Let’s Get Engaged!
Crossing the Threshold of Marketing’s Engagement Era

May 21 – May 23, 2014

J. W. Marriott
Indianapolis, IN, USA
The Academy of Marketing Science
2014 AMS Distinguished Marketer

Matthew Berry

The Academy of Marketing Science is pleased to announce Matthew Berry as their 2014 recipient of the AMS Distinguished Marketer for 2014. Described as “One of the stars of the web” by the New York Times and as a “symbol of obsessive expertise” by USA Today, Matthew Berry is the most recognizable face in the fast growing billion dollar Fantasy Sports Industry. Known as “The Talented Mr. Roto,” Matthew is the Senior Fantasy Sports Analyst for all ESPN Platforms. He is one of the most read columnists on ESPN.com in terms of page views, and the daily “Fantasy Focus” podcast he stars on gets approximately 600,000 downloads a day and was the #2 podcast overall on iTunes in recent months.

Berry is an Emmy Award winner for his work on the show he co-hosts (ESPN2’s live Sunday morning fantasy football program Fantasy Football Now – the highest rated show on ESPN2) and appears regularly on ESPN television and radio shows including Monday Night Countdown, Sunday NFL Countdown, SportsCenter, NFL Live and more. Berry is one of four people to be a member of both the Fantasy Sports Trade Association’s Hall of Fame and the Fantasy Sports Writers Association Hall of Fame.

Named to Sports Illustrated’s “Top 100 to follow on Twitter,” and to Mashable’s “32 Must Follow Accounts for NFL Fans,” Berry (@MatthewBerryTMR) has over 500,000 followers on Twitter. Along with Facebook (250,000 subscribers) he has well over 750,000 engaged social media fans and per a study by ColumnFiveMedia.com, he is one of the top 100 people on Twitter in terms of who gets mentioned the most (over 80,000 interactions per month). His first book, “Fantasy Life” was released by Riverhead/Penguin Books in July, 2013 and debuted at number five on the New York Times Best Seller list. Matthew joined ESPN in 2006, when ESPN purchased his TalentedMrRoto.com website, and installed Berry as its Sr. Director for Fantasy Sports to oversee and help shape its fantasy business and direction.
Let’s Get Engaged!
Crossing the Threshold of Marketing’s Engagement Era

The focus of effective marketing has evolved in numerous ways over the past decade. However, now more than ever, successful marketing in all its many forms is largely dependent upon the ability to facilitate and sustain meaningful, engaging experiences for stakeholders. Not only have the momentous advances in technology and communications in recent years forever altered the nature of information dissemination from marketers to various stakeholders, but they have led to a re-imagination of expectations for both personal and professional activities. Customers have abandoned the influence of traditional one-way communication in favor of deeply engaging, multi-directional conversations that simultaneously span multiple media. Employee engagement has been steadily decreasing as employees feel less connected to organizations that hold fast to tried-and-true, yet decreasingly relevant practices to recruit, retain, and reward talent. Shifting societal expectations demand that organizations become genuinely involved with local communities in a way that monetary contributions alone cannot achieve. Students are growing increasingly dissatisfied with conventional methods of lecture-based teaching and fact-based testing in favor of student-centered, experiential activities that captivate and motivate students to apply marketing concepts to solve real issues. The theme of the 2014 AMS Annual Meeting focuses on identifying novel ideas, refining contemporary ideas, and re-defining outdated ideas in marketing.

Thanks to all the authors who submitted papers, our track co-chairs, and a special thank you to our many hundreds of reviewers. Without their hard work and efforts, we would not be able to attend and enjoy knowledge sharing and good company at this conference. We are especially grateful to our Executive Vice-President and Director, Harold W. Berkman, and Nina and Traci at the home office. Most of all, thank you to our attendees, without whom none of this would be happening.

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D. Todd Donavan, Colorado State University
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**Consumer Targeted Communications**
Kate Pounders, University of Texas
Kevin Thomas, University of Texas

**Building Brands People Love**
George Christodoulides, Birkbeck, University of London, UK
Cleopatra Veloutsou, University of Glasgow, UK

**Help Me Help You**
Ivan Lapuka, Saint Louis University
Dimitri Kapelianis, University of New Mexico

**Consumer Advocacy and Betrayal**
Vishal Lala, Pace University
Pradeep Gopalakrishna, Pace University

**Marketing from Inception to Disposal**
Mark Houston, Texas Christian University
Edward Bond, Bradley University

**Why They Care about What You’re Selling**
Anjala Krishen, University of Nevada, Las Vegas
Dipayan Biswas, University of South Florida

**Friends Stick Together**
Stephanie Noble, University of Tennessee Knoxville
Cheryl Burke Jarvis, Southern Illinois University

**Delivering Exceptional Customer Service**
Peggy Chaudhry, Villanova
Casey Musgrove, Indiana University Southeast

**I See Myself in this Brand, Literally**
Susan Fournier, Boston University
Benjamin Lawrence, Cornell University

**Entrepreneurial and Small Business Success**
Glenn Omura, Michigan State University
Morgan Miles, University of Tasmania, Australia
Brand Leveraging via Events and Sponsorship
Joe Cobbs, Northern Kentucky University
Tobias Schaefers, Technical University Dortmund, Germany

It's all about the Experience
Lauren Labrecque, Loyola University Chicago
Marco Wolf, University of Southern Mississippi Gulf Coast

Marketing beyond Borders
Aviv Shoham, University of Haifa, Israel
Kalanit Efrat, Haifa University, Israel

Connected Consumers in a Digital Market
Monika Kukar-Kinney, University of Richmond
Lan Xia, Bentley University

Teaching Marketing that Sticks
Sharyn Rundle-Thiele, Griffith University, Australia
Jane McKay-Nesbitt, Bryant University

Developing Insights that Matter
Kevin Voss, Oklahoma State University
Alex Zablah, George Mason University

Great Outcomes Require Great Vision
Robert Morgan, Cardiff University, UK
Constantinos Leonidou, University of Leeds, UK

Products Consumers Can’t Live Without
Jeff Schmidt, University of Oklahoma
Kumar Sarangee, Santa Clara University

Creating Retail Landscapes that Sell
Lauren Beitelspacher, Portland State University
Dahlia El-Manstrly, University of Edinburgh Business School, UK

Face-to-Face Marketing
Mark Groza, University of Northern Illinois
Charles Ragland, The University of Toledo

Don’t Talk at Them...Engage Them!
Tracy Suter, Oklahoma State University
Allyn White, Loyola University New Orleans

With Great Power comes Great Responsibility
John Peloza, Florida State University
Todd Green, University of Stirling, UK
If You Build it They Will Come  
Don Roy, Middle Tennessee State University  
Kevin Gwinner, Kansas State University

Creating Marketing Flow  
Donna Davis, University of South Florida  
Rob Hooker, University of South Florida

Invest in the Journey  
J. Joseph Cronin, Florida State University  
Jeff Smith, Florida State University

New Gadgets from Me to You  
George Deitz, University of Memphis  
Robert M. Morgan, University of Alabama

Feel Good Marketing  
Avinandan Mukherjee, Montclair State University  
Vivek Natarajan, Lamar University

I’ll Drink to That  
Barry Babin, Louisiana Tech University  
Obinna Obilo, Louisiana Tech University

Special Session Submissions  
Christina Chung, Ramapo College of New Jersey  
Michael Rodriguez, Elon University

Mary Kay Inc., Doctoral Dissertation Competition  
Michael Solomon, Saint Josephs University  
Michael Ahearne, University of Houston

Lamb-Hair-McDaniel AMS Outstanding Marketing Teacher Award  
Paul Busch, Texas A&M University  
Brian Vander Schee, Aurora University  
Chuck Fifield, Baylor University

Doctoral Colloquium  
John Ford, Old Dominion University  
Altaf Merchant, University of Washington, Tacoma

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DAILY HIGHLIGHTS • Tuesday, May 20, 2014

**PreConference Workshop: Theory Development**
White River A & B, 1:00 – 6:00 pm

**PreConference Workshop: PLS Path Modeling**
White River C & D, 1:00 – 6:00 pm

**PreConference Reception**
White River E, 6:00 – 7:00 pm

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Preconference Activities
Tuesday, 1:00-6:00 pm

Session A-1. **PreConference Workshop: Theory Development**
Room: White River A&B

Chair: Yadav, Manjit, Texas A&M University
       Ferrell, O.C., University of New Mexico

Speakers: Hunt, Shelby D., Texas Tech University
           Kohli, Ajay, Georgia Tech University
           Lusch, Robert, University of Arizona
           Wilkie, William, University of Notre Dame
           Golder, Peter, Dartmouth College
           Stewart, David, Loyola Marymount University
           Yadav, Manjit, Texas A&M University
           Hult, Tomas, Michigan State University
           Monroe, Kent, University of Illinois, Urbana-Champaign &
           University of Richmond
           Scheer, Lisa, University of Missouri

Session B-1. **PreConference: PLS Path Modeling**
Room: White River C&D

Instructors: Sarstedt, Marko, Otto-von-Guericke-University
             Magdeburg, Germany and University of Newcastle,
             Australia
             Ringle, Christian, Hamburg University of Technology,
             Germany
             Hair, Joe, Kennesaw State University

Tuesday, 6:00-7:00 pm

Session C-2. **PreConference Reception**
Room: White River E
Wednesday, 8:30-10:00 am

Session 1.1. **Brand Engagement**
Room: Room 101
Session Chair: Veloutsou, Cleopatra, *Adam Smith Business School, University of Glasgow, UK*

**Can Brand Engagement Be Built through the Brand Communication Style? The Role of Anthropomorphism**
Gretry, Anais, *University of Liege (ULg), HEC Management School, Belgium*
Horváth, Csilla, *Radboud University Nijmegen, The Netherlands*
van Riel, Allard, *Radboud University Nijmegen, The Netherlands*

**The Role of Social-Interactive Engagement and Social Identity in The Development of Brand Love Through Facebook Fan Page**
Maria Vernuccio, *Sapienza University of Rome, Italy*
Pagani, Margherita, *EMLyon Business School, France*
Barbarossa, Camilla, *LUISS Guido Carli University, Italy*
Pastore, Alberto, *Sapienza University of Rome, Italy*

**Consumer-Brand Engagement: Toward a Comprehensive Theoretical Framework**
Graffigna, Guendalina, *Università Cattolica del Sacro Cuore, Italy*
Gambetti, Rossella C., *Università Cattolica del Sacro Cuore, Italy*

**Engaging Customer Preference through Trade Credit: An Investigation of the Impact of Payment Terms on Brand Equity**
Le Bon, Joël, *University of Houston*
Merunka, Dwight, *Aix-Marseille University (Cergam, IAE Aix-Marseille) & Kedge Business School, France*
Session 1.2.  Enhancing the Buyer-Seller Relationship  
Room: Room 102  
Session Chair: Fleming, David, Eastern Illinois University  

**Entertainment Orientation and Salesperson Relationship Performance**  
Rodriguez, Michael, Elon University  
Ragland, Charles, The University of Toledo  
Honeycutt Jr, Earl, Elon University  
Jones, Caitlin, Elon University  

**Drivers of Inter-organizational Trust in Buyer-Seller Relationships: A fsQCA Analysis**  
Ashnai, Bahar, William Paterson University  
Henneberg, Stephan, Queen Mary University of London, UK  
Naude, Peter, Manchester Business School, UK  

**Towards Understanding Buyer Insecurity and the Moderating Effect of Emotional Intelligence on Relationship Quality**  
Chaker, Nawar, University of Tennessee  
Schumann, David, University of Tennessee  

**Cross-Cultural Issues in Sales Behavior Research**  
Deitz, George, University of Memphis  
Oakley, Jared, University of Memphis  
Fox, Alexa, University of Memphis  
Park, Jeong E., University of New Hampshire  

Discussion Leader: Mangus, Stephanie, Louisiana State University  

Session 1.3.  Understanding & Improving New Product Performance  
Room: Room 103  
Session Chair: Randrianasolo, Arilova, Saint Louis University  

**Radical Innovation, Technological Orientation, and New Product Performance: A Structured Abstract**  
Srivastava, Prashant, Drexel University  
Swaminathan, Srinivasan, Drexel University  
Frankwick, Gary, University of Texas at El Paso  

**An Investigation of the Role of Disruptive Technology Adoption on New Product Market Performance and Launch Timeliness**  
Obal, Michael, Temple University  
Ibrahim, Sajna, State University of New York at Binghamton  

**The Heterogeneous Market Dynamics and New Product Success in the Web 2.0 Era: An Electronic Marketing Orientation Perspective**  
Xu, Zhenning, University of Texas at El Paso  
Frankwick, Gary, University of Texas at El Paso
Firm Capabilities and Growth: The Moderating Effect of Market Conditions
Frng, Hui, Iowa State University
Morgan, Neil, Indiana University
Rego, Lopo, Indiana University

Session 1.4. Understanding Business-to-Business Relationships
Room: Room 104
Session Chair: Kapeliasinis, Dimitri, University of New Mexico

Defining Moments: Transformational Relationship Events and Channel Relationships
Harmeling, Colleen, Saint Louis University
Palmatier, Rob, University of Washington

Relationship Commitment and Trust in Inter-Organizational Networks
Davey, Kimberly, University of Alabama at Birmingham
Powers, Thomas, University of Alabama at Birmingham

Understanding B2B Relationships between an Open-Source Firm and Application Developers — Sharing Profits from Applications and In-Application Advertisements
Fukawa, Nobuyuki, Missouri University of Science and Technology
Zhang, Yanzhi, Missouri University of Science and Technology

Conceptualization and Validation of Organizational Networking as a Second-Order Formative Construct
Thornton, Sabrina, University of Huddersfield Business School, UK
Henneberg, Stephan, Queen Mary, University of London, UK
Naudé, Peter, Manchester Business School, UK

Session 1.5. Entertainment Consumption
Room: White River A
Session Chair: Wolf, Marco, University of Southern Mississippi

We Clapped for the Hologram: Authenticity in Experiential Consumption
Ross, Spencer, Simmons School of Management
Labrecque, Lauren, Loyola University Chicago

The Relative Contribution of Love and Trust Toward Customer Loyalty
Chen, Shu-Ching, Ritsumeikan Asia Pacific University, Japan

Do We Exactly Know Entertainment? Demystifying the Lines Of entertainment Marketing
Rehman, Varisha, Indian Institute of Technology, India

The Relationships of Cognition, playfulness, enjoyment and Identity expression in computer gaming
Aroean, Lukman, Bournemouth University, UK
Session 1.6. Doctoral Colloquium: Services Marketing Issues
Room: White River B
Session Chair: Ford, John B., Old Dominion University

Customers’ Behavioral Contribution to the Service Encounter
Katsaridou, Iliana, University of Strathclyde, UK

Using Corporate Social Responsibility (CSR) to Build Brands. A Case of Vodafone Ltd Ghana Ltd
Amoaka, George, Central University College Accra Ghana

Psychic Distance as an Antecedent to the Gap Model of Service Quality
Frechette, Michael, Saint Louis University
Aubuchon, Tim, Saint Louis University
Chun, Wootae, Saint Louis University

The Big Data Hierarchy: A Multi-Stage Perspective on Implementing Big Data
Sleep, Stefan, University of Georgia
Gooner, Richard, University of Georgia
Hulland, John, University of Georgia

Session 1.7. Exploring Innovations in Managing Social Responsibility
Room: White River C
Session Chair: Simmons, James, Butler University

Practices of Business Sustainability: Models and Cases
Padin Fabeiro, Carmen, University of Vigo, Spain
Svensson, Goran, Oslo School of Management, Norway
Sosa-Varela, Juan Carlos, Turabo University, Puerto Rico
Hogevold, Nils, Oslo School of Management, Norway
Petzer, Daniel, Nebraska Wesleyan University

Corporate Social Responsibility Disclosure Strategies: A Fresh Perspective
Simmons, James, Butler University

Advancing Stakeholder Marketing Through Resource-Based Theory
Kull, Alexander J., University of South Florida
Mena, Jeannette A., University of South Florida

Microfoundations of Ethical Marketing Decision Making
Alijani, Sharam, NEOMA Business School, France

Wednesday, 10:00-10:30 am
Refreshment Break
Room: WRB Foyer: A-E
Wednesday, 10:30-12:00 pm

Session 2.1. **Brand Love I**
Room: Room 101
Session Chair: Christodoulides, George, *Birkbeck University of London, UK*

**A Review of Brand Love – Conceptual Considerations and their Relevance for Business**
Schlobohm, Sarah, *University of Kassel, Germany*
Wagner, Ralf, *University of Kassel, Germany*
Zulauf, Katrin, *University of Kassel, Germany*

**It is Counterfeits that Consumers Love!? Exploring the Phenomenon in The Digital Environment**
Stoettinger, Barbara, *WU Vienna, Austria*
Cesareo, Ludovica, *Sapienza, University of Rome, Italy*

**Make Brand Love, Not War – The Power of Combining Explicit And Implicit Brand Attitude Measurement**
Langner, Sascha, *Leibnitz University of Hannover, Germany*
Schmidt, Steffen, *Leibnitz University of Hannover, Germany*
Wiedmann, Klaus-Peter, *Leibnitz University of Hannover, Germany*
Haase, Janina, *Leibnitz University of Hannover, Germany*
Fritz, Sebastian, *Leibnitz University of Hannover, Germany*

**Brands – What’s Love Got to do With it?**
Paswan, Audhesh, *University of North Texas*
Iyer, Pramod, *University of North Texas*
Davari, Arezoo, *University of North Texas*

Session 2.2. **The Effects of Job Strain in the Sales Force**
Room: Room 102
Session Chair: Kilic, Ozcan, *University of Wisconsin River Falls*

**How to Effectively Manage the Dark Side and Bright Side of Customer Participation in Salesperson Job-related Outcomes**
Chen, Yen-Chun, *Chinese Culture University, Taiwan*
Li, Po-Chien, *Yuan Ze University, Taiwan*
Arnold, Todd J., *Oklahoma State University*

**Salesperson-Manager Role-Relationship and Its Impact on Salesperson Performance: A Relational Identity Approach**
Agnihotri, Raj, *Ohio University*
Rapp, Adam, *The University of Alabama*
Ogilvie, Jessica, *The University of Alabama*
Andzulis, James, *The University of Alabama*

**The Impact of Market Orientation on Boundary-Spanning Employees: A Structured Abstract**
Askew, Matthew, *Eastern Illinois University*
Fleming, David, *Eastern Illinois University*
Understanding Conditions of Sales Force Frustration
Leischnig, Alexander, University of Bamberg, Germany
Ivens, Björn, University of Bamberg, Germany
Henneberg, Stephan, Queen Mary University of London, UK

Discussion Leader: Dugan, Riley, University of Cincinnati

Session 2.3. Entrepreneurial Marketing Models
Room: Room 103
Session Chair: Crittenden, Victoria, Babson College

The Global Entrepreneurship Monitor (GEM): Research Findings
Ali, Abdul, Babson College

Fostering Women Entrepreneurs in the Middle East via the Use of Social Media
Ajjan, Haya, Elon University

Mary Kay Inc. and the Direct Sales Model – Enriching Women’s Lives for Half a Century
Tassopoulos, S. Kerry, Mary Kay Inc.

Session 2.4. Retailing Dynamics and Strategies for Creating a Competitive Advantage
Room: Room 104
Session Chair: Ainsworth, Bailey, University of Toledo

Structural Determinants of Retailing: A Merchandise Line Approach of Intertype Competition
Sun, Wenbin, Rockhurst University
Govind, Rahul, The University of New South Wales, Australia
Ingene, Charles, The University of Mississippi

Retailer Brand Equity: Conceptualization and Measurement
Troiville, Julien, University of Rennes, France
Cliquet, Gerard, University of Rennes, France

Prioritizing Retail CSR Strategies: Developing and Applying the Kano Approach
Mcgoldrick, Peter, University of Manchester, UK
Nieroda, Marzena, University of Manchester, UK

Internal Marketing, Retail Employee Commitment, and Employee Response to Retail Theft: An Exploration
Bailey, Ainsworth, University of Toledo
Mishra, Aditya, IBS, Hyderabad, India
Session 2.5. **Online Communities and Social Identity**  
Room: White River A  
Session Chair: Xie, Guang-Xin, *University of Massachusetts Boston*

**Online Consumption Community Membership: The Role of Sense of Community and Social Identity**  
Hartley, Philip, *Georgia Gwinnett College*

**The Modern Carnival: How the Internet Provides a Space for Community Release**  
Bal, Anjali, *Dominican University of California*  
Weidner, Kelly, *Dominican University of California*  
Archer-Brown, Chris, *Bath University, UK*  
Mills, Adam, *Simon Fraser University, Canada*  
Rains, Samantha, *Dominican University of California*

**I Want to ‘Share’ This Sexy Ad but My Boss is Watching: Investigation into Behavior Associated with the Online Multiple Audience Problem**  
Marder, Ben, *University of Edinburgh, UK*  
Houghton, David, *University of Birmingham, UK*  
Joinson, Adam, *University of West England, UK*  
Shankar, Avi, *University of Bath, UK*

Session 2.6. **Doctoral Colloquium: Consumer Behavior Issues**  
Room: White River B  
Session Chair: Merchant, Altaf, *University of Washington, Tacoma*

**Compulsive Buying Behavior: Relationship with Impulse Buying and a Proposed Model of Antecedents**  
Darrat, Aadel, *Louisiana Tech University*

**Price Match Guarantees: A Conceptual Examination**  
Darrat, Mohamad, *Louisiana Tech University*

**Reverse Psychology in Marketing Promotions: The Power Shift from Consumers to Marketers**  
Hajjat, Fatima, *University of Massachusetts*

**Consumers’ Role in Value Co-Creation through Participation and Knowledge: A Healthcare Perspective**  
Tran, Joanne, *Louisiana Tech University*

Session 2.7. **Keep It Under Wraps: Exploring Consumer Privacy**  
Room: White River C  
Session Chair: Plangger, Kirk, *Simon Fraser University, Canada*

**The Customer Fishbowl: Strategic Approaches to Customer Privacy**  
Plangger, Kirk, *Simon Fraser University, Canada*  
Mattison Thompson, Frauke, *King’s College London, University of London, UK*
Control Creates Comfort: The Importance of Proactive Responses to Privacy Concerns
Krishen, Anjala, University of Nevada, Las Vegas
Raschke, Robyn, University of Nevada, Las Vegas
Kachroo, Pushkin, University of Nevada, Las Vegas

A Scale for Measuring Consumers’ Ethical Perceptions of Social Media Research
Michaelidou, Nina, Loughborough University, UK
Moraes, Caroline, Coventry University, UK
Micevski, Milena, Loughborough University, UK

Wednesday, 12:00-1:30 pm
Lunch on your own

Wednesday, 1:30-3:00 pm
Session 3.1. Brand Love II
Room: Room 101
Session Chair: Michaelidou, Nina, Loughborough University, UK

Creating Passionate Love Through Rational Value – A Moderated Mediation Analysis Considering Identification And Relationship Duration
Huber, Frank, Johannes Gutenberg-University Mainz, Germany
Meyer, Frederik, Johannes Gutenberg-University Mainz, Germany
Schmid, David, Johannes Gutenberg-University Mainz, Germany

Z[oo]ming In...How Brand Love and Sense of Community Contribute to the Success of Zumba
Berry, Reanna, Georgia Gwinnett College
Torres, Luis, Georgia Gwinnett College
Hartley, Phillip, Georgia Gwinnett College

Power of Brands in Recalling Nostalgic Memories Among Young Adults: An Exploratory Study
Ratnayake, Nilanthi, University of Hull, UK
Andrews, Peter, University of Hull, UK

Fashion Impulse Purchasing: The Role of Brand Love, Fashion Involvement And Hedonic Consumption Tendency
Liapati, Georgia, Toulouse Capitole University, France
Assiouras, Ioannis, Toulouse Capitole University, France
Decaudin, Jean-Marc, Toulouse Capitole University, France
Session 3.2. **Technology Use, Social Media and Luck**  
Room: Room 102  
Session Chair: Ogilvie, Jessica, *The University of Alabama*  

**The Influence of Sales Force Technology Use on Performance: The Study of Mediating and Moderating Effects**  
Rodriguez, Rocio, *Murcia University, Spain*  
Ramán, Sergio, *Murcia University, Spain*  

**The Use Of Social Media In Sales: Individual and Organizational Antecedents, and the Role of Customer Engagement in Social Media**  
Guesalaga, Rodrigo, *Pontificia Universidad Católica de Chile, Chile*  
Kapelianis, Dimitri, *University of New Mexico*  

**Engaging Inexperienced Salespeople to Work Hard to Be Lucky: Towards the Attribution of Sales Performance to Luck**  
Le Bon, Joël, *University of Houston*  

Discussion Leader: Andzlis, James, *The University of Alabama*

Session 3.3. **An Interactive Session with Top Reviewers**  
Room: Room 103  
Session Chair: Ingene, Charles, *University of Mississippi*  

Ingene, Charles, *University of Mississippi*  
Menguc, Bulent, *Kings College*  
Price, Linda, *University of Arizona*

Session 3.4. **Using the Retail Environment to Engage the Customer in the Decision-Making Process**  
Room: Room 104  
Session Chair: Myles Landers, *Rochester Institute of Technology*  

**Post-Purchase Drama: Do the Retailers Lose from Girls Gone Wild in Fast Fashion Environments**  
Cook, Sasikarn, *University of North Carolina at Greensboro*  
Yurchisin, Jennifer, *University of North Carolina at Greensboro*  

**The Influence of Spatial Position of Price Sequences on Choice and Value Perceptions**  
Romero, Marisabel, *University of South Florida*  
Biswas, Dipayan, *University of South Florida*  

**How Mobile Shopping Affects Customer Purchase Behaviors**  
Wang, Rebecca Jen-Hui, *Northwestern University*  

**Retail Intimidation**  
Landers, Myles, *Rochester Institute of Technology*  
Harrison, Mary P., *Birmingham-Southern College*  
Gillison, Stephanie, *University of Tennessee at Chattanooga*
Session 3.5. **Consumers Helping Consumers in a Digital Market**  
Room: White River A  
Session Chair: Close, Angeline, *University of Texas at Austin*

**Information Search in an Era of Connected Consumers**  
Shah, Purvi, *Worcester Polytechnic Institute School of Business*  
Loiacono, Eleanor, *Worcester Polytechnic Institute School of Business*

**Opinion Leaders and Seekers Search for Different Online Information: Moderating Role of Brand Commitment**  
Viswanathan, Vijay, *Northwestern University*  
Sakashita, Mototaka, *Keio University, Japan*

**Online Product Ratings: Dynamic Trends and Diagnosticity Assessment Explanations**  
Wang, Fang, *Wilfrid Laurier University, Canada*  
Menon, Kalyani, *Wilfrid Laurier University, Canada*  
Ranaweera, Chatura, *Wilfrid Laurier University, Canada*  
Zhang, Xiaoping, *Ryerson University, Canada*

**Main Psychological Sequence of Responses Linked to the Consumer’s Use of and E-vendor’s Recommender**  
Martínez-López, Francisco J., *University of Granada and Open University of Catalonia, Spain*  
Esteban-Millat, Irene, *Open University of Catalonia, Barcelona, Spain*  
Argila, Ana M., *University of Barcelona, Spain*  
Rejón-Guardia, Francisco, *University of Granada, Spain*

Session 3.6. **JAMS/Sheth Foundation Best Paper Award 2013**  
Room: White River B

Session 3.7. **Service Encounters and Failures**  
Room: White River C  
Session Chair: Hood, Karen, *Eastern Kentucky University*

**Service Failures as Value Co-Destruction Moments**  
Skourtis, George, *Toulouse Capitole University, France*  
Decaudin, Jean-Marc, *Toulouse Capitole University, France*  
Assiouras, Ioannis, *Toulouse Capitole University, France*

**Expressions of (Dis)Respect: Understanding Respect in a Consumer Context**  
Ashworth, Laurence, *Queen’s School of Business, Queen’s University, Canada*  
Bourassa, Maureen, *Edwards School of Business, University of Saskatchewan, Canada*

**The Role of Competition in the Service Encounter: The Loyal Consumer Perspective**  
Chen, Shu-Ching, *Ritsumeikan Asia Pacific University, Japan*
Wednesday, 3:00-3:30 pm

**When Does the Value of Compensation Matter in Service Recovery Processes?**
Bambauer-Sachse, Silke, *University of Fribourg, Switzerland*
Rabeson, Landisoa E., *University of Fribourg, Switzerland*

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Wednesday, 3:00-3:30 pm

**Refreshment Break**

Room: WRB Foyer: A-E

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Wednesday, 3:30-5:00 pm

**Session 4.1. Brands and Consumers I**
Room: Room 101
Session Chair: Boukis, Achilleas, *Sussex University, UK*

**Developing A Brand Talkativeness Scale**
Michaelidou, Nina, *Loughborough University, UK*
Christodoulides, George, *Birkbeck University of London, UK*
Kilic, Uygar, *University of Birmingham, UK*

**Brands Can Make Consumers Happy! Development of A Scale to Measure Brand Happiness**
Stefanie Schnebelen, *University of Basel, Switzerland*
Bruhn, Manfred, *University of Basel, Switzerland*

**Infusing Personality To Brands: The Key Influence of SME Owner/Managers**
Centeno, Edgar, *ITESM, Mexico*
Hart, Susan, *University of Strathclyde, UK*
Dinnie, Keith, *Breda University of Applied Sciences, The Netherlands*

**How Resistance to Change Affects on Brand Loyalty in Consumables Market?**
Kuikka, Anna, *University of Eastern Finland, Finland*
Laukkanen, Tommi, *University of Eastern Finland, Finland*

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**Session 4.2. Firms’ Capabilities within the International Marketing Context**
Room: Room 102
Session Chair: Hughes, Paul, *Durham University Business School, UK*

**Diversifications, Dynamic Capability, and Firm Cash Flow Volatility**
Sun, Wenbin, *Rockhurst University*

**International Marketing Capabilities: The Roles of Organizational Un-Inertia and Strategic Flexibility**
Asseraf, Yoel, *Ruppin Academic Center, Israel*
Shoham, Aviv, *University of Haifa, Israel*

**Competencies Based M&A Framework**
Hua, Wei, *Old Dominion University*
Session 4.3. Where/How Does Marketing Fit? What is Marketing’s Place in the Firm and within the Family of Business Disciplines?
Room: Room 103
Session Chair: Clark, Terry, Southern Illinois University, Carbondale

Clark, Terry, Southern Illinois University, Carbondale
Ferrell, OC, University of Mexico
Hartline, Michael, Florida State University
Key, Martin, St. John Fisher College
Sheth, Jagdish N., Emory University
Stewart, David, Loyola Marymount University

Session 4.4. Sponsorship Effectiveness: The ‘Return’ in the ROI Ratio
Room: Room 104
Session Chair: Jensen, Jonathan, The Ohio State University

Sponsors Courting Tennis Fans: Visual Processing and Need for Cognition in Evaluating Event Sponsorship
Close, Angeline, University of Texas at Austin
Lacey, Russell, Xavier University
Cornwell, T. Bettina, University of Oregon

Beyond the Sponsor Recall and Recognition: The Role of Sponsorship-Linked Communications on Creating Brand Attitude and Purchase Intention
Degaris, Larry, University of Indianapolis
Kwak, Dae Hee, University of Michigan
McDaniel, Stephen, University of Maryland

Sports Sponsorship Effectiveness: The Impact of Transformational Consumption Experiences
Harmeling, Colleen, Saint Louis University
Carlson, Brad, Saint Louis University

Discussion Leader: Goldman, Michael, University of San Francisco

Session 4.5. Social Media and Social Influence Online
Room: White River A
Session Chair: Pounders, Kate, University of Texas at Austin

How Social Media Works in B2B Environment: Social Media Effectiveness Using Web Analytics
Kim, Kyungok Kacy, University of Texas at Austin
Choi, Jung Hwa, University of Texas at Austin
Choi, Tae Rang, University of Texas at Austin

The Effects of Personality Traits on Social Media Involvement and electronic Word of Mouth
Randrianasolo, Arilova, Saint Louis University
Carlson, Brad, Saint Louis University
Consumer Product Evaluation Updating: The Impact of Online and Interpersonal Social Influence on Evaluation Certainty
Leary, R. Bret, University of Wyoming
Vann, Richard J., University of Wyoming
Groza, Mya, Northern Illinois University

Session 4.6. New Products - Strategic Considerations
Room: White River B
Session Chair: Graham, Kenneth, Mississippi State University

Leveraging Synesthesia for Novel Idea Generation
Flores, Felix, University of Texas at El Paso

Team Trust and Team Learning in New Product Development Projects
Lynn, Gary S., Stevens Institute of Technology
Polat, Volkan, Yalova University, Turkey
Reilly, Richard R., Stevens Institute of Technology

Do Learning-Oriented Organizations Develop More Competitive Products? A Project-Level Exploration
Dursun-Kilic, Turkan, West Texas A&M University
Klic, Ceyhan, Marketing Consultant

Is Proactive Cannibalization a Profitable Strategy on Mature Mass Markets? Preliminary Results and Implications for Future Research
Tournois, Laurent, University of Dubai, United Arab Emirates

Session 4.7. Service Quality Perceptions
Room: White River C
Session Chair: Musgrove, Carolyn, Indiana University Southeast

Service Quality Perception and Casino Player Loyalty
Prentice, Catherine, Swinburne University, Australia

Brand Orientation and Service Quality in Online and Offline Environment: An Empirical Examination
Casidy, Riza, Swinburne University, Australia

On the Service Quality and Satisfaction Relationship: The Moderating Role of Consumer Entitlement
Zboja, Jim, The University of Tulsa
Laird, Mary D., The University of Tulsa
Bouchet, Adrien, The University of Tulsa

A Cross-National Study on Culture and Perceived Service Quality: A Multi-Dimensional, Hierarchical Framework
Chung, Sean, Manchester Business School, UK
Kang, Jikyeong, Manchester Business School, UK
Session 4.8. **Culture and Identity**  
Room: White River D  
Session Chair: Ford, John, *Old Dominion University*

*Adapting Communication Messages to Reward and Punishment Sensitivity of Targeted Audiences in Fighting Obesity*  
Petit, Olivia, *Aix-Marseille University, CERGAM, France*  
Dwight, Merunka, *Aix-Marseille University, CERGAM, France*  
Olivier, Oullier, *Aix-Marseille University, CERGAM, France*

*Testing the Concept of Market Mavenism and Opinion Leadership in China*  
Zhang, Jie, *University of Evansville*  
Lee, Wei-Na, *University of Texas at Austin*

*Investigating Global and Traditional Hispanic Culture in Hispanic TV Advertisements*  
Oyedele, Adesegun, *St. Cloud State University*

*Use of Consumers with Disabilities in Advertising: A Proposal for Research*  
Bailey, Ainsworth Anthony, *University of Toledo*  
Tiamiyu, Mojisola, *University of Toledo*

Wednesday, 5:30-7:00 pm  
**AMS Reception**  
Room: WRB Foyer: A-E
Thursday, 8:30-10:00 am

Session 5.1. **Brands and Consumers II**
Room: Room 101
Session Chair: Centeno, Edgar, ITESM, Mexico

**Understanding Consumers’ Brand Aspiration: A Scale Development and Validation**
S, Sreejesh, IBS Hyderabad, India
Roy, Subhadip, IIM Udaipur, India

**Investigating the Drivers that Determine Brand Loyalty: A Study of the Experience-Commitment-Loyalty Construct**
Maheshwari, Vishwas, Leeds Metropolitan University, UK
Lodorfos, George, Leeds Metropolitan University, UK
Jacobsen, Siril, Leeds Metropolitan University, UK

**The Effect of Brand Crisis on Consumer’s Response: The Moderating Roles of Brand Associations and Brand-Customer Relationship Strength**
Jeon, Jung-Ok, Pukyong National University, South Korea
Baeck, Sunmee, Pukyong National University, South Korea
Exploring the Concept of Celebrity Brands Amongst College Students
Kowalczyk, Christine, *East Carolina University*
Pounders, Kate, *University of Texas at Austin*

Session 5.2. **Challenges in International Marketing**
Room: Room 102
Session Chair: Asseraf, Yoel, *Ruppin Academic Center, Israel*

- **Trust and Conflicts Interact in Export Performance**
  Efrat, Kalanit, *Ruppin Academic Center, Israel*

- **Does Firm Strategic International Orientations Synergize?**
  Gnizy, Itzhak, *University of Haifa, Israel*
  Shoham, Aviv, *University of Haifa, Israel*
  Asseraf, Yoel, *Ruppin Academic Center, Israel*

- **Conceptualizing and Operationalizing the Reverse Internationalization Phenomena of Firms**
  Gnizy, Itzhak, *University of Haifa, Israel*
  Shoham, Aviv, *University of Haifa, Israel*
  Asseraf, Yoel, *Ruppin Academic Center, Israel*

- **Bottom of the Pyramid, Marketing and Global Markets: Multidisciplinary Discourses and Emerging Literature**
  Anwar, Syed, *West Texas A&M University*

Session 5.3. **Psychological Ownership: A Concept of Value to the Marketing Field**
Room: Room 103
Session Chair: Kirk, Colleen, *Mount Saint Mary College*, Sarstedt, Marko, *Otto-von-Guericke-University Magdeburg, Germany* and *University of Newcastle, Australia*

- **Psychological Ownership: Concepts, Evidence, and Implications for Marketing Research**
  Jussila, Iiro, *Lappeenranta University of Technology, Finland*
  Tarkianiinen, Anssi, *Lappeenranta University of Technology, Finland*
  Sarstedt, Marko, *Otto-von-Guericke-University Magdeburg, Germany* and *University of Newcastle, Australia*
  Hair, Joseph, *Kennesaw State University*

- **Examining the Role of Psychological Ownership and Feedback in Customer Empowerment Strategies**
  Neubert, Doreen, *Otto-von-Guericke-University Magdeburg, Germany*
  Zeller, Kati, *Otto-von-Guericke-University Magdeburg, Germany*
  Sarstedt, Marko, *Otto-von-Guericke-University Magdeburg, Germany* and *University of Newcastle, Australia*

- **Psychological Ownership and Object Design: To Own is to Take Control**
  Kamleitner, Bernadette, *Vienna University of Economics and Business, Austria*
  Süssenbach, Sophie, *Vienna University of Economics and Business, Austria*
Not Now I'm Busy: When Interactivity Undermines Psychological Ownership and Product Valuation
Kirk, Colleen, Mount Saint Mary College
Swain, Scott D., Clemson University

Session 5.4. The Power of Branding in Retailing: How Brands Can Draw Customers to a Store
Room: Room 104
Session Chair: Francisco Martinez-Lopes, University of Granada, Spain

The Effects of Private Labels’ Image on Retailer’s Brand Image
Brandstaetter, Marion, Karl-Franzens-University Graz, Austria
Foscht, Thomas, Karl-Franzens-University Graz, Austria
Dorner, Florian, Karl-Franzens-University Graz, Austria

How Delisting All National Brands in a Given Assortment Impacts on Consumers’ Store Switching Intentions
Gazquez-Abad, Juan Carlos, University of Almeria, Spain
Martinez-Lopez, Francisco J., University of Granada, Spain
Mondejar Jimenez, Juan Antonio, University of Castilla-La Mancha, Spain
Rejon-Guardia, Francisco, University of Granada, Spain

A Structural Equation Modeling-Based Examination of the Private Label Brand (PLB) Consumer Evaluation Process
Mayer, James, Indiana University

This Cannot Be a Private Label: Effects of Private Labels on Consumer Sensory Evaluation
Da Camara Rossi, Patricia, NEOMA Business School, France
Borges, Adilson, NEOMA Business School, France
Pantoja, Felipe, NEOMA Business School, France

Session 5.5. Culture, Demographics, and Consumer Behavior Online
Room: White River A
Session Chair: Wang, Yong, Ohio University

United We Shop! Chinese Consumers’ Online Group Buying
Zhang, Jie, University of Evansville
Tsai, Wanhsiu Sunny, University of Miami

Is Her Love Sarcastic? A Comparison of Humor Styles Between Hispanic and Caucasian Generation Y Females on a Dating Website
Wang, Valerie, Ohio University

Celebrating the Pleasure Seekers: A Centenarian Faces the YouTube Generation
Archer-Brown, Chris, Bath University, UK
Kampani, Julia, University of Bath, UK
Marder, Ben, University of Edinburgh, UK
Bal, Anjali, Dominican University of California
Make Them Pay! Understanding Consumer Participation in Crowdfunding
Boeuf, Benjamin, HEC Montreal, Canada
Durivage, François, University of Montreal, Canada

Session 5.6. Food, Nutrition, and Healthy/Unhealthy Consumption
Room: White River B
Session Chair: Biswas, Dipayan, University of South Florida

Making Choices for a Sequence of Healthy and Unhealthy Options
Biswa, Dipayan, University of South Florida
Szocs, Courtneym, University of South Florida
Inman, J. Jeffrey, University of Pittsburgh

Consumer Involvement in Nutrition: The Effect of Regulatory Focus
Gopalakrishnarn Pillai, Kishore, Bradford University School of Management, UK
Liang, Yong-Siang, Independent Scholar
Thwaites, Des, University of Leeds, UK

Will Cigarette Plain Pack Work? An Exploratory Study in the UK
Aroean, Lukman, Bournemouth University, UK
Syafaat, Insan, Jones Lang LaSalle, Indonesia

Through the Looking-Glass: Reflections on the Role of Consumption in the Journey to Motherhood
Brown, Victoria, University of North Carolina at Greensboro
Hodges, Nancy, University of North Carolina at Greensboro

Session 5.7. Organizational Issues and Risk in Service
Room: White River C
Session Chair: Harrison, Mary, Birmingham-Southern College

A Qualitative View of Hailers: Retail Salespeople Near the Entrance of Retail Stores
Musgrove, Carolyn F., Indiana University Southeast
Franke, George, The University of Alabama
Reynolds, Kristy, The University of Alabama

Less Risk, More Fun? The Role of Ownership Risk Perception for Access-Based Service Value Perception and Usage
Schaefers, Tobias, TU Dortmund University, Germany
Lawson, Stephanie, Winthrop University

Decomposing Risk Perceptions in Inter-Organizational Settings
Paluch, Stefanie, Tu Dortmund University, Germany
Wuenderlich, Nancy, University of Paderborn, Germany

Thursday, 10:00-10:30 am
Refreshment Break
Room: WRB Foyer: A-E
Thursday, 10:30–12:00 pm

Session 6.1. Digital Branding and Social Media
Room: Room 101

**What Drives Anti-Brand Community Behaviours: An Examination of Online Hate of Technology Brands**
Dessart, Laurence, Adam Smith Business School, University of Glasgow, UK
Morgan-Thomas, Anna, Adam Smith Business School, University of Glasgow, UK
Veloutsou, Cleopatra, Adam Smith Business School, University of Glasgow, UK

**The Role of Online Social Interaction in the Recommendation of a Brand Community**
Veloutsou, Cleopatra, Adam Smith Business School, University of Glasgow, UK
Arvaniti, Georgia Maria, Adam Smith Business School, University of Glasgow, UK

**Ingredient Brand vs. Host Brand in Smartphone Market: A Structured Abstract**
Polat, Volkan, Yalova University, Turkey
Pfoertsch, Waldemar, Pforzheim University, Germany
Nergis, Ahmet Tuncay, Gebze Institute of Technology, Turkey
Akgun, Ali Ekber, Gebze Institute of Technology, Turkey

Session 6.2. Strategic Issues in International Marketing
Room: Room 102

Session Chair: Asseraf, Yoel, Ruppin Academic Center, Israel

**Is Our Understanding of Other-Emerging Markets Blurred by BRIC-Focused Market Characteristics? Sheth Revisited**
Oyedele, Adesegun, St. Cloud State University

**A Meta-Analysis on Export Promotion Programs: New Outcomes**
Coudounaris, Dafnis, University of Vaasa, Finland

**Corporate Social Responsibility in International Marketing: Review, assessment, and future Research**
Eteokleous, Pantelitsa, University of Leeds, UK
Leonidou, Leonidas, University of Cyprus, Cyprus
Katsikeas, Constantine, University of Leeds, UK

**Managing Crisis Overseas – An Exploratory Analysis of Apple’s Warranty Crisis in China**
Gai, Lili, University of North Texas
Session 6.3. Customer Empowerment, Perceptions, and Sustainability  
Room: Room 103  
Session Chair: Harmeling, Colleen, Saint Louis University  

An Eclectic Framework for Sustainability Reports: Implications for Socially Responsible Investors  
Yang, Jie, St. Louis University  
Singh, Nitish, St. Louis University  
Ma, Jieqiong, St. Louis University  

Investigating Overall Restaurant Image: Generalizing the Triggering Mechanism to Multiple Casual Sit Down Restaurants  
Espinosa, Jennifer, University of South Florida  
Ortinau, David, University of South Florida  

Religious Values as a Predictor of Sustainable Consumption Behaviors: A Cross-Cultural Comparison  
Minton, Elizabeth, University of Oregon  
Kahle, Lynn, University of Oregon  
Kim, C.H., Sogang University, Republic of Korea  

Session 6.4. Engaging with Brands, Organizations, and Advertisements  
Room: Room 104  
Session Chair: Hollebeek, Linda, University of Waikato, New Zealand  

Online Brand Communities: There is More than One Way to Drive Online Brand Identity and Interactivity  
Kelley, James, Saint Joseph’s University  
Alden, Dana, University of Hawaii  

Does Sexual Humor Work on Mars, But Not on Venus?  
Meyer, James, Indiana University  
Yoon, Hye Jin, Southern Methodist University  
Kumar, Piyush, University of Georgia  

The Mediating Roles of Brand Engagement and Brand Psychological Ownership in Brand Co-creation  
Chang, Aihwa, National Chengchi University, Taiwan  
Tseng, Timmy, National Chengchi University, Taiwan  
Tung, Pei-Ju, National Chengchi University, Taiwan  

Inductive and Deductive Models of Customer-Based Brand and Organizational Identification  
Wolter, Jeremy, Auburn University
Session 6.5. **Meet the Editors I**  
Room: White River A  
Session Chair: Ferrell, O.C., *University of New Mexico*  
Hult, Tomas, *Journal of the Academy of Marketing Science*  
Frazier, Gary, *Journal of Marketing*  
Stewart, David, *Journal of Public Policy & Marketing*  
Hulland, John, *Journal of Marketing Research*  
Fischer, Eileen, *Journal of Consumer Research*  
Yadav, Manjit, *AMS Review*  

Session 6.6. **Mary Kay Doctoral Competition-Award Winners Session**  
Room: White River B  
Session Chairs: Ahearne, Michael, *University of Houston*, and Michael Solomon, *Saint Joseph’s University*  
**Recurring Payments**  
Atlas, Stephan, *University of Rhode Island*  

**Hybrid Content Strategy: Does Embracing User Generated Content Help Professional Publishers?**  
Chae, Inyoung, *INSEAD, France*  

**Musculing Consumers to More Mindful Decision Making: The Effect of Incidental Muscular Sensations**  
Szocs, Courtney, *University of South Florida*  

Session 6.7. **Branding and Services**  
Room: White River C  
Session Chair: Parker, Janna, *Georgia College*  
**Protecting the Franchise Brand in the Age of Social Media**  
Shin, Hyunju, *McNeese State University*  
Yoon, Alyssa, *The University of Alabama*  
Yoon, Sohyang, *University of Missouri-Columbia*  

**Towards the Re-Conceptualisation and Measurement of Services Brand Identity**  
Pareek, Vandana, *The University of Edinburgh, UK*  
Harrison, Tina, *The University of Edinburgh, UK*  

**To Own or not to Own: Decision-Making and Preferred Products**  
Wittkowski, Kristina, *EBS Business School, Germany*  
Moeller, Sabine, *University of Roehampton, UK*  

**AMS Board of Governors Meeting**  
Room: White River  

Thursday, 12:00-1:30 pm  
**AMS Awards Luncheon**  
Room: White River Ballroom
Thursday, 1:30-3:00 pm

Session 7.1. Internal Branding
Room: Room 101
Session Chair: Torres, Luis, Georgia Gwinnett College

Identifying Determinants of Employees’ Brand Performance in The Delivery of Interpersonal Services
Boukis, Achilleas, Sussex University, UK
Gounaris, Spiros, Strathclyde University, UK
Lings, Ian, QUT Business School, Australia

Examining the Role of Employee-Brand Value Congruence in Internal Branding: A Structured Abstract
Xiong, Lina, Marshall University
King, Ceridwyn, School of Tourism and Hospitality Management, Temple University

Brand Love of Employees: What is it? How is it Affected? Does it Drive Employee Brand Behavior?
Holzer, Matthias, University of Basel, Switzerland
Batt, Verena, University of Basel, Switzerland
Bruhn, Manfred, University of Basel, Switzerland

Session 7.2. Branding in the International Arena
Room: Room 102
Session Chair: Efrat, Kalanit, Ruppin Academic Center, Israel

The Impact of Comparative Affective States on Online Brand Perceptions: The Moderating Role of Cultural Dimensions
Siamagka, Nikoletta-Theofania, King’s College London, UK
Christodoulides, George, Birkbeck, University of London, UK
Michaelidou, Nina, Loughborough University, UK

Co-branding Strategies of High-tech Products and Luxury Brands: A Cross-cultural Perspective
Ho, Han Chiang, SolBridge International School of Business, Republic of Korea
Lado, Nora, Universidad Carlos III de Madrid, Spain
Cesaroni, Fabrizio, Universidad Carlos III de Madrid, Spain
Maydeu-Olivares, Alberto, University of Barcelona, Spain

Like My Country, Like My Brands: Brand Implication of Country
Ma, Jiequiong, Saint Louis University
Yang, Jie, Saint Louis University
Giovanoni, Alex, Saint Louis University

The Impact of Other-Focused Loyalty Program on Hedonic Consumption and Emotional Branding: Implications for Cross-cultural Study
Chun, Wootae, Saint Louis University
Session 7.4.  I’ll Drink to That
Room: Room 104
Session Chair: Mills, Adam, Simon Fraser University, Canada

Weekly Wine Consumption and Consumer Response to Price Information
Priilaid, David, University of Cape Town, South Africa
Mills, Heleen, University of Stellenbosch, South Africa
Robson, Karen, Simon Fraser University, Canada
Pitt, Leyland, Simon Fraser University, Canada

Experiencing the Place and Drinking its Wine: How does Attitude Towards Place Transfer to its Products
Rattanapituk, Sirirat, Imperial College London, UK
Eisingerich, Andreas B., Imperial College London, UK
Merlo, Omar, Imperial College London, UK
Stockl, Albert, University of Applied Sciences Eisenstadt, Austria

Friend or Foe? A Small Business Success Story of Collaboration with Competitors Using Social Media
Black, Hulda, Illinois State University
Vincent, Leslie, Eastern Kentucky University

Session 7.5.  Issues in Sustainability
Room: White River A
Session Chair: Gammoh, Bashar S., University of Toledo

An Examination of Cultural Influences in Green Environmental Behavior
Gammoh, Bashar S., University of Toledo
Koh, Anthony C., University of Toledo
Okoroafo, Sam C., University of Toledo
Gleim, Mark, University of Toledo

An empirical investigation of specific uncertainties in the distribution of products from renewable resources
Ludorf, Sebastian, Georg-August-University Göttingen, Germany
Toporowski, Waldemar, Georg-August-University Göttingen, Germany

The Relationship Between Materialism and Environmental Consciousness: A Multilevel Analysis
Felix, Reto, University of Texas - Pan American
Luna-Nevarez, Cuauhtemoc, Sacred Heart University
Baruca, Arne, Sacred Heart University

The Perspective of Small Retailers on Sustainability: An Exploratory Study for Scale Development
Sams, Doreen, Georgia College and State University
Parker, Janna, Georgia College and State University
Session 7.6. **Price and Value Perceptions**  
Room: White River B  
Session Chair: Krishen, Anjala, *University of Nevada, Las Vegas*

- **When 3 Price Components are Fairer than 2 or 4 – Consumers’ Reactions to Price Increases in Tariff Schemes**  
  Cziehso, Gerrit, *TU Dortmund University, Germany*  
  Kocher, Sören, *TU Dortmund University, Germany*

- **Can the Weak Beat the Stronger? How Attribute Framing Impacts Price Perception and Evaluation**  
  Erguncu, Selin, *Koc University, Turkey*

- **Money Matters: How Red versus Black Prices Impact Savings Perception under Financial Scarcity**  
  Nguyun, Carlin, *University of South Florida*

- **Applying ISM to Construct a Value-Based Decision Model**  
  Chang, Kuei-Feng, *Da-yah University, Taiwan*  
  Yang, Hao-Wei, *Chaoyang University of Technology, Taiwan*

Session 7.7. **Foundations of Engagement and Value Creation**  
Room: White River C  
Session Chair: Pelletier, Mark, *Mississippi State University*

- **Perceived Anthropomorphism of Brand Social Media Pages: Why Does it Matter?**  
  Duan, Jingyi, *University of Rhode Island*

- **App Engagement: The Influence of Intrinsic and Extrinsic Motivation on Downloading Apps**  
  Alhidari, Abdullah, *University of North Texas*

- **Social Media and Customer Engagement: Dyadic Word-of-Mouth**  
  Hallock, William, *Babson College*  
  Roggeveen, Anne, *Babson College*  
  Crittenden, Victoria, *Babson College*

- **Cool, Social Media, and Marketing Communications Strategy: An Anarchy-Network Logic of Value Creation**  
  Pelletier, Mark, *Mississippi State University*  
  Adams, Frank, *Mississippi State University*

Thursday, 3:00-3:30 pm  
**Refreshment Break**  
Room: WRB Foyer: A-E
Thursday, 3:30-5:00 pm

Session 8.1. **Strategic Branding I**
Room: Room 101
Session Chair: Paswan, Audhesh, *University of North Texas*

- Re-Engineering the Brand Portfolio Following Mergers and Acquisitions (M&A): A Conceptual Framework
  Rahman, Mahabubur, *Smurfit Graduate Business School, Ireland*
  Lambkin, Mary, *Smurfit Graduate Business School, Ireland*

- **Dynamic Pricing and Brand Image**
  John Gironda, *Florida Atlantic University*

- From Outsourcing to Insourcing Brand Management: How Networking Helps SMEs to Become More Brand-Oriented?
  Hirvonen, Saku, *University of Eastern Finland, Finland*

- **Luxury Branding in Emerging Markets**
  Stiehler, Beate, *University of Johannesburg, South Africa*
  Lee, Linda, *KTH Royal Institute of Technology, Sweden*

Session 8.2. **Consumer Behavior Across Borders**
Room: Room 102
Session Chair: Asseraf, Yoel, *Ruppin Academic Center, Israel*

- The Effectiveness of Comparative Advertising: Examining Consumers’ Perspectives in Different Cultures
  Muk, Alexander, *Texas State University - San Marcos*
  Chung, Christina, *Ramapo College of New Jersey*
  Chang, Enchi, *Translation7 Compunet, Germany*

- Antecedents and Anti-counterfeiting Tactics that Influence Consumer Complicity
  Chaudhry, Peggy, *Villanova School of Business*
  Cesareo, Ludovica, *Sapienza, University of Rome, Italy*
  Stumpf, Stephen, *Villanova School of Business*

- Beyond Helping: A Cross-national Investigation of Psychological Distance in Cause-related Product Buying Decision
  Xue, Tao, *Durham University Business School, UK*
  Xiao, Sarah, *Durham University Business School, UK*

- Towards a New Hierarchy of Personal Values: Activating Values in Biculturals through Language
  Pantoja, Felipe, *NEOMA Business School, France*
  Nique, Walter, *Federal Do Rio Grande Do Sul, Brazil*
  Borges, Adilson, *NEOMA Business School, France*
  Da Camara Rossi, Patricia, *NEOMA Business School, France*
Session 8.3. **Special AMS/AFM Session: Highlights from RAM: Shopping Experience and E-Shopping Experience**  
Room: Room 103  
Session Chair: Babin, Barry J., Louisiana Tech University

- **How Can an Assortment be Reduced without Changing the Perception of Variety? A Study of the Isolated Effects of Assortment Breadth and Depth**  
Piris, Yolande, University of Paris 2 - Panthéon-Assas, LARGEPA research center, France

- **Mental Imagery and its Determinants as Factors of Consumers Emotional and Behavioral Responses: Situation Analysis in Online Shopping**  
Lao, Aurély, University of Lille 1 - IAE of Lille, LEM research center, France

- **Consumption Experience in Retail Environments: A Literature Review**  
Anteblian, Blandine, University of Bourgogne, IAE of Dijon, Cermab-LEG research center, France

- **Filser, Marc, University of Bourgogne, IAE of Dijon, Cermab-LEG research center, France**

- **Roederer, Claire, University of Strasbourg, EM Strasbourg and Humanis research center, France**

- **Online International Outshopping Experience: Proposition of a Research Model**  
Boeuf, Benjamin, HEC Montréal, Québec, Canada

- **Senecal, Sylvain, HEC Montréal, Québec, Canada**

**Discussion Leader: Ford, John B., Old Dominion University**

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Session 8.4. **Firm Capabilities, Innovativeness, and Performance**  
Room: Room 104  
Session Chair: Leonidou, Constantinos N., University of Leeds, UK

- **Firm Capabilities and Growth: The Moderating Effect of Market Conditions**  
Frng, Hui, Iowa State University

- **Morgan, Neill, Indiana University**

- **Rego, Lopo, Indiana University**

- **Influence of Behavioral Integration within Top Management Teams and Board Control on Market Orientation, Innovation, and Firm Performance**  
Badrinarayanan, Vishag, Texas State University

- **Ramachandran, Indu, Texas State University**

- **Chutzpah and Its Linkage to Marketing Innovation, and Performance**  
Efrat, Kalanit, Ruppin Academic Center, Israel

- **Souchon, Anne, Loughborough University, UK**
Knowledge Creation and Firm Performance: The Role of Process Integration in Collaborative Relationships
Graham, Kenneth, Mississippi State University
Adams, Frank, Mississippi State University

Session 8.5. New/Social Media
Room: White River A
Session Chair: Close, Angeline, University of Texas at Austin

A Little Bit Goes a Long Way: How Hotels Increase Loyalty from Social Media Communication
Berezan, Orie, California State University, Dominguez Hills
Krishen, Anjala, University of Nevada, Las Vegas
Raab, Carola, University of Nevada, Las Vegas

Evaluation of The Cognitive Effectiveness on Social Media Advertising Formats
Rejón-Guardia, Francisco, University of Granada, Spain
Martínez-López, Francisco J., University of Granada and Open University of Catalonia, Spain
Esteban-Millat, Irene, Universitat Oberta de Catalunya, Spain
Gámez-Abad, Juan Carlos, University of Almería, Spain

Strategic Trade-offs in Hotel Best Rate Guarantees
Baker, Bradley, Temple University

Toward a Media-Neutral Conceptualization of Ambient Communication
Biraghi, Silvia, Università Cattolica del Sacro Cuore, Italy
Gambetti, Rossella, Università Cattolica del Sacro Cuore, Italy
Graffigna, Guendalina, Università Cattolica del Sacro Cuore, Italy

Session 8.6. Health Care Marketing Communications
Room: White River B
Session Chair: Kay, Mark, Montclair State University

Videos for Marketing and Patient Education on Chinese Hospitals’ Web Sites
Huang, Edgar, Indiana University–Purdue University Indianapolis
Liu, Tianjiao, Indiana University–Purdue University Indianapolis
Wang, Jing, Harbin University of Science and Technology, China

Nonprofit Advertising and Persuasive Messages
Van Steenburg, Eric, James Madison University

An Evaluation of the Demand for Orphan Drugs as a Response to Promotional Expenditures
Sen, Kabir, Lamar University
Natarajan, Vivek, Lamar University
Mukherjee, Avinandan, Montclair State University
Interactive E-Health Tools for Patients on Chinese Hospitals' Web Sites
Huang, Edgar, Indiana University–Purdue University Indianapolis
Liu, Tianjiao, Indiana University–Purdue University Indianapolis
Wang, Jing, Harbin University of Science and Technology, China

Session 8.7. Good News/Bad News: Equity Creation and Complaint Management
Room: White River C
Session Chair: Shakerin, Golbahar, University of Edinburgh, UK
How Social Media Marketing Efforts Influence Brand Equity Creation and Its Consequences: The Case of Luxury Brands
Manthiou, Aikaterini, NEOMA Business School, France
Rokka, Joonas, NEOMA Business School, France
Godey, Bruno, NEOMA Business School, France
Tang, Liang, Iowa State University

Consumer Online Brand Engagement and Brand Equity Creation: An Empirical Research on the Italian Luxury Fashion Brands
Cantone, Luigi, University of Naples Federico II, Italy
Peretti, Paola, IULM University, Italy
Testa, Pierpaolo, University of Naples Federico II, Italy

Toward an Understanding of Complaining Behavior in the Online Environment: Does Managerial Participation Help?
Sharpe, Stacey, Rensselaer Polytechnic Institute
Huang, Dongling, Rensselaer Polytechnic Institute
Ravichandran, T., Rensselaer Polytechnic Institute

Yo Krispy Kreme, I don’t ‘Like’ your donuts': An Empirical Investigation into Complaint Management in the Context of Social Media
Shakerin, Golbahar, University of Edinburgh, UK
Marder, Ben, University of Edinburgh, UK
Archer-Brown, Chris, University of Bath, UK

Session 8.8. Meet the Editors II
Room: White River E
Session Chair: Ferrell, O.C., University of New Mexico
Babin, Barry, Journal of Business Research
Marshall, Greg, Journal of Marketing Theory and Practice
Hughes, Doug, Journal of Personal Selling & Sales Management
Biswas, Dipayan, Journal of Consumer Marketing
Zahey, Debra, Journal of Interactive Marketing
Katsikeas, Constantine S., Journal of International Marketing
Dollinger, Marc, Business Horizons

Thursday, 5:30-7:00 pm
AMS Reception
Room: WRB Foyer: A-E
DAILY HIGHLIGHTS • Friday, May 23, 2014

Registration
Room 105/106, 8:00 – 5:00 pm

Teaching Award Winners
Room 103, 8:30 – 10:00 am

JAMS Editorial Review Board Meeting
Room 107, 8:30 – 10:00 am

Refreshment Break
WRB Foyer: A-E, 10:00 – 10:30 am

AMS Review Editorial Review Board Meeting
Room 107, 10:30 – 12:00 pm

Lunch
On Your Own: 12:00 – 1:30 pm

JPSSM Editorial Review Board Meeting
Room 107, 1:30 – 3:00 pm

Refreshment Break
WRB Foyer: A-E, 3:00 – 3:30 pm

President’s Reception
White River Foyer, 6:00 – 7:00 pm

President’s Banquet
White River Ballroom, 7:00 pm

Friday, 8:30-10:00 am

Session 9.1. **Strategic Branding II**
Room: Room 101
Session Chair: Ioannis, Assiouras, *Toulouse Capitole University, France*

**The Role of Gender in Co-Branding Strategies of Hi-Tech Brands and Luxury**
Ho, Han-Chiang, *SolBridge International School of Business, South Korea*
Lado, Nora, *Universidad Carlos III de Madrid, Spain*
Cesaroni, Fabrizio, *Universidad Carlos III de Madrid, Spain*
Cesareo, Ludovica, *Sapienza - Università di Roma, Italy*
Exploring the Influence of Brand Innovation on Marketing Performance Using Signaling Framework and Resource-Based Theory (RBT) Approach
Nicholas Grigoriou, Monash University Malaysia, Malaysia
Davcik, Nebojsa, ISCTE Business School, University Institute of Lisbon (ISCTE-IUL), Portugal
Sharma, Piyush, Hong Kong Polytechnic University, Hong Kong

The Impacts of Brand Cohesiveness and Similarity on Feedback Extension Effects
Chang, Joseph W., Vancouver Island University, Canada

Session 9.2. Building Brands and Relationships via Sports Marketing
Room: Room 102
Session Chair: Damon Aiken, California State University, Chico

Global Growth in International Sport: A Niche Portfolio Strategy
Cobbs, Joe, Northern Kentucky University
Jensen, Jonathan A., Ohio State University
Groza, Mark, Northern Illinois University

Rival Team Influence on Team Identification and Cause-Related Sports Marketing
Nichols, Bridget, Northern Kentucky University
Cobbs, Joe, Northern Kentucky University
Raska, David, Northern Kentucky University

Building Brand Equity through Combined Communicational Effects
Boeuf, Benjamin, HEC Montreal, Canada

Pronouns and Pro Sports: The Linguistics behind Social Media Marketing
Lee, Christopher, University of Oregon
Kahle, Lynn, University of Oregon

Session 9.3. Teaching Award Winners
Room: Room 103
Session Chair: Vander Schee, Brian, Aurora University

Instilling in Students a Desire to Learn: The Importance of a Well Designed Course
Roggeveen, Anne L., Babson College

Curricular Innovations at the Intersection of Subsistence and Sustainability
Viswanathan, Madhubalan, University of Illinois

Digital Natives and the University Classroom and Beyond: Prompting Analysis, Personal Expression, and Ongoing Discourse
Haugtvedt, Curtis P., Ohio State University
Session 9.4. **Entrepreneurial Marketing Strategies**  
Room: Room 104  
Session Chair: James, Julie, *University of South Wales, UK*

**Entrepreneurs through Social Media: A Conceptual Model**  
Ajjan, Haya, *Elon University*  
Beninger, Stefanie, *Simon Fraser University, Canada*  
Mostafa, Rania, *Damanhour University, Egypt*  
Crittenden, Victoria, *Babson College*

**Relationship Marketing in High Technology Based SMEs: A Customer Perspective**  
James, Julie, *University of South Wales, UK*  
Deacon, Jonathan, *University of South Wales, UK*  
Huxtable-Thomas, Louisa, *Institute for Entrepreneurial Leadership*

**Create or Appropriate? Strategic Alignment Preference in Incumbent-New Venture Alliances and Innovation Outcomes**  
Morgan, Todd, *Kent State University*  
Anokhin, Sergey, *Kent State University*  
Johnson, Eric, *Kent State University*

**From Product-Market Data to Business Intelligence- Marketing Pioneers Who Engaged Their Clients**  
Gross, Andrew, *Cleveland State University*

Session 9.5. **Communications and Branding**  
Room: White River A  
Session Chair: Anjala Krishen, *University of Nevada, Las Vegas*

**Brand to Brand: Consumer Evaluations of Spillover Effects in Interbrand Communications**  
Ross, Spencer, *Simmons College*  
Hajjat, Fatima, *University of Massachusetts, Amherst*

**Paying More for Victoria than Tonya: The Moderating Effect of Brand Anthropomorphism on Phonetic Symbolism**  
Reavey, Brooke, *Dominican University*  
Huang, Yanliu, *Drexel University*  
Larsen Andras, Trina, *Drexel University*

**Look Once, Look Twice - Measuring the Effects of Advertising Polysemy on Branding**  
Arora, Anshu, *Savannah State University*  
Wu, Jun, *Savannah State University*  
Arora, Amit, *Savannah State University*

**Evaluating the Role of Positive Emotions and Character - Brand Interaction on Implicit Attitudes for Brand Placement Effectiveness**  
Kumar, Anvita, *Cass Business School, UK*  
Balabanis, George, *Cass Business School, UK*
Session 9.6. Behavioral Aspects of Health Care Marketing
Room: White River B
Session Chair: Natarajan, Vivek, Lamar University

A Goal-Setting and Goal-Striving Model to Better Understand and Control the Weight of Overweight U.S. Ethnic Minority Members
Wu, Jiayun Gavin, Savannah State University

Behavioral Targeting in Health Care Marketing — Uncovering the Sunny Side of Tracking Consumers Online
Kes, Isabelle, Technische Universität Braunschweig, Germany
Heinrich, Daniel, Technische Universität Braunschweig, Germany
Woisetschläger, David, Technische Universität Braunschweig, Germany
Campbell, Colin, Kent State University

Do / Feel Good: Health Risk Display Formats and Decision-Making
Dara, Ilgım, Isenberg School of Management, UMass Amherst
Miller, Elizabeth G., Isenberg School of Management, UMass Amherst

Relationship Marketing and the Patient Physician Relationship
Kay, Mark, Montclair State University, New Jersey

Session 9.7. Breadth and Depth of Community Engagement
Room: White River C
Session Chair: Han, Jiyoon Karen, University of Texas at Austin

What Motivates Consumers to Participate in Online Communities: A Critical Review of Extant Knowledge
Zhuang, Weiling, Eastern Kentucky University
Porosjan, Gajana, Eastern Kentucky University
Lee, Nayoung, Eastern Kentucky University

Emotional Capital: The Missing Link Between Social Media Usage and Customer Relationship Performance
Zhenning, Xu, University of Texas at El Paso
Jimenez Arevalo, Fernando, University of Texas at El Paso

Saturated Nation in Social Networking Sites: An Examination of the Negative Effect of Facebook’s Brand Communities on Brand-Consumer Relationship
Ramadan, Zahy, Lebanese American University, Lebanon
Abosag, Ibrahim, University of Manchester, UK

Promoting Nation’s Soft Power: How U.S. and Korea Use Public Diplomacy in Nation Branding in Social Media
Han, Jiyoon Karen, University of Texas at Austin
Song, Young-A, University of Texas at Austin
Lee, Soyoung, University of Texas at Austin
Kim, Sujin, University of Texas at Austin
Chung, Arnold DongWoo, University of Texas at Austin
Friday, 10:00-10:30 am
**Session 9.8. JAMS Editorial Review Board Meeting**
Room: Room 107

Friday, 10:00-10:30 am
**Refreshment Break**
Room: WRB Foyer: A-E

Friday, 10:30-12:00 pm

**Session 10.1. Teaching Marketing That Sticks**
Room: Room 101
Session Chair: McKay-Nesbitt, Jane, **Bryant University**

- **Student Perceptions on Classroom to Corporation Transitional Marketing Activities**
  Vander Schee, Brian, **Aurora University**

- **Students’ Flow Experiences in Virtual Learning Environments: A Consumer Behaviour Perspective**
  Esteban-Millat, Irene, **Universitat Oberta de Catalunya (UOC), Spain**
  Martínez-López, Francisco J., **University of Granada and Open University of Catalonia (UOC), Spain**
  Gázquez-Abad, Juan Carlos, **University of Almería, Spain**
  Rejón-Guardia, Francisco, **University of Granada, Spain**
  Meseguer-Artola, Antoni, **Open University of Catalonia, Spain**

- **Predicting Student Performance in Distance Marketing Courses**
  Estelami, Hooman, **Fordham University**

- **Shifting Sands: Observing Academic Workloads Over Time**
  Rundle-Thiele, Sharyn, **Griffith University, Australia**
  Dobele, Angela, **RMIT University, Australia**

**Session 10.2. The 24/7 Fan: Sports Consumption in the Digital Age**
Room: Room 102
Session Chair: Lynn Kahle, **University of Oregon**

- **Consumer Over-Engagement: A Foundational Investigation of Sport Consumption Addiction**
  Aiken, K. Damon, **California State University, Chico**
  Bee, Colleen, **Oregon State University**
  Walker, Nefertiti, **University of Massachusetts, Amherst**

- **When Sports Fans Disengage: A Structured Abstract**
  Martin, Leanne, **The South African Breweries, South Africa**
  Goldman, Michael, **University of San Francisco**

- **Uh-Oh, Tiger is in Trouble: Empirical Analysis of Consumers’ Moral Reasoning Strategies and Their Implications for Endorsed Brands**
  Lee, Joon Sung, **University of Michigan**
  Kwak, Dae Hee, **University of Michigan**
Session 10.3. From Customer Engagement to the Customer Journey – Understanding the drivers of engagement in B2C and B2B environments
Room: Room 103
Session Chair: Altounian, David, Oklahoma State University

Altounian, David, Oklahoma State University
Woo, Victoria, Case Western Reserve University
Scott Roberts, The University of the Incarnate Word (San Antonio)

Session 10.4. Managing Information Sharing, Business Adaptation, and Product-Harm Crisis
Room: Room 104
Session Chair: Plangger, Kirk, King’s College, UK

Oops! I Did it Again: Are Some Firms Less Likely to Encounter a Product-Harm Crisis?
Kashmiri, Saim, University of Mississippi
Brewer, Jacob, Queens University, Canada

Self-Reference Criterion Aptitude Complex for Business Adaptation in International Marketing Strategies
Pitt, Leyland, Simon Fraser University, Canada
Caruana, Albert, University of Malta, Malta
Vella, Joseph, University of Malta, Malta
Mills, Adam, Simon Fraser University, Canada
Bal, Anjali, Dominican University of California

Information Sharing Always Helps Team Decisions? The Hidden Profile Condition
Xiao, Yazhen, UIC
Zhang, Haisu, Purdue University Calumet
Basadur, Timonthy, Concordia University Chicago

Session 10.5. Emotions, Attitudes, and Cognition
Room: White River A
Session Chair: Pounders, Kate, University of Texas at Austin

Contingent Effects of Humor Type and Cognitive Style on Consumer Attitudes
Mayer, James, Indiana University
Peev, Plamen, Towson University
Kumar, Piyush, University of Georgia

The Meaning Transfer Process in Celebrity Endorsements: A Quantitative Exploration
Subhadip, Roy, IIM Udaipur, India
Jain, Varsha, Mudra Institute of Communication, Ahmedabad, India

Emotional Ads: Which Efficiency Toward Older Persons?
Safranou-Ouadrani, Imen, ESG Management School, France
Aouina-Mejri, Chiraz, ESG Management School, France
Cultural Differences in Consumer Response to Nostalgic Advertising: An Extended Abstract
Merchant, Altaf, University of Washington, Tacoma
Ford, John, Old Dominion University
Dianoux, Christian, University of Lorraine, Cerefge, France
Hermann, Jean-Luc, University of Lorraine, Cerefge, France

Session 10.6. Health Care Marketing Strategy and Public Policy
Room: White River B
Session Chair: Wu, Jiayun Gavin, Savannah State University

The Effect of Market Orientation on Performance of Private Hospitals: The Pivotal Role of the Marketing Function
Tengilimoglu, Dilaver, Attilim University, Turkey
Atilla, E. Asuman, Gazi University, Turkey
Dursun-Kilic, Turkan, West Texas A&M University

The Effect of Prices on the Prescription Behavior of Pharmaceuticals
Kalyanaram, Gurumurthy, City University of New York
Leefflang, Peter, Aston Business School, University of Groningeon, The Netherlands
Gopalakrishna Pillai, Kishore, Bradford University School of Management, UK

Healthcare Resort: An Integrated Approach to Re-model Healthcare Services
Wang, Yawei, Montclair State University
Mukherjee, Avinandan, Montclair State University

Session 10.7. Digitalization and Product Inferences
Room: White River C
Session Chair: Simonyan, Yvetta, University of Birmingham, UK

A Segmentation of Digital Consumers and its Impact on Purchase Decision-Making Behavior
Karimi, Sahar, Edge Hill University, UK
Papamichail, K. Nadia, Manchester Business School, UK
Holland, Christopher, Manchester Business School, UK

Mobile Phone Satisfaction: An Examination of Antecedents and Consequences
Yazdanparast, Atefeh, University of Evansville
Tran, Gina, University of North Texas

Can't Live without Smart Phones: Device Attachment As A Dual Route Process Promoting Consumer Loyalty
Lee, Crystal T., National Cheng-chi University, Taiwan
Tseng, Timmy H., National Cheng-chi University, Taiwan
Hsieh, Sara H., National Cheng-chi University, Taiwan
**Worse than Bad: Inferences about Product Quality from Memory**  
Simonyan, Yvetta, *University of Birmingham, UK*  
Goldstein, Daniel, *Microsoft Research*

**Session 10.8. AMS Review Editorial Review Board Meeting**  
Room: Room 107

**Friday, 12:00-1:30 pm**  
**Lunch on your own**

**Friday, 1:30-3:00 pm**

**Session 11.0. JPSSM Editorial Review Board Meeting**  
Room: Room 107

**Session 11.1. Value Creation in Supply Chain Management**  
Room: Room 101  
Session Chair: Davis, Donna, *University of South Florida*

A Modified RFMI Framework and Strategic Implications for Analyzing VIP Customers in Logistics Companies – A Case Study of Jiaji Col. Ltd. in China  
Gan, Weihua, *East China Jiaotong University, China*  
XU, Zhenning, *The University of Texas at El Paso*  
Wang, Hongbin, *Northwestern Polytechnical University*  
Geng, Ting, *Binghamton University*

Developing a Returns Competency: The Influence of Collaboration and Information Technology  
Morgan, Tyler, R., *University of Alabama*  
Richey, R., Glenn, *University of Alabama*

Consumer Response to Out-of-Stocks in an Omni-Channel Context: A Call for Supply Chain Management Research  
Peinkofer, Simone, *University of Arkansas*  
Esper, Terry, *University of Arkansas*

Discussion Leader: Hooker, Robert, *University of South Florida*

**Session 11.2. Managing Customer Relationships**  
Room: Room 102  
Session Chair: Gallan, Andrew, *DePaul University*

Governance Strategy for the Social Relationships Between Alumni and Their Alma Mater  
Min, Junhong, *Michigan Tech University*  
Segal, Madhav N., *Southern Illinois University Edwardsville*  
Dalman, M. Deniz, *Dogruluk International Transportation Co. and Ozdogruluk Customers Clearance Co.*
White Lies and Pardons: The Role of Consumer Forgiveness in Relationships with Service Providers
Lehnert, Kevin, Grand Valley State University
Hinsch, Chris, Grand Valley State University

Modeling Consumer Switching Intention and Behavior
Chatterjee, Swagato, Indian Institute of Management Bangalore, India
Kumar, Mahesh, Indian Institute of Management Bangalore, India
Shainesh, G., Indian Institute of Management Bangalore, India

Customer Acquisition and Customer Retention in a Monopolistically Competitive Industry
Sloev, Igor, Higher School of Economics, Russia
Lianos, Gerasimos, School of Finance, SWUFE

Session 11.3. The Changing Face of Professional Selling and How Our Field is meeting those Changes
Room: Room 103
Session Chair: Pullins, Ellen, University of Toledo
Pullins, Ellen, University of Toledo
Spiro, Rosanne, Indiana University
Panagopoulos, Nikolaos, University of Alabama

Session 11.4. Theory and Methods Interface
Room: Room 104
Session Chair: Mohan, Mayoor “Max”, Virginia Commonwealth University

Design Effects on Findings in Simulations Comparing Formative and Reflective Measurement Specifications
Franke, George, The University of Alabama
Woojung, Chang, Illinois State University
Lee, Nick, Aston University, UK

Scientometric Analysis of Marketing Theoreticians
Zuberi, Mel, University of North Texas
Pelton, Lou, University of North Texas

Curve45: An Inflection-Point-Bound Function
Dickinson, John, University of Windsor, Canada

Session 11.5. Nontraditional Communication
Room: White River A
Session Chair: Rains, Samantha, Dominican University of California

Selling Without Explicit Advertising, Advertising Without Obvious Intention: Engaging Millennials with Product Placement in Recipes
Chan, Fanny, Hang Seng Management College, Hong Kong

A Content Analysis of Texting and Driving Danger Advertisements
Hood, Karen, Eastern Kentucky University
Going Under the Needle for your Brand: Tattooing as the New Market Medium  
Rains, Samantha, Dominican University of California  
Bal, Anjali, Dominican University of California  
Weidner, Kelly, Dominican University of California  
Leeds, Chris, Dominican University of California

Monet’s, Nymphs… $11 Million; Rothko’s, White… $73 Million; My Youngest Son’s, The Burial of Our Dog Rover… Priceless!: Consumer Behavior in the Fine Art Market  
Bal, Anjali, Dominican University of California  
Pitt, Leyland, Simon Fraser University  
Parent, Michael, Simon Fraser University

Session 11.6. Global Experiences  
Room: White River B  
Session Chair: Ross, Spencer, Simmons School of Management

Cultural Appropriation of the Death Celebrations: The Case of Halloween  
Albinsson, Pia, Appalachian State University  
Wolf, Marco, University of Southern Mississippi  
Shows, David, Appalachia State University

Toward an Understanding of Ethnic Consumers’ Conservation Behavior: The Case of Hispanics  
Segev, Sigal, Florida International University

Destination Image Construction Through Tourist Experience: The Case of France  
Phou, Sakal, Université Lyon 2, France  
Batat, Widet, Université Lyon 2, France

Which Needs Do We Pursue With Sharing? Towards an Improved Understanding of Consumer’s Sharing Behavior  
Fritz, Kristine, University Basel, Switzerland  
Schoenmueller, Verena, University Basel, Switzerland  
Bruhn, Manfred, University Basel, Switzerland

Session 11.7. Doctoral Colloquium: Social Networks, Restoration and Sales Management  
Room: White River C  
Session Chair: Ford, John B., Old Dominion University

Network Development: An Exploration of a Virtual Collector Community  
Athwal, Navdeep, Warwick Business School, University of Warwick, UK

Reestablishing Intrapersonal Balance Through Restoration: An Integrated Framework to Escape Dissonance  
Krey, Nina, Louisiana Tech University
Salespeople and the Verification Process: The Critical Role Salespeople Can Play in Firm Verification Strategies
Lastner, Matthew M., Louisiana State University
Mangus, Stephanie, Louisiana State University
Fennell, Patrick, Louisiana State University

Friday, 3:00-3:30 pm
Refreshment Break
Room: WRB Foyer: A-E

Friday, 3:30-5:00 pm

Session 12.1. Sex and Politics Really Do Mix
Room: Room 101
Session Chair: Shang, Jingzhi, Thompson Rivers University, Canada

Can “Real” Men Consume Ethically? How Ethical Consumption Leads to Unintended Observer Inferences
Shang, Jingzhi, Thompson Rivers University, Canada
Peloza, John, University of Kentucky

Choosing a Mode of Political Marketing Strategy: Voter or Brand Identity Orientation
Weber, TJ, Washington State University

The Efficacy of Sexualized Female Models in Young Adult Male-Oriented Cigarette Advertising
Mayer, James, Indiana University
Baek, Tae Hyun, Indiana University Southeast

Session 12.2. Health Nuts: Motivating Consumer Well-Being
Room: Room 102
Session Chair: Szocs, Courtney, University of South Florida

“Don’t Drink and Drive”: Can Sensory and Experiential Factors Influence Effectiveness of Alcohol Warning Messages?
Szocs, Courtney, University of South Florida
Biswas, Dipayan, University of South Florida
Borges, Adilson, NEOMA Business School, France

Why Do Australians Exercise? Attitudes and Intentions to Increase Physical Activities
Arli, Denni, Griffith University, Australia
Kubacki, Krzysztof, Griffith University, Australia
Rundle-Thiele, Sharyn, Griffith University, Australia
Pekerti, Andre, University of Queensland, Australia
Tkaczynski, Aaron, University of Queensland, Australia
Improving the Effectiveness of Nutritional Labeling: The Role of Color
Pantoja, Felipe, NEOMA Business School, France
Da Camara Rossi, Patricia, NEOMA Business School, France
Borges, Adilson, NEOMA Business School, France

Session 12.3. New Product Offerings and Customer Adoption of New Products
Room: Room 103
Session Chair: Sebastian, Ludorf, Georg-August-University Göttingen, Germany

The Effect of Supplementary Knowledge Calibration on Really New Product Adoption Behaviour
Razmdoost, Kamran, Cranfield School of Management, UK
Dimitriu, Radu, Cranfield School of Management, UK

Understanding Mobility in Use - Essence and Value of Mobile Technology
Bolat, Elvira, Bournemouth University, UK

What are Product Bundles and How to Bundle Products
Chang, Kuei-Feng, Da-yeh University, Taiwan
Yang, Hao-Wei, Chaoyang University of Technology, Taiwan

Session 12.4. Improving Measurement of Marketing Phenomena
Room: Room 104
Session Chair: Fernando R. Jimenez-Arevalo, University of Texas, El Paso

Proposition of a Retailer Brand Equity Metric
Troiville, Julien, University of Rennes, France
Cliquet, Gérard, Colorado State University

Identifying Compulsive Buyers: An Examination of Existing Scales from the Perspective of Medical Practitioners
Martinez-Novoa, Lorraine, University of North Carolina Greensboro
Hodges, Nancy, University of North Carolina Greensboro

Stakeholder Orientation: Influence on Innovation and Firm Performance
Patel, Vijay, Kennesaw State University
Hair, Joseph Jr., Kennesaw State University
Pieper, Torsten, Kennesaw State University

Assessing Spillover Effects: The Need for Implicit Measurements
Truong, Natalie, Norwegian School of Economics and Business Administration, Norway
Session 12.5. **New Products From Me to You**  
Room: White River A  
Session Chair: Deitz, George, *The University of Memphis*  

**How to Catch the Generation Y: Identifying Eco-Innovators among Young Customers**  
Soyez, Katja, *TU Dresden, Germany*  
Gurtner, Sebastian, *TU Dresden, Germany*  

**The Impact of Face and Self-Construal on SST and Interpersonal Service Orientations: A Structured Abstract**  
Caramba-Coker, Fiona, *University of Delaware*  
Beldona, Srikanth, *University of Delaware*  
Kher, Hemant, *University of Delaware*  
Sundaram, Suresh, *University of Delaware*  
Kwansa, Francis, *University of Delaware*  

**I’m Proud of It: Consumer Technology Appropriation and Psychological Ownership**  
Kirk, Colleen, *Mount Saint Mary College*  
Swain, Scott, *Clemson University*  
Gaskin, James, *Brigham Young University*  

**An Empirical Investigation of Remote Mobile Payment Adoption**  
Slade, Emma, *Swansea University, UK*  
Dwivedi, Yogesh, *Swansea University, UK*  
Piercy, Niall, *Swansea University, UK*  
Williams, Michael, *Swansea University, UK*  

Session 12.6. **Power of Online Reviews**  
Room: White River B  
Session Chair: Mosteller, Jill, *Portland State University*  

**Consumers Helping Consumers: The Role of Psychological Need Fulfillment in an Online Reviewer Community**  
Mosteller, Jill, *Portland State University*  
Mathwick, Charla, *Portland State University*  

**Beyond Information: How Consumers use Online Reviews to Manage Social Impressions**  
Pongpatipat, Chatdanai, *Simpson College*  
Liu-Thompkins, Yuping, *Old Dominion University*  

**The Effects of Posting and Reading Negative Word-of-Mouth – An Empirical Study**  
Kim, Su Jung, *Northwestern University*  
Wang, Rebecca Jen-Hui, *Northwestern University*  
Malthouse, Edward, *Northwestern University*
Session 12.7. **Developments in Research on Pricing on the Internet**  
Room: White River C  
Session Chair: Kukar-Kinney, Monica, University of Richmond  

  **Kukar-Kinney, Monika,** *University of Richmond*  
  Xia, Lan, *Bentely University*  
  Cheng, Lillian L., *National University of Singapore, Singapore*  
  Monroe, Kent B., *University of Illinois at Urbana-Champaign*  
  Weisstein, Fei L., *University of Texas - Pan American*

Session 12.8. **Indianapolis: Leveraging the Sports Strategy**  
Room: White River D  
Session Chair: Gladden, Jay, *Indiana University –Purdue University Indianapolis*  

  **Zirkle, Wesley,** *Just Marketing International*  
  Gladden, Jay, *Indiana University –Purdue University Indianapolis*  
  Kryder, Bryan, *Just Marketing International*  
  Cobbs, Joe, *Northern Kentucky University*

**Friday 5:00 pm**  
**AMS Business Meeting**  
Room: 107

**Friday 6:00 pm**  
**AMS President’s Reception**  
Room: White River Foyer

**Friday, 7:00 pm**  
**AMS Banquet**  
*Cosponsored by Springer*  
Room: White River Ballroom
<table>
<thead>
<tr>
<th>Author</th>
<th>Session</th>
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</thead>
<tbody>
<tr>
<td>Aboseag, Ibrahim</td>
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<tr>
<td>Adams, Frank</td>
<td>77, 8.4</td>
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<td>Chatterjee, Swagato</td>
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<td>Author</td>
<td>Session</td>
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<td>9.4</td>
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**R**

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</tbody>
</table>

S

S, Sreejesh                   | 5.1             |
| Safranou-Oudrani, Imen       | 10.5            |
| Sakashita, Mototaka          | 3.5             |
| Sams, Doreen                 | 7.5             |
| Sarstedt, Marko              | 5.3             |
| Schaefer, Tobias             | 5.7             |
| Schlobohm, Sarah             | 2.1             |
| Schmid, David                | 3.1             |
| Schmidt, Steffen             | 2.1             |
| Schoenmueller, Verena        | 11.6            |
| Schumann, David              | 1.2             |
| Segal, Madhav N.             | 11.2            |
| Segev, Sigal                 | 11.6            |
| Sen, Kabir                   | 8.6             |
| Shah, Purvi                  | 3.5             |
| Shakerin, Golbahar           | 8.7             |
| Shang, Jingzhi               | 12.1            |
| Shankar, Avi                 | 2.5             |
| Sharma, Piyush               | 9.1             |
| Sharpe, Stacey               | 8.7             |
| Sheth, Jagdish N.            | 4.3             |
| Shin, Hyunjoo                | 6.7             |
| Shoham, Aviv                 | 4.2, 5.2        |
| Shows, David                 | 11.6            |
| Siamagka, Nikoletta-Theofania| 7.2             |
| Simmons, James               | 1.7             |
| Simonyan, Yvetta             | 10.7            |
| Singh, Nitish                | 6.3             |
| Skourtis, George             | 3.7             |
| Slade, Emma                  | 12.5            |
| Sleep, Stefan                | 1.6             |
| Sloev, Igor                  | 11.2            |
| Solomon, Michael             | 6.6             |
| Song, Young-A                | 9.7             |
| Sosa-Varela, Juan Carlos     | 1.7             |
| Souchon, Anne                | 8.4             |
| Soyez, Katja                 | 12.5            |
| Spire, Rosanne               | 11.3            |
| Srivastava, Prashant         | 1.3             |
| Schnebelen, Stefanie         | 4.1             |
| Steward, Dave                | 4.3, 6.5        |
| Stiehler, Beate              | 8.1             |
| Stockl, Albert               | 7.4             |
| Stoevinger, Barbara          | 2.1, 6.1        |
| Stumpf, Stephen              | 8.2             |
| Subhadip, Roy                | 10.5            |
| Sun, Wenbin                  | 2.4, 4.2        |
| Sundaram, Suresh             | 12.5            |
| Süssenbach, Sophie           | 5.3             |
| Svensson, Goran              | 1.7             |
| Swain, Scott                 | 5.3, 12.5       |
| Swaminathan, Srivivasan      | 1.3             |
| Syafaat, Insan               | 5.6             |
| Szocs, Courtney              | 5.6, 6.6, 12.2  |

T

Tang, Liang                   | 8.7             |
<p>| Tarkiainen, Anssi            | 5.3             |
| Tassopoulos, S. Kerry        | 2.3             |
| Tengilimoglu, Dilaver        | 10.6            |
| Thornton, Sabrina            | 1.4             |
| Testa, Pierpaolo             | 8.7             |
| Thwaites, Des                | 5.6             |</p>
<table>
<thead>
<tr>
<th>Author</th>
<th>Session</th>
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<tbody>
<tr>
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</tbody>
</table>
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