurring Sugars on Fruit and Vegetable Beverages : Focusing on Consumption Situational Factors

Authors

Ms. Kyounghee Kim - Seoul National University

Prof. Junghoon Moon - Seoul National University

Ms. Hyeonjeong Lee - Seoul National University

Examining Diverse Customer Mindset Metrics as Predictors of Firm Performance Over Time and Across Industries

Authors

Dr. Forrest Morgeson - Michigan State University

Mr. Udit Sharma - Michigan State University

Ms. Yuyuan Pan - Michigan State University

2023 Winter AMA | In Person Posters

Ms. Xiaoxu Wu - Michigan State University

Don't Shut Us Down! Audience Response to Disabling Comments in Online Content

Authors

Mr. Dustin Wilcox - Murray State University

Dr. Ismail Karabas - Murray State University

Dr. Yana Andonova - Murray State University

Why Brand Growth Depends on Building Your Brand Connectome: The Science of "Do Good" Associations in the Brain's Subconscious

Authors

Ms. Leslie Zane - TRIGGERS

Value-Based Exchange in Values-Driven Markets

Authors

Dr. Mark Peterson - University of Wyoming

Higher Levels of Compensation Induce Consumer Guilt When Firms are Close but Future Transactions are Distant

Authors

Dr. Scott D. Swain - Clemson University

Dr. B. Andrew Cudmore - Florida Institute of Technology

Resource Scarcity Implications for Marketing Strategy

Authors

Ms. Hunter Hatfield - Texas Tech University

Prof. Sreedhar Madhavaram - Texas Tech University

IMPROVING DIGITAL CONSUMER JOURNEYS THROUGH SENSORY MARKETING

Authors

Mr. Devansh Pandey - Indian Institute of Technology Kharagpur

Enhancing Donors' Sensitivity to the Scale of Suffering: The Role of Color

Authors

Dr. Sung Hee Paik - California State University, San Bernardino

2023 Winter AMA | In Person Posters

Dr. Jiao Zhang - University of Oregon

When Collectives Cannot See the Customer: The Dark Side of Stewardship

Authors

Ms. Sakshi Babar - University of Georgia

Prof. Ashish Galande - Indian Institute of Management Udaipur

Prof. Prakash Satyavageeswaran - Indian Institute of Management Udaipur

Prof. Sundar Bharadwaj - University of Georgia

Storytelling on Instagram: How brands create epic stories one image at a time

Authors

Dr. Joachim Scholz - Brock University

Dr. Antonia Mantonakis - Brock University

Mr. Jacob Gigliotti - Brock University

PHILANTHROPY VS. FUNCTIONALITY: THE IMPACT OF CAUSE-RELATED INFORMATION ON PURCHASE INTENTION FOR SOCIAL ENTERPRISES

Authors

Mrs. Emma Gibbons - University of Texas at San Antonio

Mr. Pallav Routh - University of Texas at San Antonio

Dr. Bonnie Simpson - University of Western Ontario

Dr. Suman Basuroy - Michigan State University

Consumer luxury brand engagement and social media content marketing: The mediating role of entertainment and impacts on brand love and loyalty

Authors

Dr. Saleh Bazi - Yarmouk University

Minority Service People's Perspective in a Dyadic Relationship

Authors

Mr. Rahul Sindal - Arizona State University

Dr. Christian Kim - Arizona State University

The Effect of Regulatory Focus on Sensitivity to Victim Number in Donation

Authors

Dr. Sung Hee Paik - California State University San Bernardino

Dr. Jiao Zhang - University of Oregon

Tasting Green? The Matching Effects of Environmental Message Framing on Sustainable Food Products

Authors

Dr. Fei Weisstein - Bowling Green State University

Dr. Jeffrey Meyer - Bowling Green State University

Dr. Jonathan Kershaw - Bowling Green State University

The Impact of Environmental Orientation on Firm Performance: A Multi-Level Perspective

Authors

Dr. Colin Gabler - Auburn University

Dr. Srinwanti Chaudhury - University of Queensland Business School

Dr. V. Myles Landers - Mississippi State University

2023 Winter AMA | In Person Posters

Dr. Raj Agnihotri - Iowa State University

Mr. Paulo Morilha Lanza-rini Gomes - Mississippi State University

Disconnection in the Use of Marketing Data: The Consequences of Ignoring Interdepartmental Communications and Context

Authors

Ms. Christina Inge - Harvard University

Recovery Approaches in Delivery Failures: Information, Compensation, and Customer Loyalty

Authors

Mr. Paulo Morilha Lanza-rini Gomes - Mississippi State University

Dr. Bingyan Hu - Mississippi State University

Incorporating Artificial Intelligence (AI) into Marketing Programs: a Review

Authors

Ms. Hannah Rose - Fayetteville State University

Dr. Hamid Abbassi - Fayetteville State University

Effect of picture type on attitudes toward advertising using EEG

Authors

Dr. Sudipto Sarkar - Frostburg State University

Parents' Motivation and Barriers to Buy Second-Hand Products for Their Children

Authors

Ms. Ana Sofia Vaz Pires - Católica Porto Business School

Dr. Susana Silva - Católica Porto Business School

Dr. Fabio Shimabukuro Sandes - Universidade Lusofona

In Search of Brand Innovativeness: The Role of Preannounced New Product's Degree of Innovation and Country of Origin

Authors

Dr. Mahmud Hassan - North South University

Dr. Ravi Pappu - University of Queensland.

Dr. Sarah Kelly - University of Queensland.

Dr. Sabbir Rahman - North South University

Adoption of Mobile Self-Checkout in a Retail Store

Authors

Mr. Aashish Pandey - University of Arkansas

Dr. Dinesh Gauri - University of Arkansas

Dr. Yu Ma - McGill University

Dr. Rupinder Jindal - University of Washington

HOW THE UTILITARIAN FEATURES OF A HEDONIC PRODUCT INFLUENCE CONSUMERS' PURCHASE INTENTION: THE MODERATED ROLE OF INDULGENCE IN NATIONAL CULTURES

Authors

Dr. Chi Zhang - Butler University

Dr. Xue Feng - Yangtze University

Ms. Yan Wu - University of Toronto

Using Exclusive Distribution as a Channel Management Tool

Authors

Mr. Fahmi Grey - University of North Carolina at Chapel Hill

2023 Winter AMA | In Person Posters

Prof. Katrijn Gielens - University of North Carolina at Chapel Hill

The Impact of Corporate Sociopolitical Activism on Foreign vs. Domestic Brand Preference for People with Varying Global-Local Identities and Cultural Tightness

Authors

Dr. Prमित Banerjee - Missouri Western State University

Mr. Shashi Minchael - University of Texas at Arlington

Dr. Xiang Fang - Oklahoma State University

Healthcare Service Quality: A Multi-facet Item Response Theory Approach to Improve Patient Satisfaction Using HCAHPS

Authors

Ms. Ling Hu - University of South Florida

Dr. Sajeev Varki - University of South Florida

From the Inside Out: Exploring the Effect of Mindfulness-based Interventions on Social Media Usage Urge among Vulnerable Consumers

Authors

Dr. Tessa Garcia-Collart - University of Missouri-St Louis

2023 Winter AMA | In Person Posters

Dr. Ellen Campos Sousa - Gardner-Webb University

How to Allocate White Space in Ad Design? The Impact of Product Layouts on Perceived Entitativity and Advertising Performance

Authors

Dr. Zhihao Yu - University of Nebraska-Omaha

Ms. Veronika Ponomarenko - University of South Florida

Dr. Luke Liska - Radford University

First Nations Business: Voice, Decision-making & Business Systems

Authors

Mr. Jacob Hegedus - QUT

Mr. Ryan Menner - QUT

Dr. Antony Peloso - QUT

Defend Trade Secret Act: Marketing and Regulatory Issues in Global Markets

Authors

Prof. Syed Tariq Anwar - West Texas A&M University

2023 Winter AMA | In Person Posters

Sound of Consumption: ASMR in Food Marketing

Authors

Mr. Woocheol Kim - University of Oregon

Prof. Noelle Nelson - University of Oregon

Creeping Brand Reputation Failure

Authors

Dr. Ania Rynarzewska - Georgia College and State University

Dr. Stephen LeMay - University of West Florida

A Syntheses of Research on Systems Thinking in Sales

Authors

Mrs. Allison Crick-Smith - University of South Florida

Corporate Policy- A boon/ blister for Service Marketing

Authors

Mrs. Jayanthi CV - Research Scholar

Dr. Dr Nandhini R - Assistant Professor

Retailing during Covid-19: Weathering the storm

Authors

Mr. Antonis Zairis - Assistant Professor in Business Administration – Marketing

When “my own” brand is attacked

Authors

Mr. Li-Keng Cheng - National Taipei University of Education

Mr. Chung-Lin Toung - Nanfang College of Sun Yat-Sen University

Ephemeral social media and impact on social comparison, self-esteem, and body image concerns

Authors

Mr. Donggyu Kim - University of Southern California

2023 Winter AMA | Virtual Posters

Ms. Soomin Kim - University of Texas at Austin

Mr. ZITUO WANG - University of Southern California

POTENTIALS AND LIMITATIONS OF MOBILE AUGMENTED REALITY APPLICATIONS IN ONLINE RETAIL – A SYSTEMATIC LITERATURE REVIEW AND AN EMPIRICAL INVESTIGATION

Authors

Ms. Esra Babayigit - University of Applied Sciences Mainz

Prof. Isabelle Hillebrandt - University of Applied Sciences Mainz

From Passive to Proactive Digital Prosumption: The Role of Prosumer's Self-Determination

Authors

Dr. Shuling Liao - Yuan Ze University

Mr. Trung-Hieu Ho - Yuan Ze University

STRATEGIC MARKETING FUNNEL MODELS IN HEALTHCARE: THE ROLE OF HEALTHCARE PROFESSIONALS AND PATIENTS IN THE REFERRAL PATHS AND THE CONSUMERIZATION OF HEALTHCARE INDUSTRY

Authors

Mr. SPYROS ZERVAS - Warwick Business School

The Influence of Attitude toward and Brand Experience with Voice Assistant Providers on Behavioral Intentions to Use Third-Party Skills

Authors

Ms. Hannah Kraemer - University of Applied Sciences Mainz

Prof. Isabelle Hillebrandt - University of Applied Sciences Mainz

Prof. Bjoern Ivens - University of Bamberg

EXPLORING DETERMINANTS AND OUTCOMES OF BRAND ROMANCE: A QUALITATIVE INVESTIGATION

Authors

Dr. Amir Khazaei Pul - Department of Management, Maziar Higher Education Institute, Royan, Iran

Exploring the role of top management team characteristics for breakthrough innovation

Authors

Mr. Lucas Mantke - University of Münster

Dr. Lucas Kleine-Stegemann - University of Münster

Livestreaming Influencer Marketing, Platform Characteristics, and Voters' Political Participation in Taiwan's 2022 Nine-in-One Election

Authors

Dr. YOWEI KANG - NATIONAL CHUNG HSING UNIVERSITY

Dr. KENNETH C. C. YANG - THE UNIVERSITY OF TEXAS AT EL PASO

Factors Influencing Vietnamese Consumers' Willingness to Purchase Fair Trade Products

Authors

Mr. The Anh Phan - Eastern International University

Ms. Thi Huong-Thanh Nguyen - Eastern International University

Mr. Nhan Phan - University of Economics and Finance

Ms. Bich Ngoc Nguyen - Eastern International University

RISK PERCEPTION AND ADAPTATION TO DIGITAL TRANSFORMATION OF STOCK TRADING

Authors

Mr. Sunil Gupta - Indian Institute of Technology Ropar

Dr. Dipanjan Kumar Dey - IIM Ranchi

Brand Diversity in Adverse Extension Effects: Information Accessibility and Diagnosticity Perspectives

Authors

Prof. Joseph Chang - University of Massachusetts Dartmouth

Trends in research on customer satisfaction in online shopping

Authors

Ms. Sristhi Singh - IFMR Graduate School of Business, Krea University, Sri City, Andhra Pradesh 517646, India

Prof. Jayasankar Ramanathan - IFMR Graduate School of Business, Krea University, Sri City, Andhra Pradesh 517646, India

Measuring the willingness to pay for bundles composed of flexible products

Authors

Ms. Jacqueline Wand - TU Dortmund University

When should Marketers Use Videos or Images in Digital Advertising?

Authors

Ms. Meng Yuan - University of Bath

Prof. Travis Tae Oh - Yeshiva University

A new perspective on diversity: How management team heterogeneity and advisor selection enable firm turnaround

Authors

Mr. Michael Geulen - RWTH Aachen University

Examining the Drivers of Perceived Personality in AI Assistant Usage Adoption

Authors

Dr. Sara H. Hsieh - Tunghai University

Dr. Crystal T. Lee - Shantou University

Success Drivers of Brand Activism – A literature review and integrative contextual framework

Authors

Ms. Stefanie Barth - Universität Bremen

Marketing Through Non-Fungible Tokens (NFTs): How Luxury Brands Engage Consumers through NFTs in the Metaverse

Authors

Dr. Crystal T. Lee - Shantou University

Dr. Tzuya Ho - Shantou University

Ms. Zimo Li - Shantou University

Mr. Zihao Yang - Shantou University

Examining the Impact of Digital Health Platforms on Hospital Brand Favorability Relationships

Authors

Dr. Tzuya Ho - Shantou University

Dr. Crystal T. Lee - Shantou University

2023 Winter AMA | Virtual Posters

Dr. Pao-Hui Lin - Shu-Te University Business School

Ms. Yuhui Huang - Shantou University

Consumer Wellbeing & Metaverse- A Structured Literature Review – An Abstract

Authors

Ms. AISHWARYA ARORA - MICA

Mr. GOURAV ROY - MICA

Dr. RUSSELL W. BELK - Schulich School of Business, York University

Dr. SANTOSH KUMAR PATRA - MICA

How to Launch a University Brand during a Pandemic

Authors

Ms. Meredith Giesta - Tufts University

Impacts of Co-Branding and Public Service Announcements: A Social Perspective

Authors

Ms. Angelica May A. Amita - California State University Monterey Bay

Dr. Meng-Hsien (Jenny) Lin - California State University Monterey Bay

Innovators under fire: How shareholder activism alters firms' new product pipeline

Authors

Mr. Christian Ketterer - University of Muenster

Dr. Colin Schulz - University of Muenster

'Informal Innovations' as drivers of B2B marketing strategy

Authors

Dr. Rajeshwari Krishnamurthy - GREAT LAKES INSTITUTE OF MANAGEMENT

Mr. Gautam Agrawal - FOSTIIMA BUSINESS SCHOOL

HOW DO EXTRAORDINARY EXPERIENCES TRANSFORM CONSUMERS? A MULTI-METHOD EXPLORATION

Authors

Mr. Guninder Pal Singh - Indian Institute of Management Lucknow

Dr. Anirban Chakraborty - Indian Institute of Management Lucknow

Social Identity and Sever Robot Adoption: An Exploration with Artificial Voice Age and Gender.

Authors

Dr. Ernesto Lhuillier - Harrisburg University

Dr. Wei-Kang Kao - Harrisburg University

Mr. Bo Wan - Harrisburg University

Immersion turns into a Nightmare: The Uncanny Valley Effect of Consumer Psychology in Metaverse

Authors

Dr. Tzuya Ho - Shantou University

Dr. Crystal T. Lee - Shantou University

Dr. Pao-Hui Lin - Shu-Te University Business School

Mr. Zihao Yang - Shantou University

How Does Augmented Reality Shape Goal Achievement through Spatial Presence and Augmentation Experience?

Authors

Dr. Atieh Poushneh - California State University

Dr. Arturo Vasquez - University of Texas Rio Grande Valley

Financial resource flexibility and firm performance: Financial slack variability and firm sales growth at Japanese listed firm

Authors

Mr. Kentaro Konaka - Waseda university

Drivers and Outcomes of Perceived Authenticity of Online Reviews

Authors

Mrs. Lujain Alkhamisi - Curtin University

STAR POWER IN INFLUENCING YOUNG GENERATION'S SUSTAINABILITY ENGAGEMENT

Authors

Dr. Chin-Wen Chang - Department of International Business, Soochow University

Political Ideology and the Consumption of Secondhand Products

Authors

Dr. Sohyun Bae - National Cheng Kung University

ME OR THE WORLD: SENSE OF POWER AND SUSTAINABLE CONSUMPTION

Authors

Ms. Amira Mahmoud - Suez Canal University

Prof. Aric Rindfleisch - University of Illinois at Urbana-Champaign

Demystifying the "Cool" nebulous: Exploring Service Coolness

Authors

Ms. Saumya Rastogi - Indian Institute of Management Lucknow

Dr. Anirban Chakraborty - Indian Institute of Management Lucknow

Dr. Amit Tiwari - Indian Institute Of Management, Rohtak

The Effect of Anxiety on Preference for Robot vs. Human: The Role of COVID-19 Anxiety and Social Anxiety

Authors

Ms. Shian-ko Liu - National Taiwan University

Exploring the Role of Individual Differences in the Formation of Product Perception Biases in Ethical Products

Authors

Ms. Jana Maria Weinand - RWTH Aachen University

Companies should Stop their Misconduct on Consumers' Information: Evidence from fMRI Investigation

Authors

Ms. WENYING TAN - Business School, Sungkyunkwan University

Ms. Meiling Yin - Business School, Sungkyunkwan University

Ms. Yiran Zhang - Business School, Sungkyunkwan University

Prof. Eun-Ju Lee - Business School, Sungkyunkwan University

Marketing for Small Business Escape Rooms and Importance of Experiential Learning

Authors

Dr. Kenneth Brubaker - Ashland University

Mr. Rene Rawraway - Ashland University

Consumer Engagement with Artificial Intelligence-driven products

Authors

Mr. Vinish Kathuria - Indian Institute of Management Lucknow

Dr. Moutusy Maity - Indian Institute of Management Lucknow

Would Marketing Science be stronger had it been less frequentist and more Bayesian?

Authors

Prof. Vinicius A. Brei - Federal University of Rio Grande do Sul, School of Management

Visibility Graphs for Sales Forecasting

Authors

Dr. Janakiraman Moorthy - S P Jain Institute of Management and Research

Who favours Covid-19 lockdown- Promotion- or Prevention-focused individuals?

Authors

Dr. Anirban Som - Indian Institute of Management Trichy

TOWARDS THE DESIGN OF A DECISION SUPPORT SYSTEM FOR MARKETING - A CONTEMPORARY APPROACH COMBINING INSIGHTS FROM THEORY AND PRACTICE

Authors

Prof. Qeis Kamran - International School of Management

Prof. Marcus Becker - International School of Management (ISM)

Mr. Frederik Resch - International School of Management (ISM)

On the traces of sinful firm performance – Is marketing a success factor for financial outperformance of sinful companies?

Authors

Ms. Michaela Grädener - RWTH Aachen University

Dr. Sebastian Kruse - RWTH Aachen University

Pricing Product Lines: Unfairness Perceptions due to Varying Trade-off Slope Ratios in Context Effects on Choice

Authors

Dr. Sunny Vijay Arora - S. P. Jain Institute of Management and Research

Ms. Bhavika Vaishnavi - Sardar Patel Institute of Technology

Mr. Harsh Pandita - Sardar Patel Institute of Technology

Identity Loss and Social Consumption

Authors

Mr. Michael Pecoy - University of Iowa

Dr. Chelsea Galoni - University of Iowa

Dr. Alice Wang - University of Iowa

THE ROLE OF QUALITY AND CONSISTENT GOVERNMENT POLICY COMMUNICATION IN PROMOTING ENTREPRENEURSHIP

Authors

Dr. Vera Butkouskaya - HSE Universtiy

Mr. Nestor U. Salcedo - ESAN Graduate School of Business

HOW START-UPS CAN BUILD RESILIENCE IN TURBULENT TIMES: A THEMATIC ANALYSIS

Authors

Mr. Sohrab Mashhadizadeh - PhD student

HEALTH CARE AND CONSUMER SATISFACTION: A TOPIC MODELING ANALYSIS

Authors

Mr. Matheus Tardin - FGV EAESP

Mr. Luiz Herzog - Federal University of Santa Catarina

Mr. Danilo Ribeiro - Federal University of Santa Catarina

Strategic considerations and the signaling effect of CEO selection in sinful companies

Authors

Ms. Michaela Grädener - RWTH Aachen University

Dr. Sebastian Kruse - RWTH Aachen University

The Implications of Virtual Reality on Consumer Marketing

Authors

Dr. Shahriar Gias - Slippery Rock University of Pennsylvania

How University Naming Influences Public Perception

Authors

Ms. Madison Collins - Utah State University

Dr. Matthew Meng - Utah State University

The Effect of In-Store Customer Experience on Purchase Intention in a post COVID-19 World

Authors

Dr. Girish Mude - Dr. Vishwanath Karad MIT World Peace University, Pune, India

Mr. Ajay Nagre - Dr. Vishwanath Karad MIT World Peace University

Dr. Srinivas Pasumarti Subbarao - Dr. Vishwanath Karad MIT World Peace University, Pune , India

Artificial Intelligence-Evoked Mental Imagery: Using Chatbot and News Recommendation System for Brand Persuasion

Authors

Dr. Pao-Hui Lin - Shu-Te University Business School

Dr. Tzuya Ho - Shantou University

Ms. Yuhui Huang - Shantou University