

2021 AMA Summer Academic Conference

August 4-6

Welcome!



Thank You to Our Sponsors!





Wednesday, 4 August

7:30am **Workshop**
Speaker Set Up
Stage - SAGE Publishing Stage

7:45am **Workshop**
Speaker Set Up
Stage - SIG Programming and Special Session Stage

7:45am **Workshop**
Speaker Set Up
Stage - EBSCO Stage

7:45am **Workshop**
Speaker Set Up
Stage - Stage 4

8am **Workshop : Teaching**
Conducting Engaging Synchronous Online Courses
Stage - SAGE Publishing Stage
Chaired by: Prof. Timothy Keiningham

Conducting Engaging Synchronous Online Courses
» [Prof. Timothy Keiningham](#) (St. John's University)

8am **Workshop : Skills - Casual Inference**
Causal Inference
Stage - SIG Programming and Special Session Stage
Chaired by: Prof. Kathy Li

Causal Inference
» [Prof. Kathy Li](#) (University of Texas)

8am **Workshop : Career**
Making the Transition from Academia to Industry
Stage - EBSCO Stage
Chaired by: Mr. Isaac Dinner and Ms. Annie Wilson

Making the Transition from Academia to Industry
» [Mr. Isaac Dinner](#) (Indeed), [Ms. Annie Wilson](#) (Vanguard)

8am **Workshop : Skills - Addressing Endogeneity Part 1**
Addressing endogeneity Part 1: Causality, endogeneity, and econometric approaches
Stage - Stage 4
Chaired by: Prof. Peter Ebbes and Prof. Dominik Papies

Addressing endogeneity Part 1: Causality, endogeneity, and econometric approaches
» [Prof. Dominik Papies](#) (University of Tuebingen), [Prof. Peter Ebbes](#) (HEC Paris)

9:15am **Workshop**
Speaker Set Up
Stage - SAGE Publishing Stage

9:15am **Workshop**
Speaker Set Up
Stage - SIG Programming and Special Session Stage



Continued from **Wednesday, 4 August**

9:15am **Workshop**
Speaker Set Up
Stage - EBSCO Stage

9:15am **Workshop**
Speaker Set Up
Stage - Stage 4

9:15am **Workshop**
Speaker Set Up
Stage - Stage 5

9:15am **Workshop**
Speaker Set Up
Stage - Stage 6

9:30am **General**
JOURNAL OF INTERNATIONAL MARKETING AWARDS SESSION | S. Tamer Cavusgil Award and Hans B. Thorelli Award
Stage - SAGE Publishing Stage
Chaired by: Kelly Hewett

9:30am **General**
SERVSIG: The Edge of Tomorrow: How AI Shapes the Future of Service Research
Stage - SIG Programming and Special Session Stage
Chaired by: Prof. Arne De Keyser and Prof. Dominik Mahr and Prof. Chiara Orsingher and Prof. Florian von Wangenheim

The Edge of Tomorrow: How AI Shapes the Future of Service Research
» Prof. Jan Hendrik Schumann (University of Passau), Prof. Martin Mende (Florida State University), Prof. Arne De Keyser (EDHEC Business School), Prof. Yakov Bart (Northeastern University), Prof. Xian Gu (Indiana University), Prof. Stephanie Liu (The Ohio State University), Prof. Stacey G. Robinson (The University of Alabama), Prof. P. K. Kannan (University of Maryland), Mrs. Jana Holthöwer (University of Groningen), Prof. Jenny van Doorn (University of Groningen), Prof. Gaby Odekerken-Schröder (Maastricht University), Dr. Kars Mennens (Maastricht University), Mr. Mark Steins (Maastricht University), Prof. Dominik Mahr (Maastricht University), Prof. Chiara Orsingher (University of Bologna), Prof. Katja Gelbrich (Catholic University Eichstätt-Ingolstadt), Mr. Sandro Arnet (ETH Zurich), Prof. Anne Scherer (University of Zurich), Prof. Florian von Wangenheim (ETH Zurich)

9:30am **General**
B2B Relationship Development in Dynamically Changing Environment
Stage - EBSCO Stage
Chaired by: Mr. Ashish Galande and Ms. Sakshi Babar and Dr. Roberto Mora Cortez

B2B Relationship Development in Dynamically Changing Environment
» Mr. Ashish Galande (Indian Institute of Management Udaipur), Prof. Chris Dubelaar (Deakin University), Dr. Ali Tamaddon (Deakin University), Prof. Prakash Satyavageswaran (Indian), Ms. Sakshi Babar (Indian Institute of Management Udaipur), Dr. Sundar Bharadwaj (University of Georgia), Dr. Roberto Mora Cortez (SDU), Mr. Ayan Ghosh Dastidar (Georgia State University)



Continued from Wednesday, 4 August

9:30am **Oral : Consumer Behavior Track - Session 5**
Consumer Psychological Processes

Stage - Stage 4

Chaired by: Marcel Lichters

Does Distance Make the Heart Grow Fonder? How Product-Model Spatial Distance and Ad Appeal Influence Product Evaluation

» Mr. Dickson Tok (Nanjing University), Dr. Xi Chen (Nanjing University), Dr. Xing-Yu (Marcos) Chu (Nanjing University)

TOO LITTLE TO CLEAN IT UP: THE EFFECT OF PACKAGE SIZE ON PERCEIVED EFFICACY OF HOUSEHOLD CLEANING PRODUCT

» Ms. Yunzhi Huang (Xiamen University), Prof. Jun Ye (Department of Marketing, School of Management, Xiamen University, Xiamen)

BORED OR JOYFUL? DESIGN-DRIVEN CONSUMER EMOTIONS AND PRODUCT SUCCESS

» Ms. Heike Hebborn (University of Innsbruck), Ms. Janina S. Kuhnle (University of Innsbruck), Dr. Verena Hofmann (University of Innsbruck), Prof. Nicola Stokburger-Sauer (University of Innsbruck)

Product Bundling and Consumers' Price Preferences

» Mr. Seyedjavad Mousavi (The University of Kansas)

The Power of Aww: A Dual-process Approach to Cuteness-affected Risk Taking and Decision-Making

» Dr. Alexis Yim (Radford University), Dr. Stephen He (West Virginia University), Dr. Annie Cui (West Virginia University)

9:30am **Oral : Services, Retailing, and Customer Experience Track - Session 1**
CRM, Loyalty, and Data Privacy

Stage - Stage 5

Chaired by: Prof. Anand Kumar Jaiswal

FOSTERING THE IMPACT OF BRAND PERFORMANCE METRICS ON CUSTOMER LOYALTY: ROLE OF RELATIONAL QUALITY AND LENGTH

» Prof. Hardeep Chahal (University of Jammu), Dr. Renu Bala (GCW, Parade, Jammu, J&K)

SQ-EXQUAL: A Hybrid Scale for measuring customer satisfaction and loyalty

» Prof. Anand Kumar Jaiswal (IIM Ahmedabad), Dr. Suvendu Pratihar (IIM Ahmedabad)

How Do Relationship Characteristics Affect Point Redemption Behavior in the Coalition Loyalty Programs?

» Dr. Chen Li (Palm Beach Atlantic University), Dr. Srinivasan Swaminathan (Drexel University), Dr. Junhee Kim (California State University, Stanislaus)

Using Customer Education to Boost Positive Word-of-Mouth

» Ms. Xiaochi Sun (University of Graz), Prof. Thomas Foscht (University of Graz), Prof. Andreas B. Eisingerich (Imperial College London), Dr. Cesar Maloles (California State University, East Bay), Dr. Xuebin Cui (Nanjing University)

DIGITAL TECHNOLOGIES AND SHOPPING: AN EXPLORATORY STUDY

» Prof. Piyush Sharma (Curtin University), Dr. Akiko Ueno (Middlesex University), Prof. Charles Dennis (Middlesex University), Dr. Ceyda Paydas Turan (Kingston University London)

9:30am **Oral : Social Media and Digital Marketing Track - Session 1**
Emerging Topics in Mobile, IOT, Recommendation Systems and Ad Blockers

Stage - Stage 6

Chaired by: Mr. Hamid Shirdastian

TRAJECTORY-BASED VERSUS LOCATION-BASED COMPETITIVE MOBILE TARGETING: THE ROLE OF PRIVACY RIGHTS STATUTES

» Prof. Shan-Yu Chou (Department of Business Administration, National Taiwan University), Prof. Chyi-Mei Chen (Department of Finance, National Taiwan University)



Continued from **Wednesday, 4 August**

Our Relationship with Smart Technology: IoT CRM

» Dr. Zhan Wang (Saint Cloud State University), Dr. Garth Harris (Saint Cloud State University)

App Atmospheric Cues and Cultural Congruency in Location-Based Mobile Ads

» Mr. Hamid Shirdastian (Concordia University), Dr. Boris BARTIKOWSKI (Kedge Business School), Dr. Michel Laroche (Concordia University), Dr. Marie-Odile Richard (State University of New York Polytechnic Institute)

10:30am

Workshop

Speaker Set Up

Stage - Plenary Stage

11am

Keynote

Innovation Showcase

Stage - Plenary Stage

Teach Conjoint Analysis and MaxDiff

» Mr. Justin Luster (Sawtooth Software)

Why Hubro Marketing is "the best learning experience I've ever had"

» Mr. Emil Oliver (Hubro Education)

Experiential Learning of Marketing Concepts Via Immersive Business Simulations

» Mr. Josh Derry (Knowledge Matters)

Competitive Market Driven Strategies

» Mr. Cam Tipping (SABRE)

12:05pm

Workshop

Speaker Set Up

Stage - EBSCO Stage

12:10pm

Workshop

Speaker Set Up

Stage - Stage 5

12:15pm

Workshop

Speaker Set Up

Stage - SAGE Publishing Stage

12:15pm

Workshop

Speaker Set Up

Stage - SIG Programming and Special Session Stage

12:15pm

Workshop

Speaker Set Up

Stage - Stage 4

12:15pm

Workshop

Speaker Set Up

Stage - Stage 6



Continued from Wednesday, 4 August

12:30pm **General**
AMA Meet the Editors Part 1 - Methods
Stage - SAGE Publishing Stage
 Chaired by: Dr. Koen Pauwels

12:30pm **General**
SportSIG: Reimagining Sport & Sponsorship-Linked Marketing
Stage - SIG Programming and Special Session Stage
 Chaired by: Dr. Ashley Stadler Blank and Mr. Keevan Statz and Dr. Yiran Su and Dr. Michael Naraine and Dr. Lane Wakefield

SportSIG: Reimagining Sport & Sponsorship-Linked Marketing
 » Dr. Ashley Stadler Blank (Xavier University), Dr. Katherine E. Loveland (Xavier University), Dr. David M. Houghton (Xavier University), Mr. Keevan Statz (University of Kansas), Dr. Brian Gordon (University of Kansas), Dr. Yiran Su (University of Georgia), Dr. James Du (Florida State University), Dr. Bradley J. Baker (University of Massachusetts), Dr. Michael Naraine (Brock University), Mr. Jordan T. Bakhsh (University of Ottawa), Dr. Liz Wanless (Ohio University), Dr. Jonathan Jensen (University of North Carolina at Chapel Hill), Dr. Lane Wakefield (Baylor University), Dr. Brian Walkup (Rollins College)

12:30pm **General**
AMA Foundation | Marketing Research's Impact on the Future of the Marketing Industry
Stage - EBSCO Stage
 Chaired by: Prof. Doug Holt and Prof. Jerry Olson and Mr. J Walker-Smith

AMA Foundation | Marketing Research's Impact on the Future of the Marketing Industry
 » Prof. Doug Holt (Founder, and President, Cultural Strategy Group), Prof. Jerry Olson (Founding Partner, Olson Zaltman, and Professor Emeritus, The Pennsylvania State University), Mr. J Walker-Smith (Executive Chairman of Kantar Futures)

12:30pm **Oral : Sustainability, Social Responsibility and Public Policy Track - Session 3**
Corporate Social Responsibility
Stage - Stage 4
 Chaired by: Mr. Ayan Ghosh Dastidar

Advertising For Social Good

» Mr. Ayan Ghosh Dastidar (Georgia State University), Dr. Sarang Sunder (Texas Christian University), Dr. Denish Shah (Georgia State University)

Is more always better? Product availability, consumption and marketing influences at the Bottom of the Pyramid

» Ms. Shehzala - (IIM Ahmedabad), Prof. Anand Kumar Jaiswal (IIM Ahmedabad), Dr. Vidya Vemireddy (IIM Ahmedabad)

Does Environmental Responsibility Beat Convenience in Online Shopping? An Investigation of Excessive Packaging, Customer Anger and Loyalty

» Mr. Simon Elschenbroich (Universität Innsbruck), Mr. Benedikt Schnurr (Technical University Munich), Prof. Nicola Stokburger-Sauer (Universität Innsbruck)

Individualism and collectivism as moderators of the relationship between norms and pro-environmental consumer behavior

» Ms. Selma Saracevic (The Institute for International Marketing Management, WU: Vienna University of Economics and Business), Prof. Bodo Schlegelmilch (The Institute for International Marketing Management, WU: Vienna University of Economics and Business), Dr. Tong Wu (School of Business, Sun Yat-sen University)

Beyond Personal Benefits: How Emotions Can Stimulate Prosocial Behavior and Data Disclosure in Covid-19 Contact Tracing Apps

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



Continued from Wednesday, 4 August

12:30pm **Oral : Sustainability, Social Responsibility and Public Policy Track - Session 4**

Emerging Topics in Sustainability

Stage - Stage 5

Chaired by: Dr. Vidya Vemireddy

SYSTEMATIC AND ETHICAL APPROACH TO FOOD EXPERIENCE DESIGN

» Prof. Michela Addis (Università degli Studi Roma Tre), Prof. Wided Batat (EM Normandie Business School), [Dr. S. Sinem Atakan](#) (Siena College), Prof. C. Graham Austin (Montana State University), Prof. Danae Manika (Brunel University London), Prof. Paula Peter (San Diego State University), Dr. Lane Peterson (Georgia State University)

PRESCRIBED MEDICATION CONSUMPTION FOR CHRONIC ILLNESS: AN UNFOLDING, NARRATIVE, EXPERIENCE PERSPECTIVE

» [Dr. Cheryl Nakata](#) (The University of North Carolina at Greensboro), Dr. Lisa Sharp (University of Illinois at Chicago), Dr. Jelena Spanjol (Ludwig-Maximilians-Universität), Prof. Anna Shaojie Cui (University of Illinois at Chicago), Dr. Elif Izberk-Bilgin (University of Michigan-Dearborn), Dr. Stephanie Crawford (University of Illinois at Chicago), Dr. Yazhen Xiao (University of Tennessee)

STRATEGY FORMULATION FOR CORPORATE SOCIAL RESPONSIBILITY: TOWARDS A DECISION-MAKING MODEL USING FUZZY APPROACH

» [Dr. Aswathy Asokan Ajitha](#) (Indian Institute of Management Amritsar), Dr. Rejikumar G (Amrita Vishwa Vidyapeetham)

Algorithmic Interference: Infringement on Forming Intimate Associations and the Manipulation of Weak Ties

» [Dr. Patricia Norberg](#) (Quinnipiac University), [Dr. Dan Horne](#) (Providence College)

12:30pm **Oral : Branding, Innovation and the 4Ps Track - Session 1**
Firm Strategies for Introducing Innovations

Stage - Stage 6

Chaired by: Dr. Jake Hoskins

Rhetoric-Based Signals of Quality and Narrative Meaning in Crowdfunding Campaigns for New Ideas: Evidence from Kickstarter

» [Dr. Mohammad Tajvarpour](#) (State University of New York at Oswego), [Dr. Ashish Pujari](#) (McMaster University, DeGroote School of Business)

Market Selection and Product Positioning Decisions and their Implications for Short- and Long-Term Performance

» [Dr. Jake Hoskins](#) (Willamette University), Dr. Abbie Griffin (University of Utah)

Joint Moderating Effects of Innovation Radicalness and Lead Users on Customer Participation in Different Stages on New Product Development Performance

» [Dr. Hye-yeon Yuk](#) (Korea University Business School), Dr. Tony Garrett (Korea University Business School), Dr. Woojung Chang (University of Seoul)

TURNING A CRISIS INTO AN OPPORTUNITY - INNOVATION DURING THE PANDEMIC

» [Dr. Francesca Bonetti](#) (London College of Fashion), Dr. Alessandra Vecchi (London College of Fashion)

1:45pm **Workshop**
Speaker Set Up
Stage - SAGE Publishing Stage

1:45pm **Workshop**
Speaker Set Up
Stage - EBSCO Stage



Continued from **Wednesday, 4 August**

1:45pm **Workshop**
Speaker Set Up
Stage - Stage 4

1:45pm **Workshop**
Speaker Set Up
Stage - Stage 5

1:45pm **Workshop**
Speaker Set Up
Stage - Stage 6

2pm **General**
JOURNAL OF MARKETING AWARDS SESSION: AMA/MSI/ROOT WINNER
Stage - SAGE Publishing Stage
Chaired by: Page Moreau

2pm **General**
Analytics Insights for Public Policy & Marketing
Stage - EBSCO Stage
Chaired by: Dr. Brennan Davis and Dr. Dhruv Grewal

Analytics Insights for Public Policy & Marketing

» Dr. Brennan Davis (Cal Poly), Dr. Dhruv Grewal (Babson College)

2pm **Oral : B2B Marketing, Supply Chain Management and Sales Management Track - Session 1**
Advances in Research on Interorganizational Relationships
Stage - Stage 4
Chaired by: Dr. Swati Panda

Customer-Salesperson Negotiations in Times of Crisis

» Ms. Claire Cardy (University of Warwick), Prof. Johannes Habel (University of Houston), Dr. Olaf Ploetner (ESMT Berlin), Dr. Nawar Chaker (Louisiana State University)

New Service Development Performance: Examining the Roles of Customer Participation Scope and Customer Relationship Management in Servitization

» Dr. Todd Morgan (Western Michigan University), Dr. Wesley Friske (Missouri State University), Dr. Paul Mills (Cleveland State University)

Project Termination: Alliance Portfolio Characteristics and NPJ Project Performance

» Dr. Hadi Eslami (University of New Brunswick), Dr. Farhad Sadeh (Eastern Illinois University), Dr. Kamran Eshghi (Laurentian University)

Bidirectional agency relationships in solution selling: How supplier and customer opportunism impedes customer acceptance of outcome-based pricing

» Dr. Eva Kropp (University of Passau), Prof. Dirk Totzek (University of Passau)

2pm **Oral : Consumer Behavior Track - Session 6**
Ethics, Privacy, and Wellbeing
Stage - Stage 5
Chaired by: Ms. Stella Tavallaei



Continued from Wednesday, 4 August

Let's go(,) bananas! - How emotionalized humanization increases consumers' liking of imperfect food produce

» Ms. Svenja Hünies (RWTH Aachen University), Prof. Daniel Wentzel (RWTH Aachen University)

Examining Situational Skepticism due to Health-related Claims on Packaged Food Products and its Effect on Product Purchase Intention

» Ms. Vartika Chaudhary (IIT Bombay), Prof. Dinesh Sharma (IIT Bombay), Prof. Anish Nagpal (University of Melbourne)

Consequences of Consumer Burnout

» Ms. Hannah Southern (Elon University), Dr. Prachi Gala (Elon University)

EMOTIONAL INTELLIGENCE AND MATERIALISM: THE MEDIATING EFFECT OF SUBJECTIVE WELL-BEING

» Dr. Beata Seinauskiene (Kaunas University of Technology), Dr. Ausra Rutelione (Kaunas University of Technology), Dr. Shahrokh Nikou (Åbo Akademi University), Dr. Rosita Lekavičienė (Kaunas University of Technology), Prof. Dalia Antinienė (Lithuanian University of Health Sciences)

AN EXPLORATORY ASSESSMENT OF CONSUMER EMOTIONAL INTELLIGENCE IN CONSUMER ETHICAL DECISION MAKING

» Dr. Hannah Walters (Northern State University)

2pm

Oral : Social Media and Digital Marketing Track - Session 3

The Impact of Social Media Advertising, Online Advertising, and Online Search

Stage - Stage 6

Chaired by: Dr. Verena Hofmann

Owned Social Media Advertising: Cannibalization and Competition

» Prof. Hualu Zheng (Professor), Prof. Lu Huang (New York Institute of Technology)

Is Disclosure Good for Online Ad Effectiveness? The Crowd Safety Effect of Collective-Based Transparency

» Dr. Junjun Cheng (SILC Business School, Shanghai University), Dr. Bo Chen (Sungkyunkwan University)

THE ANCHORING EFFECT IN ONLINE SEARCH

» Dr. Satadruta Mookherjee (NEOMA Business School), Dr. Abhimanyu Bhattacharya (University of Alabama), Mr. Herman Blote (University of Groningen)

SMILE?! - THE ROLE OF CONSUMERS' SELF-CONSTRUAL, ENDORSERS' EMOTIONS AND AD APPEAL FOR SOCIAL MEDIA COMMUNICATION SUCCESS

» Ms. Lisa Schwyer (University of Innsbruck), Prof. Nicola Stokburger-Sauer (Universität Innsbruck), Dr. Verena Hofmann (University of Innsbruck)

Effects of Social Media Ads on New Product Perception and Behavioral Intention

» Ms. Kaitlin R. Lane (Montana State University), Dr. Eric Van Steenburg (Montana State University)

How Does the Adoption of Ad Blockers Affect News Consumption?

» Ms. Shunyao Yan (Goethe University Frankfurt), Prof. Klaus Miller (Goethe University Frankfurt), Prof. Bernd Skiera (Goethe University Frankfurt)

3:15pm

Workshop

Speaker Set Up

Stage - SAGE Publishing Stage

3:15pm

Workshop

Speaker Set Up

Stage - SIG Programming and Special Session Stage



Continued from **Wednesday, 4 August**

3:15pm **Workshop**
Speaker Set Up
Stage - EBSCO Stage

3:15pm **Workshop**
Speaker Set Up
Stage - Stage 4

3:15pm **Workshop**
Speaker Set Up
Stage - Stage 5

3:15pm **Workshop**
Speaker Set Up
Stage - Stage 6

3:30pm **General**
Journal of Marketing Award Session: Sheth Foundation/JM Award & Shelby D. Hunt/Harold H. Maynard Award
Stage - SAGE Publishing Stage
Chaired by: Robert Palmatier and Harald van Heerde

3:30pm **General**
CB SIG: Translating Marketing to Medicine: Lessons from Publishing in New England Journal of Medicine (NEJM)
Stage - SIG Programming and Special Session Stage
Chaired by: Dr. Stacy Wood and Dr. Kevin Schulman

Translating Marketing to Medicine: Lessons from Publishing in New England Journal of Medicine (NEJM)
» Dr. Stacy Wood (North Carolina State University)

3:30pm **General**
Representations Matters: Celebrating Scholars of Color in the Classroom
Stage - EBSCO Stage
Chaired by: Prof. Maura Scott and Prof. Nicole Ann Davis and Prof. Shawn Enriques

Representations Matters: Celebrating Scholars of Color in the Classroom
» Prof. Maura Scott (Florida State University), Prof. Nicole Ann Davis (University of Georgia), Prof. Shawn Enriques (University of Wyoming)

3:30pm **Oral : Social Media and Digital Marketing Track - Session 4**
Social Media, Social Networking, and the Role of Sentiment and Satisfaction
Stage - Stage 4
Chaired by: Ms. Ashley Hass

THE PERCEPTION OF CONSUMER ENVY ON SOCIAL NETWORKING SITES
» Dr. MURONG MIAO (Northern Michigan University), Dr. Yi Peng (Tennessee Tech University)

Why do users participate in Social Commerce? Changing Trends and Insights from a longitudinal study?
» Mr. Ashish Kakar (Texas Tech University), Dr. Adarsh Kumar Kakar (Alabama State University)



Continued from Wednesday, 4 August

Platform Pricing in the Presence of Cross-platform Network Effects

» Ms. Betty Ji (McMaster University, DeGroote School of Business), Dr. Ruhai Wu (McMaster University, DeGroote School of Business)

Returns to Social Media and the Role of Customer Satisfaction

» Mr. Pushpinder Gill (Iowa State University), Dr. Sridhar Ramaswami (Iowa State University), Ms. Preetinder Kaur (Iowa State University)

Fanning the Flames: Understanding Viral Content After Brand Transgressions

» Dr. Kimberly Legocki (St. Mary's College), Dr. Kristen Walker (California State University, Northridge), Dr. Meike Eilert (University of Kentucky)

INTEGRATED FRAMEWORK FOR RECOMMENDATION SYSTEM PARTICIPATION AND OUTCOMES

» Mr. An Vu (Victoria University of Wellington), Dr. Mary Ellen Gordon (Victoria University of Wellington), Dr. Jocelyn Cranefield (Victoria University of Wellington)

3:30pm

Oral : International & Cross-Cultural Marketing Track - Session 1 Cross-national Consumer Behavior Research

Stage - Stage 5

Chaired by: Prof. Gianfranco Walsh

INFLUENCE OF EMOTIONAL VENTING ON THE EFFECT OF CONSUMER ANIMOSITY

» Dr. Yi Peng (Tennessee Tech University), Dr. MURONG MIAO (Northern Michigan University), Mr. Siyuan Yang (Tennessee Tech University)

What Drives Opinion Leadership Within Ethnic Subgroups?

» Prof. Gianfranco Walsh (University of Jena), Prof. Ayalla Ruvio (Broad College of Business), Prof. Mario Schaarschmidt (University of Jena)

A CROSS-CULTURAL INVESTIGATION OF CONSUMER IMPULSIVE BUYING BEHAVIOR DURING THE COVID-19 PANDEMIC

» Ms. Pei Wang (Florida State University), Dr. Sindy Chapa (Florida State University)

Consequences of Unethical Firm Behavior: How do consumers evaluate local brands and global brands that behave unethically

» Ms. Irem Yoruk (Wayne State University), Dr. Attila Yaprak (Wayne State University)

3:30pm

Oral : Marketing Analytics, AI, Machine Learning Track - Session 1 Recent Trends in AI and Machine Learning

Stage - Stage 6

Chaired by: Dr. Xianfang Zeng

Advice and Artificial Intelligence: Why and When to Seek Advice from Humans Versus Machines

» Dr. Xianfang Zeng (University of Wisconsin-River Falls)

Conducting relevant generalizations of past results in Marketing research: Introduction to the one-stage meta-analytic structural equation modeling.

» Dr. Kathleen Desveaud (TSM-Research, Université Toulouse Capitole, CNRS), Prof. Mike WL Cheung (National University of Singapore)

Distributive justice and welfare values of blockchain-based smart contracts

» Prof. Nir Kshetri (University of North Carolina at Greensboro)

A Text Mining Approach to Generate Actionable Intelligence & Identify Key Drivers of City Competitiveness

» Mr. Ayan Ghosh Dastidar (Georgia State University), Dr. Denish Shah (Georgia State University)

5pm

General SERVSIG Reception

Stage - SIG Programming and Special Session Stage



Continued from **Wednesday, 4 August**

SERVSIG Reception

» Jan Schumann, Martin Mende, Linda Alkire

Thursday, 5 August

7:45am **Workshop**
Speaker Set Up
Stage - SAGE Publishing Stage

7:45am **Workshop**
Speaker Set Up
Stage - SIG Programming and Special Session Stage

7:45am **Workshop**
Speaker Set Up
Stage - EBSCO Stage

7:45am **Workshop**
Speaker Set Up
Stage - Stage 4

8am **Workshop : Writing**
How to craft a great manuscript for publication?
Stage - SAGE Publishing Stage
Chaired by: Prof. Werner Reinartz

How to craft a great manuscript for publication?
» [Prof. Werner Reinartz](#) (University of Cologne)

8am **Workshop : Skills - Experimental Methods**
Experimental methods: Social media field experiments
Stage - SIG Programming and Special Session Stage
Chaired by: Prof. David Rand

Experimental Methods
» [Prof. David Rand](#) (MIT)

8am **Workshop : Inspirational - Responsible Research**
Responsible Research: Marketplace Access, Equity, and Power
Stage - EBSCO Stage
Chaired by: Prof. Sterling Bone

Responsible Research: Marketplace Access, Equity, and Power
» [Prof. Sterling Bone](#) (Utah State University)

8am **Workshop : Skills - Addressing Endogeneity Part 2**
Addressing endogeneity Part 2: Advanced approaches in addressing endogeneity
Stage - Stage 4
Chaired by: Prof. Dominik Papies and Prof. Peter Ebbes

Addressing endogeneity Part 2: Advanced approaches in addressing endogeneity
» [Prof. Dominik Papies](#) (University of Tuebingen), [Prof. Peter Ebbes](#) (HEC Paris)



Continued from **Thursday, 5 August**

9:15am **Workshop**
Speaker Set Up
Stage - SIG Programming and Special Session Stage

9:15am **Workshop**
Speaker Set Up
Stage - Stage 4

9:15am **Workshop**
Speaker Set Up
Stage - Stage 5

9:15am **Workshop**
Speaker Set Up
Stage - Stage 6

9:30am **General**
RM SIG Special Session: Editorial Perspectives on Relationship Marketing Research
Stage - SIG Programming and Special Session Stage
Chaired by: Hui Feng and Alok Saboo and Naveen Donthu and Dr. Kelly Hewett and John Hulland and Prof. Werner Reinartz

9:30am **Oral : Sustainability, Social Responsibility and Public Policy Track - Session 1**

Sustainability and Triple Bottom Line Performance

Stage - Stage 4

Chaired by: Dr. Fabio Shimabukuro Sandes

Feeling small but thinking big: Awe-induced positive self-diminishment motivates sustainable consumption

» Ms. Srinwanti Chaudhury (University of New South Wales), Dr. Nitika Garg (University of New South Wales), Dr. Colin Gabler (Ohio University)

Environmental, Social, and Corporate Governance Strategic Group Dynamics and the Role of the Chief Marketing Officer and Chief Sustainability Officer

» Dr. Charles Kang (University of Wisconsin-Milwaukee)

Sustainability positioning in retail: latent semantic analysis of social media marketing communication

» Ms. Nadezda Kolesnik (National Research University Higher School of Economics)

Retail Gasoline Price Competition Under Carbon Tax

» Mr. Syed Mohammad Ali Shah (McMaster University, DeGroote School of Business), Dr. Ruhai Wu (McMaster University, DeGroote School of Business)

How to build a strong brand relationship for sustainable products: Evidence from a large-scale field experiment and survey

» Ms. Katharina Glaen (RWTH Aachen University), Prof. Malte Brettel (RWTH Aachen University)

9:30am **Oral : Consumer Behavior Track - Session 7**
Social Relationships and Identities

Stage - Stage 5

Chaired by: Monika Imschloss



Continued from **Thursday, 5 August**

How Linguistic Style Affects Word-of-Mouth's Persuasion Effect over Different Identity Source

» Dr. Jie Chen (Shanghai Jiao Tong University Antai College of Economics and Management), Ms. Wenjian Fan (Shanghai Jiao Tong University Antai College of Economics and Management), Mr. Junlong Wei (Shanghai Jiao Tong University Antai College of Economics and Management), Dr. Zunli Liu (Shanghai University of Engineering Science)

Antecedents of Bundle Purchases - The Influence of the Customer-Retailer Relationship and Browsing on Bundle Purchases

» Ms. Marie-Therese von Buttlar (RWTH Aachen University), Dr. Andrea Greven (RWTH Aachen University), Prof. Malte Brettel (RWTH Aachen University)

Visual Illusion of Truth Effect

» Ms. Farhana Tabassum (BI Norwegian Business School), Dr. Klemens Knoeflerle (BI Norwegian Business School), Prof. Luk Warlop (BI Norwegian Business School)

THE EFFECT OF TYPOGRAPHY ON BRAND CREDIBILITY: THE MEDIATING ROLE OF THE MESSAGE PERSONA

» Mrs. Deniz Ozbayrak (Istanbul Bilgi University), Dr. Nesenur Altinigne (Istanbul Bilgi University)

Making Purchase Decisions in the Absence of Touch: An Examination of the Role of Price Framing and Sale Proneness

» Dr. Atefeh Yazdanparast (Clark University School of Management), Dr. Monika Kukar-Kinney (University of Richmond Robins School of Business)

9:30am

Oral : Social Media and Digital Marketing Track - Session 5 Online Reviews and User-Generated Content

Stage - Stage 6

Chaired by: Dr. Jake Hoskins

"You Are Kicked Out of the Room Now!": The Impact of Social Exclusion on User-Generated Content in Online Communities

» Ms. Xiaochi Sun (University of Graz), Prof. Thomas Foscht (University of Graz), Prof. Andreas B. Eisingerich (Imperial College London), Dr. □□ (Sichuan University), Dr. Xuebin Cui (Nanjing University)

It's a Man's World? Male Dominance of a Product's Online Community and its Implications for Review Volume, Review Valence and Review Diversity

» Dr. Shelly Rathee (Villanova University), Dr. Jake Hoskins (Willamette University)

The moderating role of marketplace organic search on earned social media and user-generated content: a multilevel multichannel retailing assessment

» Dr. Valter Vieira (State University of Maringá), Dr. Marcos Almeida (Federal University of Goiás), Dr. Thomas Schreiner (University of Hamburg)

EXAMINING THE ROLE OF LATENT CONTENT FACTORS OF ONLINE CONSUMER REVIEWS ON RECEIVER OUTCOMES: AN EMPIRICAL STUDY

» Dr. Vartika Srivastava (Indian Institute of Technology Madras), Prof. ARTI D. KALRO (INDIAN INSTITUTE OF TECHNOLOGY BOMBAY)

Social Media Influencers' Persuasive Cues and Consumer Engagement Behaviours

» Dr. Tai Anh Kieu (Ho Chi Minh City Open University)

10:30am

Workshop

Speaker Set Up

Stage - Plenary Stage

11am

Keynote

Awards Celebration

Stage - Plenary Stage



Continued from **Thursday, 5 August**

12:15pm **Workshop**
Speaker Set Up
Stage - SAGE Publishing Stage

12:15pm **Workshop**
Speaker Set Up
Stage - SIG Programming and Special Session Stage

12:15pm **Workshop**
Speaker Set Up
Stage - EBSCO Stage

12:15pm **Workshop**
Speaker Set Up
Stage - Stage 4

12:15pm **Workshop**
Speaker Set Up
Stage - Stage 5

12:15pm **Workshop**
Speaker Set Up
Stage - Stage 6

12:30pm **General**
Recent Developments in Marketing Strategies in Competitive Environment
Stage - SAGE Publishing Stage
Chaired by: Dr. V Kumar and Dr. Ankit Anand and Dr. Ashley Goreczny and Dr. Amalesh Sharma and Dr. Yusuf Oc

Recent Developments in Marketing Strategies in Competitive Environment
» Dr. V Kumar (Indian School of Business), Dr. Ankit Anand (Texas Tech University), Mr. Amit Agarwal (Georgia State University), Dr. Ashley Goreczny (Iowa State University), Ms. Heather Patterson (Iowa State University), Dr. Amalesh Sharma (Texas A), Dr. Yusuf Oc (King's College London), Dr. Shintaro Okazaki (King's College London), Dr. Stefan Bernritter (King's College London)

12:30pm **General**
EM SIG: Meet the Editors Special Session for Entrepreneurial Marketing Research
Stage - SIG Programming and Special Session Stage
Chaired by: Dr. Wesley Friske and Dr. Todd Morgan

Meet the Editors Special Session for Entrepreneurial Marketing Research
» Prof. Fabian Eggers (Associate Editor, Journal of Business Research, Menlo College), Prof. James Crick (Associate Editor, Strategic Journal of Marketing, Loughborough University), Prof. Terrence Brown (Editor in Chief, International Journal of Entrepreneurial Venturing, KTH Royal Institute of Technology), Prof. Victoria Crittenden (Editor in Chief, Journal of Marketing Education, Babson College), Prof. Zubin Sethna (Editor in Chief, Journal of Research in Marketing and Entrepreneurship, Regent's University London), Dr. Wesley Friske (Missouri State University), Dr. Todd Morgan (Western Michigan University)



Continued from Thursday, 5 August

12:30pm **Oral : Sustainability, Social Responsibility and Public Policy Track - Session 2**

Sustainability, Branding and Public Policy

Stage - EBSCO Stage

Chaired by: Dr. Abhijit Roy

Eco-product labeling: The moderating effect of environmental marketing, consumer purchasing evaluation and competitive advantage

» Ms. Debra Lee Surface (University of Massachusetts Lowell)

The role of brands in second-hand product consumption.

» Dr. Fabio Shimabukuro Sandes (Universidade Lusófona, CICANT)

Group Factors Affecting Consumers' Behavioral Intentions toward Suboptimal Food Products: Perspectives from Consumer Choice Theory and Theory of Planned Behavior

» Mr. Ahmed M. Adel (Huazhong University of Science and Technology), Prof. Xin Dai (Huazhong University of Science and Technology), Mrs. Rana S. Roshdy (Huazhong University of Science and Technology)

BRAND ACTIVISM AND CONSUMER ENGAGEMENT

» Ms. Seoyoung Kim (University of Georgia), Dr. Sundar Bharadwaj (University of Georgia)

Promises and Perils of Consumer Well-Being in the Epoch of IR 4.0: Macro-Behavioral Implications

» Dr. Abhijit Roy (University of Scranton)

12:30pm **Oral : Services, Retailing, and Customer Experience Track - Session 5**
Retailing and the Customer Experience

Stage - Stage 4

Chaired by: Mr. Olivier Reimann

PLUS-SIZE SHOPPERS' PERCEPTIONS OF THE PLUS-SIZE WOMEN'S APPAREL INDUSTRY

» Dr. Mavis Adjei (Southern Illinois University Carbondale), Ms. Joy Madison (Southern Illinois University Carbondale), Dr. Joanna Melancon (Western Kentucky University), Dr. Frederick Adjei (Southeast Missouri State University)

THE IMPACT OF GUARDIANSHIP POLICIES ON FRONTLINE EMPLOYEES

» Dr. Patrick Fennell (Salisbury University), Dr. Melanie Lorenz (Florida Atlantic University), Dr. James "Mick" Andzulis (Ohio University)

Always On My Mind? - Antecedents of Private Label Share in Consumers' Consideration Sets

» Mr. Lukas Stoppacher (University of Graz), Prof. Thomas Foscht (University of Graz), Dr. Judith Schloffer (University of Graz)

Attitude Formation Toward Economy, Standard and Premium Private Label

» Mr. Olivier Reimann (ZHAW - School of Management and Law), Dr. Oliver Thomas (ZHAW - School of Management and Law), Prof. Gunther Kucza (ZHAW - School of Management and Law)

Business Customer Experience in B2B2C: A Scale Development

» Dr. Rejikumar G (Amrita Vishwa Vidyapeetham), Dr. Aswathy Asokan Ajitha (Indian Institute of Management Amritsar)

12:30pm **Oral : Consumer Behavior Track - Session 2**
Behavioral Outcomes of Marketing Strategy

Stage - Stage 5

Chaired by: Karen Anne Wallach

Voice Assistants, Social Norms, and Prosocial Behavior

» Ms. Smaraki Mohanty (Binghamton University, State University of New York), Dr. Iman Paul (Clarkson University), Dr. Samuel Bond (Georgia Tech)

Expanding self-extension theory in the Internet of Things

» Ms. Min Yan (newcastle university), Prof. Raffaele Filieri (Audencia Business School), Prof. Matthew Gorton (newcastle university)



Continued from **Thursday, 5 August**

Old is not always Gold: The role of Temporal Congruence in shaping the downstream effects of Firm's Longevity

» Ms. Shweta Iha (Indian Institute of Management, Indore, India), Prof. Sanjeev Tripathi (Indian Institute of Management, Indore, India), Prof. Sudipta Mandal (Indian Institute of Management, Indore, India)

Customer's package-size choice decision at the bottom of the pyramid (BOP) market

» Dr. Suvendu Pratihari (IIM Ahmedabad), Prof. Anand Kumar Jaiswal (IIM Ahmedabad)

The bright and dark side of credit card usage by low-income consumers

» Dr. Farah Diba Abrantes-Braga (Insper (www.insper.edu.br)), Dr. Danny P. Claro (Insper (www.insper.edu.br))

12:30pm

Oral : Services, Retailing, and Customer Experience - Session 2 E-Commerce

Stage - Stage 6

Chaired by: Dr. Zahy Ramadan

Adding Clicks to Clicks: Exploring the Impact of Encroachment on Online Incumbents

» Mr. Karthikeyan Balakumar (Indian Institute of Management Calcutta), Dr. Prafulla Agnihotri (Vijay Patil School of Management), Dr. Ritu Mehta (Indian Institute of Management Calcutta), Dr. Debabrata Ghosh (Malaysia Institute for Supply Chain Innovation)

Fool me once, shame on you; fool me twice, shame on Amazon Prime

» Dr. Zahy Ramadan (Lebanese American University), Dr. Maya Farah (Lebanese American University), Ms. Rana Bou Saada (Lebanese American University)

Subscription commerce: an attachment theory perspective

» Mr. René Hubert Kerschbaumer (University of Graz), Mr. Daniel Kreimer (University of Graz), Prof. Thomas Foscht (University of Graz), Prof. Andreas B. Eisingerich (Imperial College London)

THE ROLE OF CUSTOMERS' PERCEIVED VALUE IN THE PRIVACY PARADOX

» Mr. David Fehrenbach (WWU Münster), Dr. Carolina Herrando (University of Twente)

1:45pm

Workshop

Speaker Set Up

Stage - SAGE Publishing Stage

1:45pm

Workshop

Speaker Set Up

Stage - SIG Programming and Special Session Stage

1:45pm

Workshop

Speaker Set Up

Stage - EBSCO Stage

1:45pm

Workshop

Speaker Set Up

Stage - Stage 4



Continued from **Thursday, 5 August**

1:45pm **Workshop**
Speaker Set Up
Stage - Stage 5

1:45pm **Workshop**
Speaker Set Up
Stage - Stage 6

2pm **General**
JOURNAL OF MARKETING RESEARCH AWARDS SESSION | PAUL E. GREEN AWARD
Stage - SAGE Publishing Stage
Chaired by: Dr. Vikas Mittal

2pm **General**
RAPSIG: Naked, Embarrassing, Cancelled, and Haptic: The Art of Selling Products to a New Generation
Stage - SIG Programming and Special Session Stage
Chaired by: Dr. Stephanie Noble and Dr. Stacey Robinson

Naked, Embarrassing, Cancelled, and Haptic: The Art of Selling Products to a New Generation

» [Dr. Stephanie Noble](#) (University of Tennessee), [Dr. Stacey Robinson](#) (The University of Alabama), [Dr. Courtney Szocs](#) (Louisiana State University), [Prof. Carol Jones](#) (University of Alabama), [Dr. Lauren Beitelspacher](#) (Babson College), [Dr. Subhash Jha](#) (The University of Memphis)

2pm **Oral : Consumer Behavior Track - Session 3**
Brands and Consumers
Stage - EBSCO Stage
Chaired by: Dr. Kaisa Lund

Framing brand misbehavior: Exploring the effects of moral intensity frames on boycott intention

» [Dr. Olivia Bravo](#) (University of the West Indies), Dr. Sindy Chapa (Florida State University)

The Influence of Perceived Movement on Consumer Responses to Brand Recovery Efforts

» [Dr. Laura Boman](#) (Mercer University), [Dr. Lam An](#) (University of Winnipeg), Dr. Ganga Hewage (Bryant University), Dr. Jonathan Hasford (University of Tennessee - Knoxville)

EFFECTIVE MESSAGING STRATEGIES FOR SOCIOPOLITICAL ACTIVIST BRANDS

» [Mr. Faye Ahmad](#) (University of North Texas), Dr. Francisco Guzmán (University of North Texas)

A Luxury Consumption Perspective on Motivations for Brand Value Co-creation

» [Ms. Shayan Shaikh](#) (University of Warwick), Dr. Michaela Gummerum (University of Warwick)

2pm **Oral : Consumer Behavior Track - Session 1**
Digital Marketing
Stage - Stage 4
Chaired by: Franziska Krause

Mobile Push Notification Effectiveness: The Role of the Consumer-firm Relationship and Browsing Behavior

» [Ms. Marie-Josefien Schneider](#) (RWTH Aachen University), Dr. Jan Kemper (RWTH Aachen University), Prof. Malte Brettel (RWTH Aachen University)



Continued from **Thursday, 5 August**

Download This App for Our Own Sake: Factors Influencing Users' Download Intention

» Dr. Robin Robin (Oxford Brookes University), Dr. Ala' Dandis (Applied Science Private University)

Consumers' De-ownership as a Predictor of Dark-side Digital Acquisition and Digital Piracy Behavior

» Dr. Monika Kukar-Kinney (University of Richmond Robins School of Business), Dr. Mateja Kos Koklic (University of Ljubljana), Dr. Irena Vida (University of Ljubljana)

E-commerce and shoppers' evolution post-Covid19

» Dr. Zahy Ramadan (Lebanese American University), Dr. Maya Farah (Lebanese American University), Ms. Alaa Sleiman (Lebanese American University)

2pm

Oral : Consumer Behavior Track - Session 4

Behavioral Outcomes in the Sharing and Caring Economy

Stage - Stage 5

Chaired by: Prof. Nicole Hess

TRUST, SATISFACTION, LOYALTY AND INTENTIONS IN THE SHARING ECONOMY: RESEARCH PROPOSITIONS

» Ms. Lu Yu (Wayne State University), Ms. Archana Mannem (Wayne State University), Dr. Attila Yaprak (Wayne State University)

Why Not Set Pen to Paper? How Typeface Design Influence Charitable Behaviors

» Dr. Xing-Yu (Marcos) Chu (Nanjing University), Mr. Dickson Tok (Nanjing University), Mr. Junjie Gui (Nanjing University)

A TEMPORAL PERSPECTIVE OF FOOD WASTE REDUCTION BEHAVIOR

» Dr. Marwa Gad Mohsen (University of Buckingham), Dr. Lubna Nafees (Appalachian State University)

Psychologically Accessing Ownership: How Does Psychological Ownership Affect Peer-to-Peer Access-Based Consumption?

» Mr. Otávio Teixeira (University of Brasilia)

2pm

Oral : Marketing Analytics, AI, Machine Learning Track - Session 2

Understanding the human-Machine Interactions

Stage - Stage 6

Chaired by: Ms. Stella Tavallaei

Will We Help Others in a Smart City? The Impact of AI Surveillance on Citizens' Sociability

» Mrs. Emanuela Stagno (BI Norwegian Business School), Dr. Matilda Dorotic (BI Norwegian Business School), Prof. Luk Warlop (BI Norwegian Business School)

Who resists algorithmic advice?: Cognitive style correlates with algorithmic aversion

» Ms. Heather Yang (MIT Sloan School of Management), Dr. Renée Gosline (MIT Sloan School of Management)

Keypoints of message design for voice shopping interactions

» Ms. Lea Sollfrank (Goethe University Frankfurt), Dr. Ju-Young Kim (Goethe University Frankfurt)

3:15pm

Workshop

Speaker Set Up

Stage - SAGE Publishing Stage

3:15pm

Workshop

Speaker Set Up

Stage - SIG Programming and Special Session Stage



Continued from **Thursday, 5 August**

3:15pm **Workshop**
Speaker Set Up
Stage - EBSCO Stage

3:15pm **Workshop**
Speaker Set Up
Stage - Stage 4

3:15pm **Workshop**
Speaker Set Up
Stage - Stage 5

3:15pm **Workshop**
Speaker Set Up
Stage - Stage 6

3:30pm **Panel**
RM SIG Reception
Stage - Plenary Stage
Chaired by: Mona Sinha

3:30pm **General**
JOURNAL OF MARKETING RESEARCH AWARDS SESSION | WEITZ WINER O'DELL AWARD
Stage - SAGE Publishing Stage
Chaired by: Dr. Peter Danaher

3:30pm **General**
Higher Ed SIG: The Response of Higher Education Institutions to COVID-19
Stage - SIG Programming and Special Session Stage
Chaired by: Dr. Prachi Gala and Dr. Atefeh Yazdanparast

THE RESPONSE OF HIGHER EDUCATION INSTITUTIONS TO COVID-19
» Dr. Prachi Gala (Kennesaw State University), Dr. Atefeh Yazdanparast (Clark University), Dr. Leonard Berry (Texas A+M University), Dr. Chris Dede (Harvard University), Dr. David Fithian (Clark University), Dr. Sandeep Krishnamurthy (University of Washington Bothell)

3:30pm **Oral : Marketing Strategy Track - Session 2**
Pricing, Promotions & Influencers
Stage - EBSCO Stage
Chaired by: Dr. Sina Aghaie

Effectiveness of Price Adjustment and the Influence of Information Acquisition Cost
» Mrs. Emma Wang (University of Edinburgh), Prof. Jake Ansell (University of Edinburgh), Dr. Kirsten Cowan (University of Edinburgh)

Pop-Up Stores: How They Drive Online Sales and the Moderation Effects of Other Promotion Tools
» Prof. Shuai Yang (Donghua University), Mr. Junjie Wang (Donghua University), Prof. Hualu Zheng (Susquehanna University), Ms. Yahui Liu (Donghua University)



Continued from **Thursday, 5 August**

INFLUENCER EQUITY: DEFINITION AND VALUE-CREATION MECHANISMS

» [Dr. Essi Pöyry](#) (University of Helsinki), Dr. Petri Parvinen (University of Helsinki)

Effect of Cultural Distances on Online Reviews

» [Mr. Rahul Srinivasan](#) (Indian Institute of Management Udaipur), Prof. Prakash Satyavageeswaran (Indian Institute of Management Udaipur), Dr. Sundar Bharadwaj (University of Georgia)

Price Reactions to a Rival's Market Exit: Evidence from the U.S. Airline Industry

» [Dr. Amir Javadinia](#) (Florida Atlantic University), Dr. Sina Aghaie (Wichita State University), Dr. Milad Darani (Kent State University)

3:30pm

Oral : Consumer Behavior Track - Session 8

Pandemics, Opioid Usage, and Consumer Behavior

Stage - Stage 4

Chaired by: Yeseul Kim

Brief Decision Science Intervention for Changing Negative Attitudes Toward Opioid Agonist Treatment: Results from a Pilot Study in Ukraine

» [Dr. Maxim Polonsky](#) (Yale University)

THE SPECTER OF DEATH AND THE DESIRE TO COMPETE: THE INFLUENCE OF MORTALITY SALIENCE DUE TO COVID ON THE EVALUATION OF EXCLUSIVE LUXURIES.

» [Dr. Nabanita Talukdar](#) (Hult International Business School, San Francisco), Dr. Shubin Yu (HSBC Business School, Peking University, Shenzhen)

The Social Density and Consumer's Purchase Intention after the COVID-19 Pandemic

» [Dr. Yong Wang](#) (Beijing Technology and Business University), Ms. Xue Gu (Beijing Technology and Business University), Dr. Yang Li (Beijing Technology and Business University)

UNDERSTANDING THE VARIOUS WAYS CONSUMERS COPE WITH A PANDEMIC CRISIS-A QUALITATIVE APPROACH

» Dr. Melika Kordrostami (California State University, San Bernardino), [Dr. Erika Kordrostami](#) (Rowan University)

The Role of External Cues on Consumer Adoption of Cannabidiol (CBD) Products: A Health Belief Model Approach

» [Dr. Laee Choi](#) (Colorado State University-Pueblo), Dr. Jiyoung Hwang (The University of North Carolina at Greensboro), Dr. Sanghyuck Park (Colorado State University-Pueblo)

3:30pm

Oral : B2B Marketing, Supply Chain Management and Sales Management Track - Session 2

Micro issues in sales force management and personal selling

Stage - Stage 5

Chaired by: Dr. Reza Rajabi

Moral judgement in business negotiation: Personality, society, or self-interest

» Dr. Eran Rubin (California State University Fresno), [Dr. Frederik Beuk](#) (University of Akron)

Advancing B2B Social Selling: The relevancy of post personality

» [Dr. Roberto Mora Cortez](#) (Southern Denmark University), Mr. Ayan Ghosh Dastidar (Georgia State University)

Control and Justice Perceptions: Multiple Controls and Crowding Out Effects

» [Dr. Reza Rajabi](#) (Northern Illinois University), [Dr. Tiffany Legendre](#) (University of Houston), Dr. Thomas Brashear Alejandro (University of Massachusetts, Amherst. Fundacao Getulio Vargas)

A Comprehensive Examination of Salesforce Satisfaction and Performance

» [Ms. Claire Cha](#) (University of Massachusetts), Dr. Reza Rajabi (Northern Illinois University), Mr. Hossein Hashemi (University of Massachusetts), Dr. Thomas Brashear Alejandro (University of Massachusetts, Amherst)



Continued from **Thursday, 5 August**

3:30pm **Oral : International & Cross-Cultural Marketing Track - Session 2**
International Marketing Strategies
 Stage - Stage 6
 Chaired by: Mr. Kiwoong Yoo

The influence of language on attitudes toward brands

» Mr. David DeFranza (University of Utah), Dr. Aurl Mishra (University of Utah), Dr. Himanshu Mishra (University of Utah)

What Makes a Strong Brand in International B2B Markets: Strategic Brand Management versus Co-Creation Viewpoint

» Mrs. Marina Kovalchuk (University of Eastern Finland), Prof. Mika Gabrielsson (University of Eastern Finland), Prof. Andreas Fürst (Friedrich-Alexander University Erlangen-Nürnberg)

Why Not Both? Utilizing Knowledge Management Capability for Market Exploration and Exploitation Among Mexican Firms

» Mr. Jacob Almaguer (University of Texas Rio Grande Valley), Dr. Edith Galy (University of Texas Rio Grande Valley)

The Impact of Disruptions in Global Trade Agreements on Multinational Firms' Use of International Strategic Alliances

» Mr. Kiwoong Yoo (Marketing Doctoral Candidate, University of Tennessee, Knoxville), Dr. Kelly Hewett (University of Tennessee - Knoxville), Dr. Satish Jayachandran (University of South Carolina), Dr. Alexander Krasnikov (Loyola University Chicago)

5pm **General**
Marketing Research SIG Reception
 Stage - SAGE Publishing Stage

Marketing Research SIG Reception

» P. K. Kannan, Praveen Kopalle

5pm **General**
RAPSIG Reception
 Stage - SIG Programming and Special Session Stage

RAPSIG Reception
 » Stephanie Noble, Abhijit Guha, Courtney Szocs

Friday, 6 August

7:45am **Workshop**
Speaker Set Up
 Stage - SAGE Publishing Stage

7:45am **Workshop**
Speaker Set Up
 Stage - SIG Programming and Special Session Stage

7:45am **Workshop**
Speaker Set Up
 Stage - EBSCO Stage

7:45am **Workshop**
Speaker Set Up
 Stage - Stage 4



Continued from Friday, 6 August

7:45am **Workshop**
Speaker Set Up
Stage - Stage 5

8am **Workshop : Skills - Machine Learning/AI for Marketing**
Machine Learning/AI for Marketing: Personalize Customer Engagement with the AI
Stage - SAGE Publishing Stage
Chaired by: Prof. Rajkumar Venkatesan

Machine Learning/AI for Marketing: Personalize Customer Engagement with the AI
» Prof. Rajkumar Venkatesan (University of Virginia)

8am **Workshop : Inspirational - Opportunities and Challenges in B2B**
Opportunities and Challenges in B2B Marketing
Stage - SIG Programming and Special Session Stage
Chaired by: Prof. Stefan Wuyts and Prof. Kenneth Wathne and Prof. Erik Mooi and Prof. Rajdeep Grewal

Opportunities and Challenges in B2B Marketing
» Prof. Stefan Wuyts (Pennsylvania State University), Prof. Kenneth Wathne (University of Stavanger, BI Norwegian Business School), Prof. Rajdeep Grewal (University of North Carolina at Chapel Hill), Prof. Erik Mooi (University of Melbourne)

8am **Workshop : Inspirational - Privacy Research in Marketing**
Privacy Research in Marketing as Social Responsibility
Stage - EBSCO Stage
Chaired by: Prof. Kelly Martin and Dr. Kristen Walker

Privacy Research in Marketing as Social Responsibility

» Prof. Kelly Martin (Colorado State University), Dr. Kristen Walker (California State University, Northridge)

8am **Workshop : Research Design**
Theory Construction
Stage - Stage 4
Chaired by: Prof. Ajay Kohli

Theory Construction
» Prof. Ajay Kohli (Georgia Institute of Technology)

8am **Workshop : Skills - Text Mining Methods**
Text Mining Methods and Applications: Automated Text Analysis
Stage - Stage 5
Chaired by: Prof. Ashlee Humphreys

Text Mining Methods and Applications: Automated Text Analysis
» Prof. Ashlee Humphreys (Northwestern University)

9am **Workshop**
Speaker Set Up
Stage - Plenary Stage

9:30am **Keynote**
AI-Human Interactions: Bridging the Gap Between Policy Makers, Academia and Business
Stage - Plenary Stage
Chaired by: Dr. Matilda Dorotic



Continued from **Friday, 6 August**

AI-Human Interactions: Bridging the Gap Between Policy Makers, Academia and Business

» Mr. Irakli Beridze (Head of the Centre for Artificial Intelligence and Robotics at UNICRI), Dr. Cansu Canca (AI Ethics Lab), Mr. Lofred Madzou (Project Lead for AI at the World Economic Forum), Dr. Koen Pauwels (Northwestern University), Mr. Graham Porter (Dell Technologies Alliances), Prof. Andrew Stephen (Saïd Business School, University of Oxford), Dr. Matilda Dorotic (BI Norwegian Business School)

10:30am **Workshop**
Speaker Set Up
Stage - SAGE Publishing Stage

10:45am **Workshop**
Speaker Set Up
Stage - SIG Programming and Special Session Stage

10:45am **Workshop**
Speaker Set Up
Stage - EBSCO Stage

10:45am **Workshop**
Speaker Set Up
Stage - Stage 4

10:45am **Workshop**
Speaker Set Up
Stage - Stage 5

10:45am **Workshop**
Speaker Set Up
Stage - Stage 6

11am **General**
AMA-EBSCO-RRBM AWARDS SESSION
Stage - SAGE Publishing Stage
Chaired by: Dr. Samantha N. N. Cross

11am **General**
Pop-Up SIG: Sustainability Marketing
Stage - SIG Programming and Special Session Stage
Chaired by: Matthew Lunde

11am **General**
Reinvigorating the Study of Brand Charisma
Stage - EBSCO Stage
Chaired by: Prof. Carlos Torelli and Prof. Maria Rodas Waters

'Rebecca. Always Rebecca:' Understanding Dimensions of a Charismatic Novel.

» Prof. Cele Otnes (University of Illinois Urbana-Champaign), Prof. Pauline Maclaran (Royal), Prof. Robin Canniford (University of Melbourne)



Continued from Friday, 6 August

The Negative Potential of Charismatic Brands: James Bond Fandom and Negative Nostalgia

» Prof. Chloe Preece (Royal Holloway, University of London), Prof. Finola Kerrigan (University of the Arts London)

Charismatic CEOs: How Powerful People with Charismatic Professional Brands Can Drive Markets

» Prof. Pierre-Yann Dolbec (Concordia University), Prof. Eileen Fischer (York Univeristy)

11am

Oral : Services, Retailing, and Customer Experience Track - Session 3
Consumption and Emerging Technologies

Stage - Stage 4

Chaired by: Ms. Pam Richardson-Greenfield

Customer Experience with Augmented Reality Technology in Retailing: (In)authentic Self and Reality versus Curiosity and Fun

» Mr. Khaled El Shamandi Ahmed (Henley Business School, University of Reading)

The Impact of Value Congruence and Social Interaction between Founder and Backers on Intention to Invest

» Prof. Tien Wang (Institute of International Management, National Cheng Kung University), Ms. Susan Chrestella Bahari (Institute of International Management, National Cheng Kung University), Dr. Trung Dam-Huy Thai (Institute of International Management, National Cheng Kung University)

Investigating the Willingness to Pay for Enhanced Mobile Internet Services: Evidence from A Mobile Network Upgrade

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

Impacts of Perceived Robot Eeriness on Future Approach Intentions of Third-party Observers

» Mr. Ross Murray (The University of Texas Rio Grande Valley), Dr. Xiaojing Sheng (The University of Texas Rio Grande Valley), Dr. Reto Felix (The University of Texas Rio Grande Valley)

11am

Oral : Social Media and Digital Marketing Track - Session 2
Social Media Influencers: Their Impact on Consumers, Firms, and Taboo Topics

Stage - Stage 5

Chaired by: Dr. Marcos Almeida

#INFERTILITY – Dealing with Taboo Topics on Social Media

» Ms. Jana Grothaus (TU Dortmund), Dr. Sarah Koecher (TU Dortmund), Dr. Soeren Koecher (TU Dortmund), Prof. Hartmut H. Holzmueller (TU Dortmund)

Unpacking the concept of influencers: the moderating role of Social Media Influencers in service failure recovery strategies

» Prof. Wilson Ozuem (University of Cumbria), Prof. Silvia Ranfagni (University of Florence), Ms. Michelle Willis (University of Cumbria), Prof. Serena Rovai (Excelia Business School)

Let's Get Digital: An Exploratory Study of the Impact of Influencers on Digital Wellness

» Ms. Ashley Hass (Texas Tech University), Dr. Debra A. Laverie (Texas Tech University)

Candidate sentiment, traditional, owned and earned social media: the role of fan following in influencing voting intentions

» Dr. Marcos Almeida (Federal University of Goiás), Dr. Luiz Paulo Fávero (University of São Paulo), Dr. Valter Vieira (State University of Maringá), Ms. Rafael de Freitas Souza (University of São Paulo)

How YouTube Health Vloggers Influence Viewer Compliance: The Interplay Between Vlogger Characteristics, Parasocial Interaction, and Viewer Characteristics

» Dr. Md Nazmus Sakib (McNeese State University), Dr. MD Al-Emran (McNeese State University)



Continued from Friday, 6 August

11am **Oral : Branding, Innovation and the 4Ps Track - Session 2**
The Evolution of Consumer Brand Evaluation
 Stage - Stage 6
 Chaired by: Prof. Paula Rodrigues

The Measurement of Brand Activism: Scale Development and Validation

» Ms. Nuket Serin (FL), Dr. Jayati Sinha (Florida International University)

Consumer's perceptions towards a luxury brand: a comparative evaluation between brand love and brand engagement

» Prof. Paula Rodrigues (Universidade Lusíada - Norte, COMEGI Research Center), Dr. Ana Sousa (Universidade Lusíada - Norte, COMEGI Research Center), Ms. Catarina Correia (Universidade Lusíada - Norte, COMEGI Research Center)

The Impact of University Location and Ranking on Brand Name and Logo of Cross-Country Higher Education Alliance in China

» Prof. Jiaxun He (East China Normal University), Dr. Mingyue Zhang (East China Normal University), Ms. Qian Zhang (East China Normal University), Ms. Jingxian Wu (East China Normal University)

Brand Structure and Extension Typicality Effects on the Diagnosticity of Negative Extension Information

» Prof. Joseph Chang (University of Massachusetts Dartmouth)

12:15pm **Workshop**
Speaker Set Up
 Stage - SAGE Publishing Stage

12:15pm **Workshop**
Speaker Set Up
 Stage - SIG Programming and Special Session Stage

12:15pm **Workshop**
Speaker Set Up
 Stage - EBSCO Stage

12:15pm **Workshop**
Speaker Set Up
 Stage - Stage 4

12:15pm **Workshop**
Speaker Set Up
 Stage - Stage 5

12:15pm **Workshop**
Speaker Set Up
 Stage - Stage 6

12:30pm **General**
AMA Meet the Editors Part 2 - Topics
 Stage - SAGE Publishing Stage
 Chaired by: Dr. Koen Pauwels



Continued from Friday, 6 August

12:30pm

General

SALESSIG: Managerial Interventions for Enablement of Salespeople's Approaches and Activities

Stage - SIG Programming and Special Session Stage

Chaired by: Mr. Khashayar Afshar Bakeshloo and Dr. Ashley Goreczny and Dr. Stephanie Mangus and Dr. Huanhuan Shi and Dr. Amin Rostami

Managerial Interventions for Enablement of Salespeople's Approaches and Activities

» Mr. Khashayar Afshar Bakeshloo (Iowa State University), Dr. Ashley Goreczny (Iowa State University), Dr. Stephanie Mangus (Baylor University), Dr. Huanhuan Shi (Texas A&M University), Dr. Amin Rostami (University of Minnesota Dul)

12:30pm

General

Consumer Behavior amidst and beyond the COVID-19 Pandemic

Stage - EBSCO Stage

Chaired by: Dr. Alexis Yim and Ms. Yumei Mu and Ms. Yuerong Liu and Mr. Liguu Liu and Ms. Elizabeth Gratz and Mr. Vijay Bharti

Consumer Behavior amidst and beyond the COVID-19 Pandemic

» Dr. Annie Cui (West Virginia University), Dr. Jody Crosno (West Virginia University), Dr. Stephen He (West Virginia University), Dr. Julian Givi (West Virginia University), Dr. Paula Fitzgerald (West Virginia University), Dr. Alexis Yim (Radford University), Ms. Yumei Mu (West Virginia University), Ms. Yuerong Liu (West Virginia University), Mr. Liguu Liu (West Virginia University), Ms. Elizabeth Gratz (West Virginia University), Mr. Vijay Bharti (West Virginia University)

12:30pm

Oral : Services, Retailing, and Customer Experience Track - Session 4 Customer Decision-Making and Pricing

Stage - Stage 4

Chaired by: Ms. Alisa Keller

Spillover of Product Engagement in Add-ons: Side Effects of Network Homogeneity

» Mr. Pallav Routh (University of Texas at San Antonio), Dr. Richard Gretz (University of Texas at San Antonio), Dr. Daniel Kaimann (Paderborn University)

'Did I make the right choice?' - Suggestions for Reducing Cognitive Dissonance in a High-Credence Service - the Case of Higher Education

» Dr. Andreas Zehetner (University of Applied Sciences Upper Austria)

Investigating the competition between price and valence of online ratings to influence consumers' perception of product quality

» Mr. Mohammadali Koorank Beheshti (Old dominion university), Dr. Yuping Liu-Thompkins (Old dominion university), Mr. Mehdi Koorang Beheshti (Amirkabir University)

CLICK-AND-COLLECT WITH IMPULSE BUYING: PRICING DECISIONS AND THE CHOICE OF PICKUP STATION

» Prof. Chyi-Mei Chen (Department of Finance, National Taiwan University), Prof. Shan-Yu Chou (Department of Business Administration, National Taiwan University)

A Matter of Price? How Multichannel Price Differentiation and Self-Matching Influence Customer Reactions in the Offline Channel

» Ms. Alisa Keller (University of Passau)

12:30pm

Oral : Marketing Strategy Track - Session 1

Role of Marketing in Adversities

Stage - Stage 5

Chaired by: Mr. Kohei Matsumoto

The Effect of Product Recall by Competitors on Innovation

» Mr. Kohei Matsumoto (University of Illinois at Chicago), Prof. Anna Shaojie Cui (University of Illinois at Chicago), Prof. Alan J. Malter (University of Illinois at Chicago)



Continued from Friday, 6 August

Scandals and strategic alliances: Spillover effect on partners

» Mr. Dimitri Simonin (University of Technology Sydney), Dr. Jan Hohberger (Esade Business School)

The Dark Side of Marketing: An Empirical Examination of Marketing's Role in the Opioid Epidemic

» Ms. Rachel Ramey (University of Georgia), Dr. Sundar Bharadwaj (University of Georgia)

When Do Business Buyers Offer Suppliers a "Second Chance" After Being Betrayed? The Moderating Role of Emotions of Business Buyers in Betrayal Incidents

» Dr. Noelle Chung (NEOMA Business School), Dr. Kyungwon Lee (University of Michigan-Dearborn)

12:30pm Oral : Services, Retailing, and Customer Experience Track - Session 6 Social Responsibility

Stage - Stage 6

MULTICULTURAL READINESS IN SERVICE ECOSYSTEMS

» Mrs. Zahra Daneshfar (Curtin University), Prof. Piyush Sharma (Curtin University), Dr. Russel Kingshott (Curtin University)

A Meta-Analytic Review of The Impact of Service Leadership on Customer-Related Outcomes

» Dr. Kristina Lindsey Hall (Louisiana State University), Dr. Ji Qi (Grand Valley State University), Dr. Harrison Pugh (The University of North Carolina, Greensboro), Dr. Eric Michel (Northern Illinois University), Ms. Brittany Buis (University of Illinois at Chicago), Dr. Darren Good (Pepperdine University), Dr. Matthew Leon (University of North Florida)

Antecedents to Emotional Motivators for Green Consumption Behavior

» Dr. Birgit Leisen Pollack (University of Wisconsin Oshkosh)

Mixed Signals? Consumer Responses to Price Image and Corporate Social Responsibility

» Ms. Eileen Dauti (University of Passau), Prof. Dirk Totzek (University of Passau)

1:45pm

Workshop

Speaker Set Up

Stage - EBSCO Stage

1:45pm

Workshop

Speaker Set Up

Stage - Stage 4

1:45pm

Workshop

Speaker Set Up

Stage - Stage 5

1:45pm

Workshop

Speaker Set Up

Stage - Stage 6

2pm

General

SalesSIG Special Session - Enabling Sales in a Globally Transformed World: Challenges & Opportunities for Sales Enablement

Stage - SIG Programming and Special Session Stage



Continued from Friday, 6 August

SalesSIG Special Session - Enabling Sales in a Globally Transformed World: Challenges & Opportunities for Sales Enablement

» Joel Le Bon, Ellen Pullins, Stephanie Mangus

2pm

General

Business School Curriculum Innovation and Sustainability Organized by SAGE Publishing

Stage - EBSCO Stage

Chaired by: Prof. Bodo Schlegelmilch and Prof. Victoria Crittenden and Prof. Mark Peterson

2pm

Oral : B2B Marketing, Supply Chain Management and Sales Management Track - Session 3

Revisiting established frameworks and theories of interorganizational relationships

Stage - Stage 4

Chaired by: Dr. Tiffany Legendre

Digitization of Interorganizational Relationships: Direct Effects of Benefit Magnitude and Indirect Effects of Benefit Asymmetry on Reseller Profit

» Dr. Talai Osmonbekov (Northern Arizona University), Dr. Brian Gregory (Northern Arizona University)

Franchisee Opportunism – An Emerging Market Perspective

» Dr. Swati Panda (Kennesaw State University), Dr. Satyendra Pandey (Institute of Rural Management), Dr. Audhesh Paswan (University of North Texas), Dr. Lou Pelton (University of North Texas)

Business-to-Business Online Platform Relationships: A Transaction Cost Approach

» Ms. Jessica Felix (THE UNIVERSITY OF TEXAS AT EL PASO), Dr. Fernando R. Jimenez (THE UNIVERSITY OF TEXAS AT EL PASO), Dr. Miguel A. Ramos (THE UNIVERSITY OF TEXAS AT EL PASO)

A Framework of Adaptive Fundraising in Nonprofit Organizations: Building on a B2B Sales Perspective and Contrasting with a B2C marketing Perspective

» Dr. Saeed Shekari (William Paterson University), Dr. Bahar Ashnai (William Paterson University)

2pm

Oral : Marketing Strategy Track - Session 3

Marketing in Upper Echelons

Stage - Stage 5

Chaired by: Mr. Youngtak Kim

A Narcissistic CEO in Times of Turbulence - Is it Desirable for a Firm's Reputation?

» Mr. Jan Bredlich (Innovation and Entrepreneurship Group (WIN) – TIME Research Area, RWTH Aachen University, Kackertstr. 7, 52072 Aachen, Germany; tel: +49 241 80 96359), Mr. Sebastian Kruse (Innovation and Entrepreneurship Group (WIN) – TIME Research Area, RWTH Aachen University, Kackertstr. 7, 52072 Aachen, Germany; tel: +49 241 80 96359)

Using Computer-Aided Text Analysis to Investigate Contingencies of Market Orientation and Entrepreneurial Orientation Effects on Firm Financial Performance

» Mr. Philip Wagner (Justus-Liebig-University Giessen), Dr. Stephan Volpers (Justus-Liebig University Giessen), Dr. Alexander Haas (Justus-Liebig-University Giessen)

Is brand equity growth the CMO's home turf? Examining the contribution of the CMO to brand equity

» Ms. Johanna Alfs (University of Muenster)

THE IMPORTANCE OF THE CHIEF MARKETING OFFICER IN THE BOARDROOM: DO ACTIVIST INVESTORS SEE MARKETING AS AN EXPENSE OR A STRATEGIC INVESTMENT?

» Ms. Dorina Birsanu (RWTH Aachen University)



Continued from Friday, 6 August

Good for Me and Good for Thee: Performance Implications of Sustainable Innovations in the Consumer Packaged Goods (CPG) Market

» Mr. Youngtak Kim (University of Georgia), Dr. Sundar Bharadwaj (University of Georgia)

2pm Oral : Services, Retailing, and Customer Experience - Session 4 COVID and Consumption

Stage - Stage 6
Chaired by: Dr. Francesca Bonetti

The Role of Time in Customer Reactions for Scarcity Appeals

» Dr. Sungkyu Lee (Akita International University), Dr. Woo Li Ko (Musashino University)

HOW CUSTOMER ENGAGEMENT AND SOCIAL DISTANCE CONCEPTUALIZE IN THE "CGBP-SQ MODEL"

» Mr. Hamed Azad (UON)

The impact of COVID-19 on cleaning surcharges in the hospitality accommodations

» Mr. Saeed Zal (Old dominion university), Mr. Mohammadali Koorank Beheshti (Old dominion university), Dr. Kristina Harrison (The University of Southern Mississippi)

Investigating shopper value calculus during COVID-10; A replication study

» Mr. Ashish Kakar (Texas Tech University)

GRAPPLING WITH CHANGE: STRATEGIC RESPONSES TO THE CHALLENGES OF IMPLEMENTING CONSUMER-FACING IN-STORE TECHNOLOGY IN FASHION RETAIL

» Dr. Francesca Bonetti (London College of Fashion), Dr. Patsy Perry (Manchester Metropolitan University)

3:30pm General SalesSIG Reception

Stage - SIG Programming and Special Session Stage

SalesSIG Reception

» Joel Le Bon, Scott Friend, Stephanie Mangus

3:30pm General Entrepreneurial Marketing SIG Reception

Stage - EBSCO Stage

» Todd Morgan, Susan Wei

On Demand

23 July 9am Bundle: 2 Sessions released on-demand AMA Foundation Sessions

1 of 2 General AMA Foundation | Marketing Research's Impact on the Future of the Marketing Industry

Chaired by: Prof. Doug Holt and Prof. Jerry Olson and Mr. J Walker-Smith

2 of 2 General Representations Matters: Celebrating Scholars of Color in the Classroom

Chaired by: Prof. Maura Scott and Prof. Nicole Ann Davis and Prof. Shawn Enriques

26 July 9am Bundle: 10 Sessions released on-demand SIG Special Sessions



1 of 10	General SALESSIG: Enabling Sales in a Globally Transformed World: Challenges & Opportunities for Sales Enablement Chaired by: Dr. Stephanie Mangus and Joel Le Bon	8 of 10	General RAPSIG: Naked, Embarrassing, Cancelled, and Haptic: The Art of Selling Products to a New Generation Chaired by: Dr. Stephanie Noble and Dr. Stacey Robinson
2 of 10	General Pop-Up SIG: Sustainability Marketing Chaired by: Matthew Lunde	9 of 10	General CB SIG: Translating Marketing to Medicine: Lessons from Publishing in New England Journal of Medicine (NEJM) Chaired by: Dr. Stacy Wood and Dr. Kevin Schulman
3 of 10	General RM SIG Special Session: Editorial Perspectives on Relationship Marketing Research Chaired by: Hui Feng and Alok Saboo and Naveen Donthu and Dr. Kelly Hewett and John Hulland and Prof. Werner Reinartz	10 of 10	General EM SIG: Meet the Editors Special Session for Entrepreneurial Marketing Research Chaired by: Dr. Wesley Friske and Dr. Todd Morgan
4 of 10	General SERVSIG: The Edge of Tomorrow: How AI Shapes the Future of Service Research Chaired by: Prof. Arne De Keyser and Prof. Dominik Mahr and Prof. Chiara Orsingher and Prof. Florian von Wangenheim	28 July 9am	Bundle: 13 Sessions released on-demand Expert Workshops
5 of 10	General Higher Ed SIG: The Response of Higher Education Institutions to COVID-19 Chaired by: Dr. Prachi Gala and Dr. Atefeh Yazdanparast	1 of 13	Workshop : Skills - Text Mining Methods Text Mining Methods and Applications: Automated Text Analysis Chaired by: Prof. Ashlee Humphreys
6 of 10	General SportSIG: Reimagining Sport & Sponsorship-Linked Marketing Chaired by: Dr. Ashley Stadler Blank and Mr. Keevan Statz and Dr. Yiran Su and Dr. Michael Naraine and Dr. Lane Wakefield	2 of 13	Workshop : Research Design Theory Construction Chaired by: Prof. Ajay Kohli
7 of 10	General SALESSIG: Managerial Interventions for Enablement of Salespeople's Approaches and Activities Chaired by: Mr. Khashayar Afshar Bakeshloo and Dr. Ashley Goreczny and Dr. Stephanie Mangus and Dr. Huanhuan Shi and Dr. Amin Rostami	3 of 13	Workshop : Inspirational - Privacy Research in Marketing Privacy Research in Marketing as Social Responsibility Chaired by: Prof. Kelly Martin and Dr. Kristen Walker
		4 of 13	Workshop : Inspirational - Opportunities and Challenges in B2B Opportunities and Challenges in B2B Marketing Chaired by: Prof. Stefan Wuyts and Prof. Kenneth Wathne and Prof. Erik Mooi and Prof. Rajdeep Grewal



5 of 13	Workshop : Skills - Machine Learning/AI for Marketing Machine Learning/AI for Marketing: Personalize Customer Engagement with the AI Chaired by: Prof. Rajkumar Venkatesan
6 of 13	Workshop : Skills - Addressing Endogeneity Part 2 Addressing endogeneity Part 2: Advanced approaches in addressing endogeneity Chaired by: Prof. Dominik Papies and Prof. Peter Ebbes
7 of 13	Workshop : Inspirational - Responsible Research Responsible Research: Marketplace Access, Equity, and Power Chaired by: Prof. Sterling Bone
8 of 13	Workshop : Skills - Experimental Methods Experimental methods: Social media field experiments Chaired by: Prof. David Rand
9 of 13	Workshop : Writing How to craft a great manuscript for publication? Chaired by: Prof. Werner Reinartz
10 of 13	Workshop : Skills - Addressing Endogeneity Part 1 Addressing endogeneity Part 1: Causality, endogeneity, and econometric approaches Chaired by: Prof. Peter Ebbes and Prof. Dominik Papies
11 of 13	Workshop : Career Making the Transition from Academia to Industry Chaired by: Mr. Isaac Dinner and Ms. Annie Wilson
12 of 13	Workshop : Skills - Casual Inference Causal Inference Chaired by: Prof. Kathy Li

13 of 13	Workshop : Teaching Conducting Engaging Synchronous Online Courses Chaired by: Prof. Timothy Keiningham
1 August 9am	Bundle: 2 Sessions released on-demand AMA Sponsors and Innovation Showcase
1 of 2	General AMA Sponsors
2 of 2	Keynote Innovation Session
2 August 9am	Bundle: 8 Sessions released on-demand Posters
1 of 8	Poster Posters: B2B Marketing, Supply Chain Management and Sales Management Track
2 of 8	Poster Posters: Branding, Innovation and the 4Ps Track
3 of 8	Poster Posters: Consumer Behavior Track
4 of 8	Poster Posters: International & Cross-Cultural Marketing Track
5 of 8	Poster Posters: Marketing Analytics, AI, Machine Learning Track
6 of 8	Poster Posters: Services, Retailing, and Customer Experience Track



7 of 8

Poster

Posters: Social Media and Digital Marketing Track

8 of 8

Poster

Posters: Sustainability, Social Responsibility and Public Policy Track

2 August
9am

**Bundle: 6 Sessions released on-demand
AMA Journal Sessions**

1 of 6

General

JOURNAL OF INTERNATIONAL MARKETING AWARDS SESSION | S. Tamer Cavusgil Award and Hans B. Thorelli Award

Chaired by: Kelly Hewett

2 of 6

General

JOURNAL OF MARKETING AWARDS SESSION: AMA/MSI/ROOT WINNER

Chaired by: Page Moreau

3 of 6

General

Journal of Marketing Award Session: Sheth Foundation/JM Award & Shelby D. Hunt/Harold H. Maynard Award

Chaired by: Robert Palmatier and Harald van Heerde

4 of 6

General

JOURNAL OF PUBLIC POLICY & MARKETING AWARDS SESSION | Thomas C. Kinnear/ Journal of Public Policy & Marketing Award

Chaired by: Kelly Martin and Maura Scott

5 of 6

General

JOURNAL OF MARKETING RESEARCH AWARDS SESSION | PAUL E. GREEN AWARD

Chaired by: Dr. Vikas Mittal

6 of 6

General

JOURNAL OF MARKETING RESEARCH AWARDS SESSION | WEITZ WINER O'DELL AWARD

Chaired by: Dr. Peter Danaher

The Role of Anthropomorphism in Customer-Robot Interaction

Authors

Dr. Rae Yule Kim - Montclair State University

Direct-to-Consumer Advertising in the Pharmaceutical Industry

Authors

Ms. Giana Cofman - Emmanuel College

Dr. Jing Yang - Emmanuel College

Can sport serve as a platform for pro-environmental behavior with political conservatives? An examination of college sport sustainability efforts

Authors

Dr. Jonathan Casper - North Carolina State University

Dr. Brian McCullough - Texas A&M University

Mrs. Danielle Smith - University of North Carolina Chapel Hill

How customer self-determination regulates customers' anger and revenge behavior

Authors

Dr. Mina Rohani - Saint Mary's College of California

Dr. Nasser Shahrabi - San Francisco State University

Dr. Mostafa Purmehdi - University of the Fraser Valley

Solving the Paradox of a Large Assortment: The Moderating Role of Choice Mode

Authors

Ms. Mikyoung Lim - University of South Florida

Prof. Young-Won Ha - The State University of New York Korea

Thirty Years of AI Research in Marketing: A Bibliometric Analysis

Authors

Mr. William Shiue - King's College London

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Mr. Ismail Cagri Dogan - Ankara Yildirim Beyazit University

Prof. Stuart Barnes - King's College London

Relational Justice and Optimal Compensation in Service Recovery. Does Failure Severity Matter?

Authors

Dr. Nayyer Naseem - Northeastern State University

Dr. Attila Yaprak - Wayne State University

The Consummate Consumer

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Dr. Parimal Bhagat - Indiana University of Pennsylvania

Impacts of Face Coverings, Background Noise, Perceived Customer Attractiveness, and Intelligibility of Speech on Frontline Employee Job Stress

Authors

Mr. Ross Murray - The University of Texas Rio Grande Valley

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The Power of the Networking Consumer: Analyzing the Egyptian “Let it Rust” Campaign on Facebook from a Consumer Empowerment Perspective

Authors

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Bad News Is Not Always Worse than No News: A Moderated Mediation Model of Source of Corporate Social Irresponsibility Information and Perceived Intrinsic Motives

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Can celebrity be liable for fans' misbehavior?

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Retailers' COVID-19 related announcements and their impact on firm value

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Do we Trust AI-based services using Chatbots? The role of Anthropomorphic Design

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Perceived brand globalness and perceived brand localness: A meta-analysis

Authors

Mr. Volkan Kocer - University of Passau

Memes in Advertising as Inauthentic Communication: The Triggering of Persuasion Knowledge in Young Consumers

Authors

Dr. Kenneth Henrie - Pennsylvania State University-Greater Allegheny

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Brand authenticity in a pandemic context: transparency, proximity and solidarity

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Teenagers' self-presentation and brand identification on Instagram : An exploratory study

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Meme Your Brands: The Role of Meme in Consumer Engagement with Brands

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Gendered Perceptions of Numbers in Alphanumeric Brands

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Playing with Politics - The Relationship between CEO Narcissism and Firm Lobbying Activities

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When Consumers Decrease Ethical Behavior: Resource Scarcity and Ethical Behavior

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Brand perceived social sustainability scale

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Warm Glow or Cold Cash: Designing Sales Promotion Tactics for Sustainable Products in E-Commerce

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Gorgeous Low-key or High-toned Luxury: The Role of Social Identity Threat, Symbolism, and Narcissism on The Choice between High- and Low-key Versions of A Luxury Product

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Going Green through Psychological Ownership for the Community and Planet Earth

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An Empirical Investigation of Entrepreneurs' Communication and Gamification Strategies in Crowdfunding

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The impact of the green attribute and texture on product and personal gender identities

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Ms. Corrine Sullivan - Villanova University

Dr. Yoon-Na Cho - Hongik University

The Location Effect Using Embodied Horizontal Metaphor

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CUSTOMER EXPERIENCE MODEL OF MOBILE APPLICATION: IMPLICATION FOR E-TAILERS

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Sustainable Brand Transitions – A Case Study of alternative Proteins in the Meat Industry

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The individual and joint effects of data usage control & transparency on customers' privacy responses

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Mr. Mauro Gotsch - Institut für Marketing Universität St. Gallen

Impact of Language Style on Experience with Mr. Chatbot: Role of Automated Social Presence

Authors

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Kirana (Small Retailer) Performance and Impact of Technology Use: Evidence from the study of small retailers “Kirana stores” in northern India

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Contract Frame Portfolios and Supplier Learning

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Cashbacks: Buying More or Less?

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The Role of the Frontline Employee in Technology-Based Service Encounters

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Consumer perception of safety compliance amid COVID-19 pandemic: evidence from the restaurant industry

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Dr. Abdullah Aljafari - Qatar University

Determinants of Customer Engagement in Brand Communities on Instagram: An Elaboration Likelihood Model Perspective

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Sponsored Posts and Purchase Intention

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Factors Affecting Food Waste Behavior in the Collectivism Egyptian Context

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Mrs. Rana S. Roshdy - Huazhong University of Science and Technology

Using Congruent Marketing Appeals to Promote Intergroup Helping: The Case of Fair Trade

Authors

Mr. Thomas Usslepp - Lancaster University Management School

Prof. Margaret Hogg - Lancaster University Management School

Dr. Sandra Awanis - Lancaster University Management School

Is there a smart way to manage independent sales agents in export markets? – An identification and analysis of drivers and barriers of export performance from the perspective of German small- and medium-sized manufacturing enterprises

Authors

Ms. Fabienne Ruoss - TU Dortmund

Fake News, Misinformation, and Disinformation on Social Media: Their Natures, Impacts and Treatments [Report of Initial Findings]

Authors

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Less Talking, More Empathy: How to use Emojis to Help People Feel Good

Authors

Ms. Farhana Nusrat - Drexel University

Prof. Yanliu Huang - Drexel University

Entitled to Be Served: Does Self-Checkout Make Customers Feel Less Rewarded?

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The Longitudinal Effect of Media Exposure on Fear During the COVID-19 Pandemic: An Examination of the Complex Effect of Critical Thinking

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Dr. Yany Gregoire - HEC Montreal

Dr. Bruno Lussier - HEC Montreal

VISUAL HIERARCHY ON E-COMMERCE SITES – DESIGN AND VISITORS' PERCEPTIONS: INSIGHTS FROM EYE-TRACKING

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Dr. Anil Mathur - Hofstra University

How Genders React Differently to Service Robots During the COVID-19 Pandemic

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Dr. HyeRyeon Lee - Wilkes University

Dr. Han Ma - Wilkes University

Dr. Ge Xiao - Wilkes University

Understanding Antecedents of Online Recommendation Agent Use – A Conceptual Framework

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Contactless Retail: Implications of Reshaped Shopping Journey and Roles of Stores

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Dr. Jiyoung Hwang - The University of North Carolina at Greensboro

Dr. Laee Choi - Colorado State University-Pueblo

Helping others helps me: The impact of disaster response on military veteran well-being

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Dr. Patricia Norberg - Quinnipiac University

Dr. Maxim Polonsky - Yale University

What factors encourage information sharing on social media? The role of the self-and social-connection

Authors

Dr. Miyea Kim - Barun ICT Research Center, Yonsei University

Dr. Mina Jun - Sookmyung Women's University

Dr. Jeongsoo Han - Middlesex University Dubai

The Effect of Customer Autonomy Orientation in Brand Value Co-creation

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Prof. Kosaku Morioka - Tokyo Keizai University

The Application of Blockchain in Digital Marketing

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Dr. Mohsen Attaran - CSUB

Friends With Benefits: Strengthening Peer Effects Through Aligning Salient Reference Group Characteristics With Consumers' Traits

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Dr. Thomas Post - Maastricht University

Prof. Lisa Brueggen - Maas

Prof. Gaby Odekerken-Schröder - Maastricht University

The YouTube Paradox of Success: How Sponsorship Opportunities Turn Social Media Influencers Into Pseudo Salespeople: Preliminary Dissertation Proposal

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Neoteny and decision making of voters in India

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Combined Impact of Brand-Cause Fit and Message Framing on Consumer Point-of-Sale Donation Intention: The Impact of Cause Involvement

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