2015 Academy of Marketing Science® World Marketing Congress

Rediscovering the Essentiality of Marketing

July 14 – July 18, 2015

Hosted by
Università degli Studi di Bari Aldo Moro
Bari, Italy
Rediscovering the Essentiality of Marketing

Dear Colleagues,

Welcome to the 18th Academy of Marketing Science World Marketing Congress and to the sunny city of Bari.

The Congress has been received with wide enthusiasm across 40 countries around the world for a total of over 250 papers. These 3 days will represent a moment in which scholars from around the globe will present and discuss new research ideas on vibrant topics that could help academics and practitioners get new perspectives and insights for today's marketplace challenges.

All sessions will be held at the Palace Hotel in the city center of Bari, a city that represents both geographically and historically the bridge between Occident and Orient, thus fulfilling our aim of having a moment of contact and discussion among different approaches to marketing.

We will do our best to help you enjoy not only new ideas in the marketing discipline but also the tradition and the culture of the Puglia region during the social programs. In fact, Bari is also the capital city of the region Puglia, recently included in top 10 destinations in the world by National Geographic and ranked by AC Nielsen as one of the best Italian regions for food and drink.

We expect the Congress to be an amazing occasion to share ideas, methods, and theoretical frameworks within a Mediterranean atmosphere.

Lastly, we would like to thank the track chairs and reviewers for their tremendous work during the last months, the presenters and the session chairs for their active participation, the AMS Co-Directors of International Programs, Barry Babin and Jay Lindquist, for their help and guidance, and all the program team members.

Arrivederci,

Luca Petruzellis  Russ Winer
University of Bari Aldo Moro  Stern School of Business, New York University
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2015 AMS World Marketing Congress – Track Chairs

**Business-to-Business Marketing**
Pauł Matthyssens, Antwerp University, Belgium
Michele Paulin, Concordia University, Canada

**Consumer Behavior**
Andrea Bonezzi, New York University, USA
Monika Lisjak, Erasmus University, The Netherlands

**Marketing Mix Modeling**
Marc Fischer, University of Cologne, Germany
Koen Pauwels, Dartmouth University, USA

**Digital and Social Media Marketing**
Charles Hofacker, Florida State University, USA
Carlos Flavián, University of Zaragoza, Spain

**Entrepreneurship and Small Business**
Gaetano Aiello, University of Florence, Italy
Alberto Pezzi, University of Rome 3, Italy

**International Marketing**
Saeed Samiee, University of Tulsa, USA
Brian R. Chabowski, University of Tulsa, USA

**Cross-Cultural Research**
Catherine Demangeot, ISEG, France
Cheryl Nakata, University of Illinois at Chicago, USA

**Health and Social Marketing**
Debbie Isobel Keeling, Loughborough University, United Kingdom
Ting Yu, University of New South Wales, Australia

**Innovation and Creativity**
Eitan Muller, New York University, USA
Subin Im, Yonsei University, Korea

**Integrated Marketing Communications**
Don Schultz, Northwestern University, USA
Gayle Kerr, Queensland University of Technology, Australia

**Marketing Research Methods**
Tulin Erdem, New York University, USA
Rik Pieters, Tilburg University, The Netherlands

**Marketing Strategy**
John Roberts, London Business School, United Kingdom
Rajendra K Srivastava, Singapore Management University, Singapore

**Product and Branding Strategies**
Cleopatra Veloutsou, University of Glasgow, UK
Francisco Guzman, University of North Texas, USA

**Pricing and Price-Related Issues**
Gurumurthy Kalyanaram, NMIMS Business School, India
Fabio Ancarani, Alma Mater Studiorum, University of Bologna, Italy

**Sensory Marketing**
Jean-Charles Chebat, HEC Montreal, Canada
Michela Addis, University of Rome 3, Italy
Relationship Marketing
Dennis B. Arnett, Texas Tech University, USA
Michael Wittmann, University of Southern Mississippi, USA

Retailing
Jonathan Reynolds, Oxford University, United Kingdom
Dirk Morschett, University of Fribourg, Switzerland

Selling and Sales Management
Othman Boujena, NEOMA Business School, France
Michael Ahearne, University of Houston, USA

Services Marketing
Jikyeong Kang, Asian Institute of Management, Philippines
Calvin Wong, The Hong Kong Polytechnic University, China

Advertising Communication
Nancy Spears, University of North Texas, USA
Shintaro Okazaki, Universidad Autónoma de Madrid, Spain

Tourism and Hospitality
Marianna Sigala, University of the Aegean, Greece
Judith Mair, University of Queensland, Australia

Luxury, Fashion and Wine Marketing
Alberto Mattiacci, University of Rome La Sapienza, Italy
Eunju Ko, Yonsei University, Seoul, Korea

Distribution and Supply Chain Management
Walfried Lassar, Florida International University, USA
Dale Rogers, Arizona State University, USA

Doctoral Colloquium Chair
John B. Ford, Old Dominion University, USA

Conference Local-Arrangements Chair
Pierluigi Passaro, University of Bari Aldo Moro, Italy
Tuesday, July 14, 2015

Tuesday, 2.00 – 4.00 pm

Registration
Room: Barion

Tuesday, 6.30 – 8 pm

Welcome Reception
TBA
DAILY HIGHLIGHTS • Wednesday, July 15, 2015

Registration
Room: Sala Barion, 8:00 am – 5:00 pm

Refreshment Break
Room: Sala Feste, 10:30 – 11:00 am

Lunch on Your Own
12:30 – 2:00 pm

Refreshment Break
Room: Sala Feste, 3:30 – 4:00 pm

Wine Tasting
Room: Sala Messapia, 5:45 – 6:45 pm

Reception including olive oil tasting and cocktails
Room: Sala Messapia, 7:00 – 8:45 pm

Wednesday, 9:00 - 10.30 am

Session 1.1 Physical and Digital B2B Interactions
Room: Sala Jonia
Session Chair: Michele Paulin, Concordia University, Canada

Factors Determining Channel Selection in the German Trades Sector – An Analysis of Power Tool Purchases
Natalie de Jong, Baden-Württemberg Cooperative State University Stuttgart, Germany
Benjamin Österle, Baden-Württemberg Cooperative State University Stuttgart, Germany
Marc Kuhn, Baden-Württemberg Cooperative State University Stuttgart, Germany

Gender And Similarity - Match or Mismatch: When Is B2B Sales Performance Better?
Ozan Peneklioglu, Istanbul Technical University, Turkey
Ayse Banu Elmadag Bas, Istanbul Technical University, Turkey

Value Co-creation in Project Exchange
Kamran Razmdoost, University College London, United Kingdom
Hedley Smyth, University College London, United Kingdom

Session 1.2 Socially Responsible Consumption
Room: Sala Japigia
Session Chair: Tali Seger-Guttmann, Ruppin Academic Center, Israel

An Exploration of Socially Responsible Music Consumption
Todd Green, Brock University, Canada
Gary Sinclair, University of Stirling, United Kingdom
Julie Tinson, University of Stirling, United Kingdom

Cause I’m Feeling Good! The Influence of Anticipated Emotions on Consumer Pro-environmental Behavior
Zeinab Rezvani, Umea University, Sweden
Johan Jansson, Umea University, Sweden
Sustainability Living: Role of Emotions
Menuka Jayaratne, La Trobe University, Australia
Gillian Sulivan Mort, La Trobe University, Australia
Clare D'Souza, La Trobe University, Australia

Session 1.3 Consumer Behavior in Retailing
Room: Sala Ausonia
Session Chair: Heiner Evanschitzky, Aston Business School, United Kingdom

Antecedents of peripheral services Cross-Buying Behavior
Heiner Evanschitzky, Aston University, United Kingdom
Neeru Malhotra, Aston University, United Kingdom
Florian v. Wangenheim, ETH Zurich, Switzerland
Katherine Lemon, Boston College, USA

Examining Reactive Customer Engagement Strategies in Online Shopping Cart Abandonment: A Regulatory Fit Perspective
William Northington, Idaho State University, USA
Jessica Ogilvie, University of Alabama, USA
Kris Lindsey, University of Alabama, USA
Kristy Reynolds, University of Alabama, USA

Linking Initial Beliefs, Trust, Perceived Value and Purchase Intentions in the Context of Second Hand Goods Sold by Unknown Online Retailers
Laura Salciuviene, Lancaster University Management School, United Kingdom
Ahmad Daryanto, Lancaster University Management School, United Kingdom

Session 1.4 Online CSR and Digital Reputation
Room: Sala Egnazia/Sveva
Session Chair: Caroline Moraes, Coventry University, United Kingdom

Consumer Ethical Judgement and Controversial Advertising Avoidance on Social Media
Caroline Moraes, Coventry University, United Kingdom
Carlos Ferreira, Coventry University, United Kingdom
Nina Michaelidou, Loughborough University, United Kingdom
Michelle McGrath, The University of Winchester, United Kingdom

Consumer Participation in CSR Campaigns on Facebook
Teresa Treviño, EGADE Business School, Tecnológico de Monterrey, Mexico

Corporate Brand Representations in B2B Companies’ Websites
Cláudia Simões, Open University Business School, United Kingdom
Marcelo Perin, Pontifícia Universidade Católica do Rio Grande do Sul, Brazil
Jaywant Singh, Kingston University, United Kingdom

Emphasizing the Cause in Cause-Related Marketing? Gaining Millennials Women’s Support for a Fashion Event through Facebook Appeals
Michele Paulin, Concordia University, Canada
Aela Salman, Concordia University, Canada
Ronald J. Ferguson, Concordia University, Canada
Kaspar Schattke, Concordia University, Canada
Session 1.5 Understanding 'Health' in Marketing
Room: Sala Abbrescia
Session Chair: Debbie Keeling, Loughborough University, United Kingdom

Early Findings on Alcohol Consumption: A Licensed Premise Observation Study
Nuray Buyucek, Griffith University, Australia
Sharyn Rundle-Thiele, Griffith University, Australia

Exploring the Dual Effects of Waiting on Satisfaction with Health Service
Yi-Fen Liu, National Kaohsiung First University of Science and Technology, Taiwan, Province of China
Jacob Y. H. Jou, Kaohsiung Medical University, Taiwan, Province of China
I-Ling Ling, National Chiayi University, Taiwan, Province of China

Key Successfactors for Brand Orientation in Healthcare
Gerrita Van der Veen, HU Business School, Netherlands
Judith Tielen, HU Business School, Netherlands
Lucas Schuurmans, HU Business School, Netherlands
Daan Bunke, HU Business School, Netherlands

Predictors of HIV/AIDS-Related Behaviours within the Population of Kinshasa: The Impact of Socio-Demographic and Environmental Factors
Lutete Christian Ayikwa, Tshwane University of Technology, South Africa
Johan W. De Jager, Tshwane University of Technology, South Africa
D Ben Janse Van Rensburg, Tshwane University of Technology, South Africa

Session 1.6 Country of Origin and Ethnocentricity
Room: Sala Messapia
Session Chair: Ayşegül Özsomer, Koç University, Turkey

Country Reputation, Brand Reputation and Company Reputation: Their Importance in Business-to-Business Industries
Elena Cedrola, University of Macerata, Italy
Loretta Battaglia, Catholic University of Milan, Italy
Anna Grazia Quaranta, University of Bologna, Italy

Saeed Samiee, University of Tulsa, USA
Leonidas C. Leonidou, University of Cyprus, Cyprus
Bilge Aykol, Dokuz Eylül University, Turkey
Barbara Stöttinger, Wirtschaftsuniversität-Wien, Austria
Paul Christodoulides, Cyprus University of Technology, Cyprus

The Inconsistency of Ethnocentric Bias in the Dual-Attitude Model
Ting-hsiang Tseng, Feng Chia University, Taiwan, Province of China
George Balabanis, City University London, United Kingdom
T. Matthew Liu, University of Macau, Macao

Session 1.7 Doctoral Colloquium
Room: Sala Appula
Session Chair: John Ford, Old Dominion University, USA

Renaud Frazer, Université de Lorraine, France
The Place of Memory in the Brand Relationship: Comparison between In-Store and Online Shopping Experience
Michael Flacandji, IAE Dijon, University of Burgundy, France

What Leads to More Enjoyment, Choice or Personal Control?: Understanding the Role of Autonomy in Customer Participation
Triparna Gandhi, The University of Melbourne, Australia

Refreshment Break
Room: Sala Feste, 10:30 – 11:00 am

Wednesday, 11:00 am – 12.30 pm

Session 2.1 Social Influence in Marketing
Room: Sala Japigia
Session Chair: Alessandro Peluso, University of Salento

Compensatory Advice Giving: How Experiencing a Need for Control Makes You Advise More
Alessandro M. Peluso, University of Salento, Italy
Andrea Bonezzi, New York University, USA
Matteo De Angelis, LUISS University, Italy
Derek D. Rucker, Northwestern University, USA

Does Decision-Making Speed Depend on Non-Interactive Others?
Atsuko Inoue, Seikei University, Japan
Atsunori Ariga, Rissho University, Japan

The Differential Influence of Advice and Opinions on Word-of-Mouth Recipients’ Behavior
Matteo De Angelis, LUISS University, Italy
Andrea Bonezzi, New York University, USA
Derek D. Rucker, Northwestern University, USA
Alessandro Maria Peluso, University of Salento, Italy

The Impact of Reference Group on Purchase Intention: A Case Study in Distinct Types of Shoppers
Danupol Hoonsopon, Chulalongkorn University, Thailand
Wilert Puriwat, Chulalongkorn University, Thailand

Session 2.2 Digital Strategy I
Room: Sala Egnazia/Sveva
Session Chair: Angel Herrero-Crespo, University of Cantabria, Spain

Assessing Social Media e-visibility: A Framework to Compare Goods vs. Service Firms
Iris Vilnai-Yavetz, Ruppin Academic Center, Israel
Olga Levina, Technische Universität Berlin, Germany
Nataliia Medzhybovska, Odessa National Economic University, Ukraine

Developing and Validating the Measurement Scale of E-Marketing Orientation
Hui-Ling Huang, Chang Jung Christian University, Taiwan, Province of China
Yue-Yang Chen, I-Shou University, Taiwan, Province of China

Influence of Customer Orientation and Competitor Orientation on the Intention to Use Social Network Sites as a Communication Tool in Micro-Enterprises
Ángel Herrero-Crespo, Universidad de Cantabria, Spain
Jesús Collado-Agudo, Universidad de Cantabria, Spain
Héctor San Martín-Gutiérrez, Universidad de Cantabria, Spain

**The Research on Crowdsourcing Model and its Influence on Business Operation**
Tao Meng, Northeast University of Finance and Economics, Peoples Republic of China
Xiaomin Lin, Northeast University of Finance and Economics, Peoples Republic of China

**Session 2.3 Sustainability Issues in Supply Chain Management**
Room: Sala Appula
Session Chair: Steven Carnovale, Portland State University, USA

*A Qualitative Exploration into the Micro-Foundations of Supply Chain Relationships*
LaDonna Thornton, University of Nebraska-Lincoln, USA
Terry Esper, University of Arkansas, USA

*Does Third-Party Logistics Create a Synergy Effect on Firm Performance*
Kenneth Kwong, Hang Seng Management College, Hong Kong, Peoples Republic of China

*Moving Sustainable Consumption From Hype to Reality Through the Value Chain*
Gopalkrishnan Iyer, Florida Atlantic University, USA
Sandra Rothenberger, Solvay Brussels School of Economics and Management, Belgium

**Session 2.4 Quantitative Applications of Marketing Research Methods**
Room: Sala Jonia
Session Chair: Tulin Erdem, New York University, USA

*Advertising Agency Compensation: Analyzing Trends in the U.S., in Global Markets, And in the Digital Landscape*
Dan Horsky, University of Rochester, USA
Sharon Horsky, Bar-Ilan University, Israel

*Aging and Decision Making: Insights from Mundane Choices*
Vishal Singh, New York University, USA
Karsten T. Hansen, UC San Diego, USA
Romana Khan, Northwestern University, USA

*Consumer Learning and Evolution of Consumer Brand Preferences*
Hai Che, Indiana University in Bloomington, USA
Tülün Erdem, New York University, USA
T. Sabri Öncü, United Nations Conference on Trade and Development, Switzerland

**Session 2.5 Contemporary branding topics I**
Room: Sala Messapia
Session Chair: Sunil Thomas, California State University at Fullerton, USA

*Celebrity Branding Advertising Processing: Beyoncé versus Lana Del Rey*
António Azevedo, University of Minho, Portugal
**Growing without Getting Bigger**  
Adrian Peretz, Oslo School of Management, Norway  
Lars Erling Olsen, Oslo School of Management, Norway

**Product Complexity in Consumer Research: Literature Review and Implications for Future Research**  
Lisa Monika Anna Mützel, University of Koblenz-Landau, Germany  
Thomas Kilian, University of Koblenz-Landau, Germany

**Brand Feminine Dimension Revisited: Exploring Brand Feminine Patterns**  
Salim Azar, Université de Cergy-Pontoise, France

**Session 2.6 Sensory marketing**  
Room: Sala Ausonia  
Session Chair: Michela Addis, University of Rome 3, Italy

**Assessing the Role of Haptic Imagery in Print Advertising: An Empirical Investigation**  
Giovanni Pino, University of Salento, Italy  
Gianluigi Guido, University of Salento, Italy  
Carla Tomacelli, University of Salento, Italy  
Mauro Capestro, University of Salento, Italy

**Communication in relief: should we emboss the brand or the product?**  
Sonia Capelli, Lyon University, France  
Fanny Thomas, Lyon University, France  
Bruno Ferreira, Clermont University, France

**The Conceptual Chain from Event Activities to Emotions to Atmosphere, and Sponsor Awareness and Patronage**  
T. Bettina Cornwell, University of Oregon, USA  
Steffen Jahn, University of Goettingen, Germany  
Wang Suk Suh, University of Oregon, USA

**The Halo Effect in Fragrance Perception: The Relevance of the ‘Natural Ingredients’ Claim**  
Vanessa Apaolaza, University of the Basque Country, Spain  
Patrick Hartmann, University of the Basque Country, Spain  
Cristina López, University of the Basque Country, Spain  
Carmen Etxebarria, University of the Basque Country, Spain  
Jose M. Barrutia, University of the Basque Country, Spain

**Session 2.7 Fact or Fiction: Marketing Research Methods Continue to Improve in Meaningfulness**  
Room: Sala Abbrescia  
Session Chair: Adilson Borges, Neoma Business School, France

**Do Bad Respondents Equal Poor Data Quality? Comparing a Regular Online United States Consumer Panel with a M-Turk Panel**  
Scott Smith, Qualtrics Inc., U.S.A.  
Catherine Rossiter, University of New Mexico, USA  
Linda L. Golden, University of Texas at Austin, USA  
Gerald S. Albaum, University of New Mexico, USA

**Debunking Beliefs about Student Samples in Marketing Research?**  
David J. Ortinau, University of South Florida, USA  
Jennifer Espinosa, University of South Florida, USA
What is Response Bias in Marketing Research Today?
Yasemin Atinc, Texas A&M Commerce, USA
Guclu Atinc, Texas A&M Commerce, USA

Opinions on the Use of Crowd Sourced Data in Marketing Research
John B. Ford, Old Dominion University, USA
Barry J. Babin, Louisiana Tech University, USA

Discussants:
William B. Locander, Loyola University, USA
Jean-Luc Hermann, University of Metz, France
Joseph F. Hair, Kennesaw State University, USA

Wednesday, 2:00 – 3.30 pm

Session 3.1 Expanding the Boundaries of Classical Advertising Approaches
Room: Sala Abbrescia
Session Chair: Gladys Torres Baumgarten, Ramapo College of New Jersey, USA

Classical Music in Advertising: Brand Support or Detractor?
Gladys Torres Baumgarten, Ramapo College of New Jersey, USA
Kathy Woodbury Zeno, Ramapo College of New Jersey, USA
Christina Chung, Ramapo College of New Jersey, USA

Cross-Language Comparison of the Persuasive Effects of Typeface Shapes - A Conceptual Framework
Yi-Fen Liu, National Kaohsiung First University of Science and Technology, Taiwan, Province of China
I-Ling Ling, National Chiayi University, Taiwan, Province of China
Jacob Y. H. Jou, Kaohsiung Medical University, Taiwan, Province of China

Generation Y College Aged Hispanic and White Cohorts’ Ethical Ideology Effects on Alcohol Advertising Appraisals: The Role of Strength of Ethnic Identification and Ethical Appraisal
Miguel Angel Zúñiga, Morgan State University, USA
Ivonne M. Torres, New Mexico State University, USA

The Role of Anger in the Context of Consumer Reactions to Advertising Incongruity
Silke Bambauer-Sachse, University of Fribourg, Switzerland
Priska Heinzle, University of Fribourg, Switzerland

Session 3.2 IMC and the organization
Room: Sala Jonia
Session Chair: Don Schultz, Northwestern University, USA

Assessing the Impact of Internal Marketing Orientation on an Organization’s Performance
Mujahid Mohiuddin Babu, University of Manchester, United Kingdom
Jikyeong Kang, University of Manchester, United Kingdom

Synergy and Integration of Multiple Media to Enhance Exposure and Impact of the Cinderella Media
Therese Roux, Tshwane University of Technology, South Africa
De la Rey van der Waldt, Tshwane University of Technology, South Africa

Let’s Engage Consumers! A Client-Agency Relational Perspective
Rossella Gambetti, Università Cattolica del Sacro Cuore, Italy
Silvia Biraghi, Università Cattolica del Sacro Cuore, Italy
Don Schultz, Northwestern University, USA
Session 3.3 Wine Marketing
Room: Sala Appula
Session Chair: Klaus-Peter Wiedman, University of Hannover

Networks and Relationships in Business to Business: exploring the use of LinkedIn by the wine sector.
Sarah Quinton, Oxford Brookes University, United Kingdom
Damien Wilson, Burgundy Business School, France

Terroir in a Bottle: Segmenting Consumer Choices in Generation Y
Roberta Capitello, University of Verona, Italy
Lara Agnoli, University of Verona, Italy
Steve Charters, ESC Dijon, France
Diego Begalli, University of Verona, Italy

The Impact of Knowledge Type on the Acquisition of Wine
Karen Robson, Simon Fraser University, Canada
Colin Campbell, Kent State University, USA
Debbie Vigar-Ellis, University of KwaZulu-Natal, South Africa
Albert Caruana, University of Malta, Malta
Leyland Pitt, Simon Fraser University, Canada

Session 3.4 Strategy and Market Analysis
Room: Sala Japigia
Session Chair: John Roberts, London Business School, United Kingdom

Customer Acquisition and Customer Retention in a Competitive Industry
Igor Sloev, Higher School of Economics, Russian Federation
Gerasimos Lianos, Southwestern University of Finance and Economics, Peoples Republic of China

Mergers and Acquisitions and Marketing Efficiency: Evidence from the US Banking Industry
Mahabubur Rahman, Smurfit Business School, Ireland
Mary Lambkin, Smurfit Business School, Ireland

Organizational Antecedents of External Orientation: An Empirical Analysis of Customer and Competitor Orientations
Dahan Gavriel, Western Galilee College, Israel
Aviv Shoham, University of Haifa, Israel

Session 3.5 Corporate Branding
Room: Sala Messapia
Session Chair: Jaywant Singh. Kingston University, United Kingdom

How Can a Corporate Brand (Oh Higher Education) Benefit from Social Networks in Its Internal Communication Strategy. The Case of Catholic University of Portugal - Porto
Teresa Sofia Amorim Faria de Oliveira Lopes Amorim, Universidade Católica Portuguesa, Portugal
Joana César Machado Machado, Universidade Católica Portuguesa, Portugal

The Impact of Corporate Brand Transgression on Punishing Corporate Transgressor: Moderating Role of Religious Orientation
Elif Karaosmanoglu, Istanbul Technical University, Turkey
Didem Gamze Isiksal, Istanbul Technical University, Turkey
The Impact of Digital Corporate Branding on Consumer-Company Identification
Jaywant Singh, Kingston University, United Kingdom
Claudia Simões, The Open University, United Kingdom

Session 3.6 Customers, Employees and Service Environments
Room: Sala Ausonia
Session Chair: Sudharshan Devanathan, University of Kentucky, USA

Do We Click at the First Sight? Exploring the Customer-Employee Instant Rapport in the First Service Encounter
Chih-Ying Chu, National Taiwan University, Taiwan, Province of China
Jiun-Sheng Chris Lin, National Taiwan University, Taiwan, Province of China
Haw-Yi Liang, National Taiwan University, Taiwan, Province of China

How Does Frontline Employees’ Perceived External Reputation Affect Service Innovation Implementation? A Dual-Paths Model
Mario Schaarschmidt, University of Koblenz-Landau, Germany
Gianfraco Walsh, University of Jena, Germany

Insights from Coworking Spaces as Unique Service Organizations: The Role of Physical and Social Elements
Bamini Kpd Balakrishnan, Royal Melbourne Institute of Technology (RMIT) University, Australia
Mark Leenders, Royal Melbourne Institute of Technology (RMIT) University, Australia
Siva Muthaly, Royal Melbourne Institute of Technology (RMIT) University, Australia

Satisfying Customers through Satisfied Employees: Exploring the Emotional Mechanism Linking Employee Satisfaction and Customer Satisfaction
Haw-Yi Liang, National Taiwan University, Taiwan, Province of China
Jiun-Sheng Chris Lin, National Taiwan University, Taiwan, Province of China
Chih-Ying Chu, National Taiwan University, Taiwan, Province of China

Session 3.7 Service Quality and Satisfaction in Tourism and Hospitality
Room: Sala Egnazia/Sveva
Session Chair: Georgia Zouni, University of Piraeus, Greece

Change in Expectation and Attitude over Time and the Role of Service Quality in a Tourism Context
Swinder Janda, Kansas State University, USA
Hong-Youl Ha, Dongguk University, Republic of Korea

Exploring Resident versus Visiting Nationalities’ Perceptions on Airport Service Quality
Angelos Pantouvakis, University of Piraeus, Greece
Maria Karakasnaki, University of Piraeus, Greece
Maria Francesca Renzi, University of Roma TRE, Italy

Exploring the Importance of Basic Hotel Attributes: A Focus on Senior Wellness Tourists
Vania Vigolo, University of Verona, Italy
Angelo Bonfanti, University of Verona, Italy

The Role of Satisfaction, Delight, and Gratitude in the Tourism and Hospitality Industry
Timothy Butler, University of Texas at Brownsville, USA

Refreshment Break
Room: Sala Feste, 3:30 – 4:00 pm
Wednesday, 4:00 – 5.30 pm

Session 4.1 Marketing Mix Modeling
Room: Sala Appula
Session Chair: Marc Fischer, University of Cologne, Germany

Budget Allocation Decision Rules: Insights from Actual Firm Behavior
Marco Bertini, ESADE, Spain
Alexander Edeling, University of Technology Sydney, Australia

How Regulatory Fit Explains Sales-Price Asymmetry in Space and Time
Aras Alkis, Koç University, Turkey
Berk Ataman, Erasmus University, The Netherlands
Koen Pauwels, Ozyegin University, Turkey

Pre- and Post-Launch Effects of Publicity and Advertising on Sales of Hedonic Goods
Alexa Burmester, University of Hamburg, Germany
Jan U. Becker, University of Hamburg, Germany
Harald van Heerde, Kühne Logistics University, Germany
Michel Clement, Massey University Auckland, Australia

Session 4.2 Pricing Strategies
Room: Sala Jonia
Session Chair: Gurumurthy Kalyanaram, International University of Japan, Japan

Consumer Preferences for Bundles and Bundle Components with Odd and Even Price Endings
Bernhard Baumgartner, University of Osnabrueck, Germany
Anjulie Hähnchen, University of Osnabrueck, Germany

Effects of Price Promotions on Consumers’ Reference Prices: The Role of Contextual Factors and Price Claims
Silke Bambauer-Sachse, University of Fribourg, Switzerland
Laura Massera, University of Fribourg, Switzerland

Pricing Strategy in the Digital Era: A New Taxonomy
Sarah Quinton, Oxford Brookes University, United Kingdom

Session 4.3 Branding in a Digital World
Room: Sala Messapia
Session Chair: Sahar Mousavi, Manchester Business School, United Kingdom

Consumer Engagement in an Online Brand Community: Development and Validation of a Scale
Laurence Dessart, University of Glasgow, United Kingdom
Cleopatra Veloutsou, University of Glasgow, United Kingdom
Anna Morgan-Thomas, University of Glasgow, United Kingdom

Owen Wright, Griffith University, Australia
Michael Pascoe, Griffith University, Australia

The Effect of Negative Electronic Word of Mouth on Switching Intentions. A Social Interaction Utility Approach.
Carla Ruiz-Mafe, University of Valencia, Spain
Joaquin Aldas-Manzano, University of Valencia, Spain
Cleopatra Veloutsou, University of Glasgow, United Kingdom
Virtual Brand Communities: Pathways to Brand Trust?
Sahar Mousavi, University of Manchester, United Kingdom
Stuart Roper, Bradford University, United Kingdom
Kathy Keeling, University of Manchester, United Kingdom

Session 4.4 Relationship Quality
Room: Sala Japigia
Session Chair: Bob McDonald, Texas Tech University, USA

Achieving Relationship Termination Quality: A Conceptual Model
Ting Yu, University of New South Wales, Australia
Christopher White, RMIT, Australia

Forgiveness in Buyer-Seller Relationships Gone Bad
Nina Stuebiger, Justus-Liebig-University, Germany
Jasmin Baumann, University of East Anglia, United Kingdom
Alexander Haas, Justus-Liebig-University, Germany

Relationship Communication and Relationship Quality as Predictors of Relationship Continuity
Sanjit Kumar Roy, University of Western Australia, Australia
Makam S Balaji, Taylor’s University, Malaysia
Walfried Lassar, Florida International University, USA

Sports Marketing with Relationship Quality
Nick Hajli, Newcastle University, United Kingdom

Session 4.5 Service Evaluations
Room: Sala Ausonia
Session Chair: Calvin Wong, The Hong Kong Polytechnic University, Hong Kong, Peoples Republic of China

An Empirical Examination of Antecedent and Consequence of Service-Intensive Quality Evaluation within Bridal Retail Setting
Sasikarn Chatvijit Cook, University of North Carolina at Greensboro, USA
Kittichai Watchravesringkan, University of North Carolina at Greensboro, USA

Impact of National Contexts on Consumers’ Evaluation of Service in Developed and Emerging Markets: A Qualitative Study of British and Nigerian Consumers
Ethelbert Osinachukwu Chukwuagozie, Manchester Business School, United Kingdom
Jikyeong Kang, Manchester Business School, United Kingdom

Interactive Effects of Service Attributes on Customer Satisfaction
Matthew Liu, University of Macau, Macao
Eliane, Li Yan, University of Macau, Macao
James Brock, Pacific Lutheran University, USA

Session 4.6 Consumer Behavior in Tourism and Hospitality
Room: Sala Egnazia/Sveva
Session Chair: Angelos Pantouvakis, University of Piraeus, Greece

Do Customers Prefer Casinos with CSR? An Empirical Study
Matthew Liu, University of Macau, Macao
Guicheng Shi, Macau University of Science and Technology, Macao
Ting-Hsiang Tseng, Fengchia University, Taiwan, Province of China

Evaluating Tourist Behaviors during a Sports Mega Event. A Cross-Cultural Analysis
Marcello Risitano, University of Naples Parthenope, Italy
Ilaria Tutore, University of Naples Parthenope, Italy
Annarita Sorrentino, University of Naples Parthenope, Italy
Michele Quintano, University of Naples Parthenope, Italy

Happiness, Willingness-to-Share and Materialism in the Experiential Purchase
I-Ling Ling, National Chiayi University, Taiwan, Province of China
Yi-Fen Liu, National Kaohsiung First University of Science and Technology, Taiwan, Province of China
Edwin Rajah, Auckland University of Technology, New Zealand

Hedonic Ethics: Understanding Tourists’ Self-Defined Ethical Experiences
Sheila Malone, Lancaster University, United Kingdom

Session 4.7 AMS – AFM Session: Insights from RAM: Marketing and Sustainable Development
Room: Sala Abbrescia
Session Chair: Nil Özçaglar-Toulouse, University of Lille 2, France

Recycling Household Waste: A Classification of the Logistics Used by Consumers
Elisa Monnot, Université de Cergy-Pontoise, France
Fanny Reniou, Université Paris-Est Créteil, France
Aurélien Rouquet, Neoma Business School, France

The Answer is Sustainable Marketing, when the Question Is: What Can We Do?
Diane M. Martin, Aalto University, Finland
John W. Schouten, Aalto University, Finland and University of St. Gallen, Switzerland

Socio-Environmental Multi-Labelling and Consumer Willingness to Pay
Ivan Dufeu, LUNAM Université – ONIRIS, France
Jean-Marc Ferrandi, LUNAM Université – ONIRIS, France
Patrick Gabriel, Université de Bretagne Occidentale, France
Marine Le Gall-Ely, Université de Bretagne Occidentale, France

Wednesday, 5:45 – 6:45 pm

Wine Tasting
Room: Sala Messapia

Wednesday, 7:00 – 8:45 pm

Olive oil Tasting and Cocktail
Room: Sala Messapia
DAILY HIGHLIGHTS • Thursday, July 16, 2015

Registration
Room: Sala Barion, 8:00 am – 5:00 pm

Refreshment Break
Room: Sala Feste, 10:30 – 11:00 am

AMS WMC Recognition Luncheon
Room: Sala Feste, 12:30 – 2:00 pm

Refreshment Break
Room: Sala Feste, 3:30 – 4:00 pm

Old City Tour
Lobby, 5:45 – 8:00 pm

Thursday, 9:00 - 10.30 am

Session 5.1 IMC and the consumer
Room: Sala Appula
Session Chair: Philip Kitchen, ESC Rennes, France

Is IMC 'Marketing Oriented'?
Philip Kitchen, ESC Rennes, France

The Effect of Congruence on the Attention and Sponsorship Processing: An Application of Neuromarketing by Electroencephalogram
Manuel Alonso Dos Santos, Universidad Catolica de la Santisima Concepcion, Chile
Steve Baeza Abadie, Universidad Catolica de la Santisima Concepcion, Chile

The Mediating Role of Integrated Corporate Communication on the Relationship Between Organizational Culture and Market Performance
Lucia Porcu, University of Granada, Spain
Salvador Del Barrio-Garcia, University of Granada, Spain
Juan Miguel Alcântara-Pilar, University of Granada, Spain
Esmeralda Crespo-Almendros, University of Granada, Spain

Beyond Negative Liberties: The Role of the Brand as Value Facilitator
Silvia Biraghi, Università Cattolica del Sacro Cuore, Italy
Rossella Gambetti, Università Cattolica del Sacro Cuore, Italy
Guendalina Graffigna, Università Cattolica del Sacro Cuore, Italy
Don Schultz, Northwestern University, USA

Session 5.2 International Capabilities and Market Entry
Room: Sala Messapia
Session Chair: Bilge Aykol, Dokuz Eylul University, Turkey

A Knowledge Perspective on the Uppsala and Born Global Internationalization Models
Llynne Marie Plante, Carleton University, Canada
Daniel Gulanowski, Carleton University, Canada
Nicolas Papadopoulos, Carleton University, Canada
Developing Capabilities in International Marketing in INVS: A Micro-Foundations Approach
Gillian Sullivan Mort, La Trobe University, Australia
Jay Weerawardena, University of Queensland, Australia
Peter Liesch, University of Queensland, Australia

International Performance: The Role of Inertia, Stability and Multinational Flexibility
Tsiopora Ehrlich, University of Haifa, Israel
Aviv Shoham, University of Haifa, Israel

Marketing Capabilities and the ‘Salmon Run’ toward Adaptation
Yoel Asseraf, Ruppin Academic Center, Israel
Aviv Shoham, University of Haifa, Israel

Session 5.3 Analysis Methods
Room: Sala Japigia
Session Chair: Dennis Arnett, Texas Tech University, USA

Mining Data to Predict Churn Behaviour in the Insurance: A Case Study
Francesco Schena, Lancaster University, United Kingdom

Politeness Matters: The Antecedents of Politeness on Customers-Firms Relationships in a Complaint Setting
Pierre-Nicolas Schwab, Solvay Brussels School of Economics & Management, Belgium
Laurence Rosier, Université Libre de Bruxelles, Belgium
Sandra Rothenberger, Solvay Brussels School of Economics & Management, Belgium

The Importance of Customer Relationship Management (CRM) in the “Profitmeter”
Miguel Guerreiro, Lusíada University, Portugal
Paula Rodrigues, Lusíada University, Portugal

Session 5.4 Culture and Consumer Values
Room: Sala Egnazia/Sveva
Session Chair: Nina Reynolds, University of Wollongong, Australia

Exploring the Impact of Empathy, Compassion, and Machiavellianism on Consumer Ethics in Indonesia
Denni Arli, Griffith University, Australia
Dudi Anandya, University of Surabaya, Indonesia

How an Individual’s Self-Construals, Cosmopolitan and Local Orientation Affect the Impact of the Four Self-Congruity Types on Brand Attitude
Hector Gonzalez Jimenez, University of York, United Kingdom
Fernando Fastoso, University of York, United Kingdom
Kyoko Fukukawa, Bradford University, United Kingdom

The Moderating Role of Language in the Relationship between Perceived Risk, Perceived Usability and Satisfaction Online
Juan Miguel Alcántara-Pilar, University of Granada, Spain
Salvador Del Barrio-García, University of Granada, Spain
Lucia Porcu, University of Granada, Spain
Esmeralda Crespo-Almendros, University of Granada, Spain
Session 5.5 Innovations and Productivity in Service Marketing
Room: Sala Ausonia
Session Chair: Jikyeong Kang, Asian Institute of Management, Philippines

Prosumption and Value-in-use: The Complementary Role of Transaction Costs in S-D Logic
Joe Cronin, Florida State University, USA
Duane M. Nagel, Florida State University, USA
Brian L. Bourdeau, Auburn University, USA

The Antecedents of Service Innovation: The Roles of Explorative and Exploitative Marketing Capabilities
Yue-Yang Chen, I-Shou University, Taiwan, Province of China
Hui-Ling Huang, Chang Jung Christian University, Taiwan, Province of China

The Role of Marketing in Achieving and Maintaining Financial Health of Nonprofit Arts Organizations: The Case of the Symphony Orchestra Sector
Theresa Kirchner, Old Dominion University, USA
Edward Markowski, Old Dominion University, USA
John Ford, Old Dominion University, USA

Why B2B Firms Measure Service Productivity
Gianfranco Walsh, Friedrich-Schiller-Universität Jena, Germany
Heiner Evanschitzky, Aston Business School, United Kingdom
Mario Schaarshmidt, University of Koblenz, Germany
Peter Walgenbach, University of Jena, Germany
Sharon Beatty, University of Alabama, USA

Session 5.6 Sales management I
Room: Sala Jonia
Session Chair: Othman Boujena, NEOMA Business School, France

How Do Firms Value their Sales Organizations?
Alireza Keshavarz, HEC Paris, France
Dominique Rouziès, HEC Paris, France

Toward a Global Perspective of Sales Strategy Components
Xavier Martin, Novancia Business School, France

Sales and Marketing, and Customer Relationships: A Structured Abstract
Kenneth Le Meunier-FitzHugh, University of East Anglia, United Kingdom
Leslie Caroline Le Meunier-FitzHugh, University of East Anglia, United Kingdom

Session 5.7 Recent Research in Pricing: Issues and Opportunities
Room: Sala Abbrescia
Session Chair: Gurumurthy Kalyanaram, International University of Japan, Japan

Panelists:
Russell Winer, New York University, USA
Gurumurthy Kalyanaram, International University of Japan, Japan
Heiner Evanschitzky, Aston Business School, United Kingdom
Kishore Gopalakrishna Pillai, Bradford University, United Kingdom
Thursday, 10.30 am – 12.30 pm

Poster session

Commercial Programs: Improving Eating and Exercising Behaviour to Reduce Weight through Increased Self-efficacy
Joy Parkinson, Griffith University, Australia

CEOs Who Tweet: Metaphors and Gendered Communication
Daniel Ladik, Seton Hall University, USA
William H. Locander, University of Texas - Pan American, USA

Consumer Information Processing across M-Commerce, E-Commerce and In-Store
Moutusy Maity, Indian Institute of Management Lucknow, India
Mayukh Dass, Texas Tech University, USA

Simon Pfaff, Baden-Württemberg Cooperative State University Stuttgart, Germany
Kristina Kovac, Baden-Württemberg Cooperative State University Stuttgart, Germany
Marc M. Kuhn, Baden-Württemberg Cooperative State University Stuttgart, Germany
Natalie de Jong, Baden-Württemberg Cooperative State University Stuttgart, Germany

The Relationship between Gender, Product Category and the Constructs of Private Label Brand Perception in Zimbabwe.
Sarah Nyengerai, Bindura University of Science Education, Zimbabwe

The Role and the Implications of Online Reviews for the Relationship between Consumers and Online Service Firms
Laura Salciuviene, Lancaster University Management School, United Kingdom
Nitin Sanghavi, Manchester Business School, United Kingdom
Claudio De Mattos, University of Manchester, United Kingdom
Mary McGuffog, Manchester Business School, United Kingdom
Jain Kumar, Manchester Business School, United Kingdom

Refreshment Break
Room: Sala Feste, 10:30 – 11:00 am

Thursday, 11.00 am – 12.30 pm

Session 6.1 Brands and Relationships in B2B
Room: Sala Appula
Session Chair: Luca Carrubbo, University of Cassino, Italy

Factors Influencing Trust and Commitment in Business to Business Market: A Study on the Distribution Sector of Industrial Supplies
Jose Marcos Mesquita, Universidade Fumec, Brazil
Mariana PDMA-Face, Universidade Fumec, Brazil
Kleinia Viana, Universidade Fumec, Brazil
Patricia Moreira, Universidade Fumec, Brazil

Relationship Management amidst OEM Demands for Supplier Price Cuts: A Cross-Industry Study
R. Mohan Pisharodi, Oakland University, USA
John Henke, Jr., Oakland University, USA
Ravi Parameswaran, Oakland University, USA
The Effect of Brands In B2B Purchasing Decisions: “The Feather that Tips the Balance”?
Vanessa Reit, Baden-Wuerttemberg Cooperative State University Stuttgart, Germany
Marc Kuhn, Baden-Wuerttemberg Cooperative State University Stuttgart, Germany

Session 6.2 The Dark Side of Marketing: Brand Addiction and Accumulative Buying Behavior
Room: Sala Japigia
Session Chair: Monika Lisjak, Erasmus University, The Netherlands

Between Frenzy and Collection: Towards a Characterization of Female Accumulative Buying Behavior
Othman Boujena, Neoma Business School, France
Isabelle Ulrich, Neoma Business School, France
Coralie Damay, ISC Paris Business School, France
Laetitia Chicheportiche, Neoma Business School, France

Brand Addiction: A New Concept for Understanding Consumer Brand Behaviour
Mona Mrad, University of Manchester, United Kingdom
Charles Cui, University of Manchester, United Kingdom

Consumer Experiences of Marketing: Pervasive, Problematic and in need of a Caring Perspective
Teresa Heath, University of Nottingham, United Kingdom
Lisa O’Malley, University of Limmerick, Ireland

Exploring Voids and Consumer Addiction
Emily Chung, RMIT University, Australia
Francis Farrelly, RMIT University, Australia
Michael Beverland, University of Bath, United Kingdom

Session 6.3 Brands, Brand Origins, and Consumers
Room: Sala Messapia
Session Chair: Mark Cleveland, University of Western Ontario, Canada

Chinese Brands in the Global Marketplace: A Theoretical Underpinning
Claude Chailan, EM Strasbourg Business School, France

Do Consumers in Developing Countries Prefer Global Brands because They Are Global or Because They Are Foreign?
Fernando Fastoso, University of York, United Kingdom
Nina Reynolds, University of Wollongong, Australia

Ethnic Minority Consumers as Brand Ambassadors: Culture, Adaptation, and Global Brand Advocacy of Chinese Migrants in Canada and France
Mark Cleveland, University of Western Ontario, Canada
Boris Bartikowski, Kedge Business School, France

Session 6.4 Experimental Methods
Room: Sala Jonia
Session Chair: Rik Peters, Tilburg University, The Netherlands

Boosting Promotional Effectiveness with Thoughtful Product Displays
Marco Bertini, ESADE, Spain
Ana Valenzuela, Baruch College, USA
Mitja Pirc, A.T. Kearney, USA
Mediation Analysis Is a Mess: Conditions and Communication of Causal Inference
Rik Pieters, Tilburg University, The Netherlands

Offline Assortment Optimization in the Presence of an Online Channel
Daria Dzyabura, New York University, USA
Srikanth Jagabathula, New York University, USA

Session 6.5 Meet the Editors
Room: Sala Abbrescia
Session Chair: O.C. Ferrell, University of New Mexico, USA

Panelists:
O.C. Ferrell, Journal of the Academy of Marketing Science
Linda Ferrell, Academy of Marketing Science Review
Barry J. Babin and David J. Ortinau, Journal of Business Research
John Ford, Journal of Advertising Research
Cleopatra Veloutsou, Journal of Product and Brand Management
Brian Ratchford, Journal of Interactive Marketing
Nil Oczaglar-Toulouse, Recherche et Applications en Marketing (RAM)

Session 6.6 Relationship Quality and Customer Retention
Room: Sala Ausonia
Session Chair: Gianfranco Walsh, University of Jena, Germany

Does CSR Mean Performance for Consumers? An Implicit Study in the Field of Banking
Charlotte Lecuyer, Lyon University, France
Sonia Capelli, Lyon University, France
William Sabadie, Lyon University, France

Examining Customer Referral Reward Programs: Does Reward Fairness Matter?
David Dose, University of Jena, Germany
Gianfranco Walsh, University of Jena, Germany

Projecting the Outcomes of Consumer-Brand Value Congruence: The Mediating Role of Relationship Quality
Tamer Elsharnouby, Qatar University, State of Qatar
Mohamed Elsharnouby, Cairo University & Hull University, United Kingdom
Chanaka Jayawardhena, Hull University, United Kingdom
Alaa Elbedweihi, Cairo University & Hull University, United Kingdom

What if I Make the Wrong Decision? The Role of Anticipated Regret in Switching Barrier Based Customer Retention
Jiun-Sheng Chris Lin, National Taiwan University, Taiwan, Province of China
Chih-Ying Chu, National Taiwan University, Taiwan, Province of China
Haw-Yi Liang, National Taiwan University, Taiwan, Province of China

Session 6.7 Competitiveness, Innovativeness and Performance
Room: Sala Jonia
Session Chair: Janda Swider, Kansas State University, USA

A Holistic Approach to the Effects of Fandom: An Application of Self-Expansion Theory
Lanlung, Luke Chiang, Yuan Ze University, Taiwan, Province of China
Aikaterini Manthiou, NEOMA Business School, France
Yunhsin, Cindy Chou, Yuan Ze University, Taiwan, Province of China
Host Residents’ Perceptions towards Sports Events. A SEM Analysis Investigation
Georgia Zouni, University of Piraeus, Greece
Dimitra Lykoudi, University of Piraeus, Greece

Innovativeness and Market Orientation as Forerunners of the New Service Added Value and Performance in the Hotel Industry
Primitiva Pascual-Fernández, University of Oviedo, Spain
José Ángel López-Sánchez, University of Extremadura, Spain
Javier Reynoso, EGADE Business School - Tecnologico de Monterrey, Mexico
María Leticia Santos-Vijande, University of Oviedo, Spain

Tempest in a Tea-Pot or a Crisis on the Sea: An Analysis of the Effect of Spectacular Cruise Failures
P. Sergius Koku, Florida Atlantic University, USA

The Role of Wine Tourism in Italian SMES’ Internationalization: Eight Cases
Tiia Vissak, University of Tartu, Estonia
Barbara Francioni, University of Urbino, Italy
Fabio Musso, University of Urbino, Italy

Thursday, 12:30 – 2:00 pm
AMS WMC Recognition Luncheon
Room: Sala Feste

Thursday, 2:00 – 3.30 pm
Session 7.1 Fostering Brand Equity
Room: Sala Japigia
Session Chair: Teresa Heath, Nottingham University, United Kingdom

Olympic Games: Does the Host Location Matter?
Anahit Armenakyan, Nipissing University, Canada
Louise A. Heslop, Carleton University, Canada
Irene R.R. Lu, Carleton University, Canada
John Nadeau, Nipissing University, Canada
Norm O'Reilly, Ohio University, USA

Product Failure: Severity and Locus of Causality Effects on Brand Evaluations
Sujin Song, Korea University, Republic of Korea
Dan Sheinin, University of Rhode Island, USA
Sukki Yoon, Bryant University, USA

The Devil You Know: Service Failures, Self-Esteem, and Behavioral Loyalty
Irene Consiglio, Erasmus University, Netherlands
Stijn M.J. van Osselaer, Cornell University, USA

Session 7.2 Digital Strategy II
Room: Sala Egnazia/Sveva
Session Chair: Ciro Gusatti, Universidade de Santa Cruz do Sul, Brazil
A New Challenge for Luxury Brands: How Firms Manage the UGCs
Cecilia Casalegno, University of Turin, Italy
Fabrizio Mosca, University of Turin, Italy

Impact of Firm Created Content on User Generated Content: Using Twittiment as a Social Media Monitoring Tool to Explore Twitter
Nora Lado, University Carlos III Madrid, Spain
Manuel Ceballos, University Carlos III Madrid, Spain
Angel García Crespo, university Carlos III Madrid, Spain

The Effects of Quality Signals through Website Context Based on Trust in the Internet Service
Flávio Brambilla, Universidade de Santa Cruz do Sul, Brazil, Brazil

The Impact of Recommendations on the Cross-Channel Shopping Behavior
Carlos Flavián, University of Zaragoza, Spain
Raquel Gurrea, University of Zaragoza, Spain
Carlos Orus, University of Zaragoza, Spain

Session 7.3 Entrepreneurship
Room: Sala Appula
Session Chair: Alberto Pezzi, University Of Rome 3

Entrepreneurial Constraints on Women in Chile
Paulina Santander, Universidad Técnica Federico Santa María, Chile
Cristobal Fernandez, Universidad Técnica Federico Santa María, Chile
Jorge Cea, Universidad Técnica Federico Santa María, Chile
Diego Yañez, Universidad Técnica Federico Santa María, Chile
Constanza Doll, Universidad Técnica Federico Santa María, Chile

Networking Entrepreneurship in Non-Technology Sectors: The Case of Olive Oil
Sabrina Spallini, University of Bari Aldo Moro, Italy
Antonia Rosa Gurrieri, University of Foggia, Italy

What Drives Female Entrepreneurship in Japan?
Shing-Wan Chang, Middlesex University, United Kingdom
Ayumi Inaba, Middlesex University, United Kingdom

Session 7.4 The Social, the Mobile and the Robotic of Health and Social Marketing
Room: Sala Jonia
Session Chair: Ting Yu, University of New South Wales, Australia

Designing Mobile Applications for Healthcare Professional Use: A Services Marketing Perspective
Athanasia Daskalopoulou, Manchester Business School, United Kingdom
Kathy Keeling, Manchester Business School, United Kingdom
Nikolay Mehandjiev, Manchester Business School, United Kingdom
Rowan Pritchard Jones, St. Helens & Knowsley NHS Trust, Liverpool University, United Kingdom

Make it More Authentic: The Drivers of Positive Ad Evaluations in Co-Created Health Communications
Davide Orazi, University of Melbourne, Australia
Max Theilacker, University of Melbourne, Australia
Liliana Bove, University of Melbourne, Australia
Jing Lei, University of Melbourne, Australia
Re-Examining Value Co-Creation in the Age of Interactive Service Robots
Debbie Isobel Keeling, Loughborough University, United Kingdom
Willy Barnett, University of Manchester, United Kingdom
Adrienne Foos, University of Manchester, United Kingdom
Thorsten Gruber, Loughborough University, United Kingdom
Kathleen Keeling, University of Manchester, United Kingdom
Linda Nasr, University of Manchester, United Kingdom

Session 7.5 Brand Equity and Brand Value
Room: Sala Messapia
Session Chair: Nebojsa Davcik, ISCTE-IUL, Portugal

Managing Customer Based Brand Equity (CBBE) through Brand Knowledge Management
Manqoosh Ur Rehman, University of Management & Technology (UMT), Islamic Republic of Pakistan
A. Rashid Kausar, University of Management & Technology, Islamic Republic of Pakistan

Multiple Stakeholders’ Perspectives on Franchisee Brand Benefits
Nabil Ghantous, Qatar University, State of Qatar
Ferry Jaolis, Aix Marseille Université, France

The Role of Brand Equity in Solving the Ambiguity of Firm Performance under Dynamic Conditions
Nebojsa Davcik, ISCTE-IUL, Portugal
Monika Koppl-Turyna, ISCTE-IUL, Portugal

Towards a Model for Consumer Based Brand Equity of Television News Channels and the Moderating Effects of Demography
Madhupa Bakshi, NSHM Academy, India
Prashant Mishra, IIM, India

Session 7.6 Nostalgia and Services Marketing
Room: Sala Ausonia
Session Chair: Jelena Spanjol, University of Illinois at Chicago, USA

“I’m Not Old Enough!” Why Older Single Women Are Not Engaging in Retirement Planning Services
Foula Kopanidis, RMIT University, Australia
Linda Robinson, RMIT University, Australia
Michael Shaw, RMIT University, Australia

Consumer Co-Production in Prolonged and Complex Services: The Case of Medication Adherence in Chronically Ill Individuals
Jelena Spanjol, University of Illinois at Chicago, USA
Anna Cui, University of Illinois at Chicago, USA
Cheryl Nakata, University of Illinois at Chicago, USA
Lisa Sharp, University of Illinois, USA
Stephanie Crawford, University of Illinois at Chicago, USA
Yazhen Xiao, University of Illinois at Chicago, USA
Mary Beth Watson-Manheim, University of Illinois at Chicago, USA

Financial Services for the Poor: The Case for a Catholic Bank
P. Sergius Koku, Florida Atlantic University, USA

Nostalgic Consumption – Does It Also Work for Services?
Tali Seger-Guttmann, Ruppin Academic Center, Israel
Iris Vilnai-Yavetz, Ruppin Academic Center, Israel
Session 7.7 New Directions in Cross-cultural Consumer Research
Room: Sala Abbrescia
Session Chair: Cheryl Nakata, University of Illinois at Chicago, USA

Panelists:
Cheryl Nakata, University of Illinois at Chicago, USA
Charles Cui, Manchester Business School, United Kingdom
Catherine Demangeot, ISEG, France
Stephanie Capparrel, The Wall Street Journal, USA
Maurice Cox, PepsiCo, USA

Refreshment Break
Room: Sala Feste, 3:30 – 4:00 pm

Thursday, 4:00 - 5.30 pm

Session 8.1 Exploring Creative Ad Strategies
Room: Sala Ausonia
Session Chair: Kirsten L. Cowan, NEOMA Business School, France

Antecedents of Attitudes toward SMS advertising in the UK
Mehran Darabi, University of Salford, United Kingdom
Peter Reeves, University of Salford, United Kingdom
Sunil Sahadev, University of Salford, United Kingdom

Exploring the Drivers of Customer Acceptance of SMS Advertising in the Emerging Market
Denni Arli, Griffith University, Australia
Fandy Tjiptono, Monash University, Malaysia

The Dual Pathway of Ad Persuasion Using Celebrity Endorsers
Tanya Drollinger, University of Lethbridge, Canada
Shengchen Huang, University of Lethbridge, Canada
Mike Basil, University of Lethbridge, Canada

The Tail Wagging the Dog: To What Extent is Marketing Strategy Sacrificed for Creativity?
Jaafar El-Murad, University of Westminster, United Kingdom
Tracey Oliveira, Argus Advisory Group, United Kingdom

What Really Drives Creative Choices in an Advertising Agency?
Douglas West, King’s College, United Kingdom
George Christodoulides, Birkbeck University of London, United Kingdom
Jennifer Bonhomme, JWT London, United Kingdom

Session 8.2 Multicultural Marketplaces
Room: Sala Japigia
Session Chair: Charles Cui, Manchester Business School, United Kingdom

A Cross Cultural Approach to Annual Report through Impression Management
Salvatore Romanazzi, Italian Ministry of Economy and Finance, Italy
Luca Petruzzellis, University of Bari Aldo Moro, Italy
Roberto Aguiari, University of Rome 3, Italy
Anxiety about Cultural Dilution and Adoption of a Global Lifestyle
Amro Maher, Qatar University, State of Qatar

National Homophily in Multicultural Newcomer Networks: A Structured Abstract
Constantinos N. Leonidou, University of Leeds, United Kingdom
Kishore Gopalakrishna Pillai, University of Bradford, United Kingdom
Xuemei Bian, University of Kent, United Kingdom

The Myth of Self-Centeredness in Materialism: Reconciling Collectivism and Materialism in Asia
Sandra Awanis, Lancaster University, United Kingdom
Bodo Schlegelmilch, WU Vienna, Austria
Charles Cui, Manchester Business School, United Kingdom

Session 8.3 Youth and Mobile Channels
Room: Sala Egnazia/Sveva
Session Chair: Thilo Kunkel, Temple University, USA

Are Operating Systems of Smart Phones Relevant in Behavioral Intention to Use Mobile Internet?
F. Javier Rondan-Cataluña, University of Seville, Spain
Jorge Arenas-Gaitán, University of Seville, Spain
Patricio E. Ramirez-Correa, Catholic University of the North, Chile
Antonio Navarro-García, University of Seville, Spain

Consumer Engagement through Gamified Mobile Apps
Thilo Kunkel, Temple University, USA
Daniel C. Funk, Temple University, USA

Experiencing Brand on Mobile Augmented Reality
Shing-Wan Chang, Middlesex University, United Kingdom
Yuri Heikal Siregar, Middlesex University, United Kingdom

Facebook Fascination of Tweenies: Some Demographic Insights
Madhupa Bakshi, NSHM Academy, India

Session 8.4 (Extra)Ordinary Social Marketing Issues
Room: Sala Jonia
Session Chair: Gerrita van der Veen, HU Business School, Netherlands

Promoting Renewable Energy Adoption: Environmental Knowledge Vs. Fear Appeals
Patrick Hartmann, University of the Basque Country UPV/EHU, Spain
Vanessa Apaolaza, University of the Basque Country UPV/EHU, Spain
Clare D’Souza, La Trobe University, Australia
Jose M. Barrutia, University of the Basque Country UPV/EHU, Spain
Carmen Echebarria, University of the Basque Country UPV/EHU, Spain

Segmenting Australian High School Students Utilising a Two-step Cluster Analysis: Differential Effects Following the Game on Know Alcohol Program
Timo Dietrich, Griffith University, Australia
Sharyn Rundle-Thiele, Griffith University, Australia
Lisa Schuster, Griffith University, Australia
Jason Connor, University of Queensland, Australia
Judy Drennan, Queensland University of Technology, Australia
Rebekah Russell-Bennett, Queensland University of Technology, Australia
Cheryl Leo, Murdoch University, Australia
**What Are We Fighting for? The Influence of Perceptions of Risk, Values, Benefits and Enjoyment in Karate Club Membership**
Foula Kopanidis, RMIT University, Australia
Michael Shaw, RMIT University, Australia

**What Is the Lived Experience of Trafficked Persons in Nigeria? Existential Phenomenological Insights from a Formative Social Marketing Study of Human Trafficking in Nigeria**
Abi Badejo, Griffith University, Australia

**Session 8.5 Fashion and Luxury Marketing**
Room: Sala Appula
Session Chair: Alberto Mattiacci, University of Roma La Sapienza

**50+-Fashion Consciousness: A Question of Nationality?**
Tatjana (Maria) Koenig, HTW Saarland, Germany
Val Larsen, James Madison University, USA

**Development and Validation of a Fashion Readiness Scale**
Cheng-Chieh Hsiao, Shih Hsin University, Taiwan, Province of China
Fang-Mei Liu, Institute for Information Industry, Taiwan, Province of China

**Effect of Mass-Customization on Willingness to Pay: A Spotlight Effect Perspective**
Saeedeh Rezaee Vessal, Université Pierre-Mendès-France, France
Pierre Valette Florence, Université Pierre-Mendès-France, France
Haithem Guizani, Sciences Po Grenoble, France

**How to Make Better Consumers in Luxury: The Role of Shame and Empathy**
Cesare Amatulli, University of Salento, Italy
Alessandro M. Peluso, University of Salento, Italy
Richard P. Bagozzi, University of Michigan, USA
Isabella Soscia, SKEMA Business School, France
Gianluigi Guido, University of Salento, Italy
Matteo De Angelis, LUISS, Italy

**Session 8.6 Internal/Services Branding**
Room: Sala Messapia
Session Chair: John Kehagias, Hellenic Open University, Greece

**A Distinct Impact of the Brand Management System on Brand Performance across Service and Product Business Sectors**
Mathieu Dunes, University of Paris Dauphine, France
Bernard Pras, DRM ERMES, France

**My Brand? Your Brand? Or Our Brand? Integrating Retail Front-Line Employees Post an Acquisition.**
Keith Glenfield, Aston Business School, United Kingdom
Leslie de Chernatony, Aston Business School, United Kingdom
Yannis Suvatjis, Swiss Alpine Centre, Greece

**Towards an Enhanced Model for Customer Patronage. A Structured Abstract**
Irini Rigopoulou, Athens University of Economics and Business, Greece
John Kehagias, Hellenic Open University, Greece
Session 8.7 Marketing in Economic Downturns
Room: Sala Abbrescia
Session Chair: Ayşegül Özsomer, Koç University, Turkey
Session Discussant: Peren Özturan, VU University Amsterdam, The Netherlands

Who Gets Hurt in a Local Economic Crisis: Learning Orientation and International Dependence Effects
Peren Özturan, VU University Amsterdam, The Netherlands
Ayşegül Özsomer, Koç University, Turkey
Stefan Wuyts, Koç University, Turkey
Rik Pieters, Tilburg University, The Netherlands

The Role of Market Orientation and Organizational Learning in Managing Economic Crisis: The Case of Greece
Ayşegül Özsomer, Koç University, Turkey
Paulina Papastathopoulou, Athens University of Economics and Business, Greece
Markos Tsogas, University of Piraeus, Greece

The Impact of Imitation in Advertising Spending Across Business Cycles: How Companies Follow Similar Brands
Peren Özturan, VU University Amsterdam, The Netherlands
Koen Pauwels, Ozyegin University, Turkey
Ayşegül Özsomer, Koç University, Turkey

Thursday, 5:45 – 8:00 pm

Old City Walking Tour
Meeting at the Lobby
DAILY HIGHLIGHTS • Friday, July 17, 2015

Registration
Room: Sala Barion, 8:30 am – 5:00 pm

Refreshment Break
Room: Sala Feste, 10:30 – 11:00 am

Lunch on Your Own
12:30 – 2:00 pm

Refreshment Break
Room: Sala Feste, 3:30 – 4:00 pm

President Reception and Gala Dinner
Villa De Grecis, 8:00 pm – 12:00 am
Buses will depart from the Venue at 7.30 pm

Friday, 9:00 - 10.30 am

Session 9.1 Gift Giving and Sharing
Room: Sala Japigia
Session Chair: Li-Wei Mai, University of Westminster, United Kingdom

Complexity of Dyadic Gift Giving Forms: A New Framework
Ines Illdo, Nottingham University, United Kingdom
Teresa Heath, Nottingham University, United Kingdom
Caroline Tynan, Nottingham University, United Kingdom

Female Self-gifts Buying Behavior: Impulse Purchase and Product Involvement
Li-Wei Mai, University of Westminster, United Kingdom
Laurence Kemp, University of Westminster, United Kingdom
Kleopatra Konstantoulaki, University of Westminster, United Kingdom

From Ownership to Sharing, through Barter Communities: Motivations, Behaviors, and Value at Zerorelativo.com
Daniele Dalli, University of Pisa, Italy
Fulvio Fortezza, University of Ferrara, Italy

Mixing Friendship with Money: Guests’ Monetary Gifts and Consumption at Social Events
Yaniv Shani, Tel Aviv University, Israel
Shai Danziger, Tel Aviv University, Israel
Marcel Zeelenberg, Tilburg University, Netherlands

Session 9.2 Reviews and Word-of-Mouth
Room: Sala Egnazia/Sveva
Session Chair: Sarah Küsgen, RWTH Aachen University, Germany

Disagreement in Online Ratings: The Effect of Standard Deviation and Skewness of Customer Rating Distributions on Product Quality Perceptions
Sarah Küsgen, RWTH Aachen University, Germany
Sören Köcher, TU Dortmund University, Germany
Stefanie Paluch, RWTH Aachen University, Germany
Social Media and Word of Mouth
Nick Hajli, Newcastle University, United Kingdom

The Influence of Different Types of Online Interaction on Brand Attitudes
Agnieszka Zablocki, Institute for International Marketing Management, Austria
Bodo Schlegelmilch, Institute for International Marketing Management, Austria

The Relationship between Viral Marketing, Purchase Intention and Brand Visibility: Study with Brazilian Customers
Jose Marcos Mesquita, Universidade Fumec, Brazil
Kleina Viana, Universidade Fumec, Brazil
Mariana Linhares, Universidade Fumec, Brazil
Patricia Moreira, Universidade Fumec, Brazil

Session 9.3 Innovation and Creativity
Room: Sala Jonia
Session Chair: Subin Im, Yonsei University, South Korea

Customer Interaction as a Source for Innovation? Evidence from Hybrid Offerings
Mario Schaarschmidt, University of Koblenz-Landau, Germany
Gianfranco Walsh, University of Jena, Germany

Don’t Pester Me! Unwanted Incremental Innovation
Jelena Spanjol, University of Illinois at Chicago, USA
Yazhen Xiao, University of Illinois at Chicago, USA

Predictable Patterns of Innovation
Philip Stern, Exeter University and Ehrenberg Bass Institute, United Kingdom
Malcolm Wright, Massey University and Ehrenberg Bass Institute, New Zealand
Margaret Faulkner, University of South Australia and Ehrenberg Bass Institute, Australia
Roman Konopka, Massey University, New Zealand

The Paradox of Customer Participation in the New Product Development Process
Todd Morgan, Kent State University, USA
Michael Obal, University of Massachusetts Lowell, USA

Unpacking a Portion of Prospect Theory Using fRMI Analysis
Don Schultz, Northwestern University, USA
Vijay Viswanathan, Northwestern University, USA
Martin Block, Northwestern University, USA

Session 9.4 Service Failure
Room: Sala Ausonia
Session Chair: Alastair Tombs, University of Queensland, Australia

Customer Coping Behaviour during Service Failures: The Role of Self-Efficacy and Failure Severity
Jaywant Singh, Kingston University, United Kingdom
Benedetta Crisafulli, Kingston University, United Kingdom
Sanjit Kumar Roy, University of Western Australia, Australia

Customers’ Attribution of Blame when Other Customers Enhance or Destroy the Service Offering
Alastair Tombs, University of Queensland, Australia
Joerg Finsterwalder, University of Canterbury, New Zealand
Does Incivility Cost? Examining the Effects of Incivility in Service Settings
Mehmet Okan, Istanbul Technical University, Turkey
Ayse Banu Elmadag Bas, Istanbul Technical University, Turkey
Selime Sezgin, Istanbul Bilgi University, Turkey

Knocking Opportunities: The Impact of Damage Values on Opportunistic Customer Claiming Behavior after Service Failure
Sören Köcher, TU Dortmund University, Germany
Sarah Küsgen, RWTH Aachen University, Germany
Hartmut H. Holzmüller, TU Dortmund University, Germany

Session 9.5 Tourism Destination Marketing
Room: Sala Appula
Session Chair: Sheila Malone, Lancaster University, United Kingdom

A Proposed Benchmark Analysis of the Connection Between Wine Production and Destination Perception
Michelle Bonera, Università degli Studi di Brescia, Italy
Alessandro Bigi, Royal Institute of Technology KTH, Sweden

Community Destination Branding: Potential and Paradox
Samantha Murdy, University of Strathclyde, United Kingdom
Matthew Alexander, University of Strathclyde, United Kingdom

Political Tourism/Tourist Revisited: Extending the Concept in a Developing Country’s Point of View – A Thought-Provoking Case from Turkey
Nihat Anil, Kirkkareli University, Turkey
Gregor Pfajfar, University of Ljubljana, Slovenia
Tugba Kocabiyik, Gediz University, Turkey

Technology and Cultural Heritage Tourism: Can Technology Have an Impact on Word-Of-Mouth and Territorial Attractiveness?
Roberta Guglielmetti, University of Roma Tre, Italy
Laura Di Pietro, University of Roma Tre, Italy
Roberta Guglielmetti Mugion, University of Roma Tre, Italy
Maria Francesca Renzi, University of Roma Tre, Italy
Martina Toni, University of Roma Tre, Italy

Session 9.6 Panel Discussion: Issues in International Marketing: Looking at Research in Marketing from Emerging Economies
Room: Sala Messapia
Session Chair: John B. Ford, Old Dominion University
Panelists:
Adilson Borges, Neoma Business School, France
Paulo Prado, Universidade Federal do Paraná, Brazil
Barry J. Babin, Louisiana Tech University, USA
Nina Krey, Louisiana Tech University, USA

Session 9.7 Sales Management II
Room: Sala Appula
Session Chair: Dominique Rouzies, HEC Paris, France
Changes to Sales Force Control Systems in Times of Crisis: What Do Salespeople Feel? How Do They Respond?
Laure Lavorata, University East of Paris, France

Industrial Lifestyles from the Perspective of B2B Sales
Vanessa Reit, Baden-Württemberg Cooperative State University Stuttgart, Germany
Ann-Kathrin Bossler, Baden-Württemberg Cooperative State University Stuttgart, Germany
Kristina Kovac, Baden-Württemberg Cooperative State University Stuttgart, Germany
Marc Kuhn, Baden-Württemberg Cooperative State University Stuttgart, Germany

Role of Emotional Intelligence in Shaping Salesperson’s Attitudes and Behaviors
Jay Mulki, Northeastern University, USA

Friday, 11:00 am – 12.30 pm

Session 10.1 Consumer Motivation
Room: Sala Japiglia
Session Chair: Andrea Bonezzi, New York University, USA

Cindy Yunhsin Chou, Yuan Ze University, Taiwan, Province of China
Chih-Hsuan Huang, Tunghai University, Taiwan, Province of China
Sue-Ming Hsu, Tunghai University, Taiwan, Province of China

Conspicuous Consumption of Time: When Busyness and Lack of Leisure Time Become a Status Symbol
Silvia Bellezza, Harvard Business School, USA
Neeru Paharia, Georgetown University, USA
Anat Keinan, Harvard Business School, USA

Engaging Consumers in the Arts: Developing the Arts Engagement Construct
Elyria Kemp, University of New Orleans, USA

When Up Brings You Down: The Effects of Imagined Vertical Movements on Motivation, Performance, and Consumer Behavior
Max Ostinelli, University of Wisconsin-Milwaukee, USA
David Luna, Baruch College, USA
Torsten Ringberg, Copenhagen Business School, Denmark

Session 10.2 Online Reviews
Room: Sala Egnazia/Sveva
Session Chair: Iryna Pentina, University of Toledo, USA

Exploring Antecedents and Consequences of Yelp Review Persuasiveness
Iryna Pentina, University of Toledo, USA

Factors Affecting Online Review Helpfulness: Review and Reviewer Components
Sahar Karimi, Edge Hill University, United Kingdom
Fang Wang, Wilfrid Laurier University, Canada

How People Evaluate a Product in an Online Environment: The Role of Uncertainty and Liking Feeling
Francesca Checchinato, Ca’ Foscari University, Italy
Isabella Procidano, Ca’ Foscari University, Italy
Marta Pisani, Ca’ Foscari University, Italy
The Effect of Online Comments on the Purchase Intention and the Trust in the Brand: The Moderating Role of Brand Knowledge and Type of Product
Joan Llonch, Universitat Autònoma de Barcelona, Spain
Josep Rialp, Universitat Autònoma de Barcelona, Spain
Andrés Felipe Uribe, Universidad EAFIT, Colombia

Session 10.3 Relationship Issues
Room: Sala Jonia
Session Chair: Janice Payan, University of Northern Colorado, USA

Dealer Satisfaction in Automotive Channel Relationships. Antecedents and Consequences
Lucrezia Maria de Cosmo, University of Bari Aldo Moro, Italy
Ada Palumbo, University of Bari Aldo Moro, Italy

How Do Consumers Matter in the Dependence Structure within the Retailer-Supplier Relationship? The Role of Consumers’ Brand Loyalty and Store Loyalty
Chuang Zhang, Dongbei University of Finance and Economics, Peoples Republic of China
Guijun Zhuang, Xi’an Jiaotong University, Peoples Republic of China
Zhilin Yang, City University of Hong Kong, Peoples Republic of China
Yang Zhang, Dongbei University of Finance and Economics, Peoples Republic of China

Modeling Antecedents in Trust-Commitment Vendor Relationships
Janice Payan, University of Northern Colorado, USA
Joe Hair, Kennesaw State University, USA
Göran Svensson, Oslo School of Management, Norway
Svante Andersson, Halmstad University, Sweden
Gabriel Awuah, Halmstad University, Sweden

The Importance of Supply Chain Relationships in Omnichannel Fulfillment
Susan Golicic, Colorado State University, USA
Donna Davis, University of South Florida, USA
Teresa McCarthy-Byrne, Bryant University, USA
Monique Murfield, Georgia Southern University, USA

Session 10.4 Small and Medium Enterprises Marketing Challenges
Room: Sala Appula
Session Chair: Gaetano Aiello, University of Florence

Can Market Orientation Support Hi-Tech Start-Ups Operating in Turbulent Markets? Evidence from Academic Spin-Off Companies
Fabrizio Cesaroni, Scuola Superiore Sant’Anna, Italy
Tindara Abbate, University of Messina, Italy

Determinants of SMEs Growth: The Balance between Innovation and Tradition as Key Factor for Italian Small Business Development
Gaetano Aiello, University of Florence, Italy
Raffaele Donvito, University of Florence, Italy
Diletta Acuti, University of Florence, Italy
Valentina Mazzoli, University of Florence, Italy
Laura Grazzini, University of Florence, Italy
The Context and Outcomes of Entrepreneurial Marketing as a Decision Making Process under Uncertainty
Elisabete Sampaio de Sá, University of Minho, Portugal
Minoo Farhangmehr, University of Minho, Portugal
José Carlos Pinho, University of Minho, Portugal

What Comes after the Honeymoon? Assessing the Process of Franchisee Adjustment
Heiner Evanschitzky, Aston University, United Kingdom
Markus Blut, Newcastle University, United Kingdom
Christof Backhaus, Newcastle University, United Kingdom
David Woisetschläger, University of Braunschweig, Germany

Session 10.5 Brands as Symbols
Room: Sala Messapia
Session Chair: George Panigyrakis, Athens University of Economics and Business, Greece

Can We See a Difference? Psychographics Drivers of Regular and Premium Store Brand Usage
Foula Kopanidis, RMIT University, Australia
Linda Robinson, RMIT University, Australia
Mike Reid, RMIT University, Australia
Cherrymae Uy, RMIT University, Australia

Does a Short Story on the Package Influence Consumers’ Brand Responses? A Structured Abstract
Eeva Solja, Hanken School of Economics, Finland
Veronica Liljander, Hanken School of Economics, Finland
Magnus Söderlund, Stockholm School of Economics, Sweden

Luxury Brands as Intellectual Mentors for Brand Connoisseurs: An Exploratory Study
George Panigyrakis, Athens University of Economics and Business, Greece
Eirini Koronaki, Athens University of Economics and Business, Greece
Antigone Kyroussi, Athens University of Economics and Business, Greece

Origin Labelling as a Differentiation Strategy for Wood Products
Vincent Chamberland, Université Laval, Canada
François Robichaud, FPInnovations, Canada
Nancy Gélinas, Université Laval, Canada

Session 10.6 E-learning and E-Innovations
Room: Sala Ausonia
Session Chair: Inma Rodríguez-Ardura, Open University of Catalonia, Spain

Go-To-Market Strategies for e-Innovations: Propositions for Future Research
Elisa Baumbach, University of Mannheim, Germany
Monika C. Schuhmacher, University of Mannheim, Germany
Sabine Kuester, University of Mannheim, Germany

Participation Behaviour among International Students: The Role of Satisfaction with Service Augmentation and Brand Choice Attainment
Tamer Elsharnouby, Qatar University, State of Qatar

The Impact of Didactic Resources’ Quality and The Instructor’s Attitude: e-Learning Continuance Explained by Flow and Presence Experiences
Inma Rodríguez-Ardura, Open University of Catalonia, Spain
Antoni Meseguer-Artola, Open University of Catalonia, Spain
Gisela Ammetller, Open University of Catalonia, Spain
Virtual Marketing and Psychological Wellbeing: Is It Real?
Cindy Yunhsin Chou, Yuan Ze University, Taiwan, Province of China
Sukanlaya Sawang, Queensland University of Technology, Australia

Friday, 2:00 – 3.30 pm

Session 11.1 Judgement and Decision Making
Room: Sala Japigia
Session Chair: Irene Consiglio, Rotterdam University, The Netherlands

Adding New Perspectives to the Zero-Price Effect – The Role of Non-Monetary Cost Perceptions
Björn A. Hüttel, University of Passau, Germany
Christian J. Wagner, University of Passau, Germany
Jan H. Schumann, University of Passau, Germany

Brand Loyalty Preserves Choice Loyalty by Distorting Information
Joseph Russo, Cornell University, USA

Price Framing and Choice Order Effects in Bundle Customization Decisions
Johannes Christian Bauer, University of St. Gallen, Switzerland
Tim Michael Böttger, University of St. Gallen, Switzerland

Representing Value Co-Creation as a Practice of Consumption: Customers’ Perspectives and Actions
Joaquim Silva, University of Minho, Portugal
Cláudia Simões, University of Minho, Portugal

Session 11.2 Social Media
Room: Sala Egnazia/Sveva
Session Chair: Vittoria Marino, University of Salerno, Italy

Brand Contamination in Social Media: Consumers’ Negative Influence on Luxury Brand Perceptions
Lorena Blasco-Arcas, University of Zaragoza, Spain
Jonas Holmqvist, Kedge Business School, France
Alexandra Vignolles, Inseec Business School, France

How to Impress Social Media Friends: The Social Motivations for Sharing Viral Content
Elsamari Botha, University of Cape Town, South Africa
Beate Stiehler, University of Johannesburg, South Africa
Gert Human, University of Cape Town, South Africa
Michael Karam, University of Cape Town, South Africa
Erinna Ogbonna, University of Cape Town, South Africa
Kelly Payne, University of Cape Town, South Africa

Social Media Mix in the University Communication Plan: A Bridge towards Public Engagement
Letizia Lo Presti, University of Salerno, Italy
Vittoria Marino, University of Salerno, Italy

The Effect of Brand Intimacy on Consumer Responses: An Application on a Social Media Context
Renato Barcelos, Federal University of Rio Grande do Sul, Brazil
Danilo Dantas, HEC Montréal, Canada
Sylvain Sénécal, HEC Montréal, Canada
Carlos Rossi, Federal University of Rio Grande do Sul, Brazil
Session 11.3 Service Providers and Corporate Social Responsibility in Health and Social Marketing
Room: Sala Jonia
Session Chair: Timo Dietrich, Griffith University, Australia

An Examination of Food Waste as a Corporate Social Responsibility of the Retail and Wholesale Sector
Verena Gruber, WU Vienna, Austria
Christina Holweg, WU Vienna, Austria
Christoph Teller, University of Surrey, United Kingdom

Does Authenticity Matter in Corporate Social Responsibility Acts?
Sarah Alhouti, Providence College, USA
Catherine Johnson, University of Alabama, USA
Betsy Holloway, Samford University, USA

Resilience and Service Providers Well-Being: Implications for Voluntary Research
Sandy Fitzgerald, RMIT University, Australia

Understanding Professionals Motives for Continuing to Undertake Pro Bono Service
Paul Patterson, University of New South Wales, Australia
Janet McColl-Kennedy, University of Queensland, Australia
Michael Brady, Florida State University, USA

Session 11.4 Reputation, CSR and Social Issues
Room: Sala Ausonia
Session Chair: Rajendra Srivastava, Singapore Management University

Internal Marketing of Corporate Social Responsibility (CSR) Initiatives: CSR Portfolio Effects on Employee Perceptions of Corporate Hypocrisy, Attitudes, and Turnover
Jelena Spanjol, University of Illinois at Chicago, USA
Sabrina Scheidler, Ruhr-Universität Bochum, Germany
Laura Marie Schons, Ruhr-Universität Bochum, Germany

The Relevance of Corporate Reputation for Customers: An Empirical Study on Reputation Awards, Media Coverage, and Customer Brand Perception
Michael Stradner, RWTH Aachen University, Germany
Malte Brettel, RWTH Aachen University, Germany

Why Firms Hesitate to Go Full-Tilt Green
Josh Newton, Deakin University, Australia
Stephanie Rep, Monash University, Australia
Fiona Newton, Monash University, Australia

Uncertainty and Polarization of Consumer Opinions in Times of Crisis: The Effect of Product Recalls and Media Coverage on the Volatility and the Dispersion of Brand Perception
Michael Stradner, RWTH Aachen University, Germany
Malte Brettel, RWTH Aachen University, Germany

Session 11.5 Pricing strategies II
Room: Sala Appula
Session Chair: Atanu Adhikari, Indian Institute of Management Kozhikode, India
An Empirical Study of Latitude of Quantity Acceptance
Gurumurthy Kalyanaram, International University of Japan, Japan
Gordhan Saini, Tata Institute of Social Sciences, India
Arvind Sahay, Indian Institute of Management, India

Product Service Systems: Which Revenue Model Fits Best?
Marija Radic, Fraunhofer MOEZ, Germany
Robert Liebtrau, Fraunhofer MOEZ, University of Leipzig, Germany
Dubravko Radic, University of Leipzig, Germany

Session 11.6 Contemporary Branding Topics II
Room: Sala Messapia

Session Chair: Diego Costa Pinto, ESPM Business School, Brazil
Entitativity In Concurrent Sponsors and Purchase Intentions: An Empirical Study within a Sporting Context
Peter Dickenson, Sheffield Hallam University, United Kingdom
Anne Souchon, Loughborough University, United Kingdom

Saving the Planet or Saving the Brand? How Brand Strength Influences Consumers’ Perceptions of Brand Sustainability
Márcia Maurer Herter, FADERGS, Brazil
Patrícia da Camara Rossi, Grenoble Ecole de Management, France
Diego Costa Pinto, ESPM Business School, Brazil
Dilney Gonçalves, IE Business School, Spain

Old Country Passions: Animosity, Affinity, and Purchase Intentions among Ethnic Consumers
Nicolas Papadopoulos, Carleton University, Canada
Alia el Banna, Carleton University, Canada
Steven A. Murphy, Ryerson University, Canada
Jose I. Rojas-Mendez, Carleton University, Canada
Michel Rod, Carleton University, Canada

Refreshment Break
Room: Sala Feste, 3:30 – 4:00 pm

Friday, 4:00 – 5.30 pm

Session 12.1 Knowledge, Advertising, and Culture
Room: Sala Messapia
Session Chair: Mark Cleveland, University of Western Ontario, Canada

A Cross-Cultural Analysis of Direct vs. Indirect Comparative Advertising: The Role of Consumer Motivation and Perceived Manipulative Intent
John Ford, Old Dominion University, USA
Dan Petrovici, University of Kent, United Kingdom
Jeryl Whitelock, University of Bradford, United Kingdom
Jean-Luc Herrmann, University of Lorraine, France
Christian Dianoux, University of Lorraine, France
Subsidiary Knowledge Development in Knowledge Intensive Business Services: A Configuration Approach
Zhaleh Najafi-Tavani, Leeds University Business School, United Kingdom
Ghasem Zaefarian, Leeds University Business School, United Kingdom
Stephan Henneberg, Queen Mary University of London, United Kingdom
Peter Naudé, Manchester Business School, United Kingdom
Axèle Giroud, Manchester Business School, United Kingdom

Session 12.2 Emotions, Satisfaction, and Privacy Issues
Room: Sala Japigia
Session Chair: Shannon Rinaldo, Texas Tech University, USA

Consumers’ Willingness to Pay for Privacy Services
Frauke Mattison Thompson, King’s College London, United Kingdom
Kirk Plangger, King’s College London, United Kingdom

The Emotional and Professional Costs of Pleasing Customers
Hana Medler-Liraz, Academic College of Tel Aviv-Yaffo, Israel
Dana Yagil, University of Haifa, Israel

The Linkages between Customer Satisfaction and Four Loyalty Behaviors in the Presence of Moderators
Birgit Leisen Pollack, University of Wisconsin Oshkosh, USA

Session 12.3 Retail Marketing Instruments and Strategic Issues
Room: Sala Egnazia/Sveva
Session Chair: Liane Nagengast, University of St. Gallen, Switzerland

A Multi-Category Demand Model Incorporating Inter-Product Proximity
Yu Ma, University of Alberta, Canada
Seethu Seetharaman, Washington University in St. Louis, USA
Vishal Singh, New York University, USA

Emotional and Behavioral Consequences of Cross-Border Shopping
Liane Nagengast, University of St. Gallen, Switzerland
Marc Linzmajer, University of St. Gallen, Switzerland
Tim Boettger, University of St. Gallen, Switzerland
Thomas Rudolph, University of St. Gallen, Switzerland

Modeling and Measuring Home Brands Ability to Capture Customer Loyalty to Non-Food Retailers
Gonzalo Moreno Warleta, Saint Louis University and Universidad Complutense de Madrid, Spain
María Puelles Gallo, Universidad Complutense de Madrid, Spain
Mónica Díaz-Bustamante Ventisca, Universidad Complutense de Madrid, Spain

Retail Concentration: The Shopping Streets
Pierluigi Passaro, University of Bari Aldo Moro, Italy
Sergio Salomone, University of Bari Aldo Moro, Italy
Roberto Ravazzoni, University of Modena and Reggio Emilia, Italy
Arianna Di Vittorio, University of Bari Aldo Moro, Italy