2017 Academy of Marketing Science® Annual Conference

Back to the Future: Using Marketing Basics to Provide Customer Value

May 24 – 26, 2017

Hotel del Coronado
Coronado, California USA
Back to the Future: Using Marketing Basics to Provide Customer Value

Providing customer value. That is the fundamental premise of marketing and will be the focus of this year’s conference. In recent years, both marketing scholars and practitioners have witnessed great advancements in technology and methodologies associated with big data, with location-based marketing centered on mobile apps and the real-time tracking of consumer behavior, and with innovations and enhancements in communications utilizing the continually growing presence of social media.

Although these advancements offer the promise of enhanced knowledge insights, it is imperative that marketing scholars never lose sight of marketing’s basic premise – providing greater levels of customer value – and use these new levels of knowledge to accomplish just that.

This conference emphasizes the necessity of utilizing these advancements in conjunction with sound marketing theory, methods and strategy.

The location of the conference is the grand Hotel del Coronado, a classically historic beachfront hotel in the city of Coronado, just across the San Diego Bay from San Diego. This timeless and celebrated hotel parallels the need for modern market researchers to focus on classic theory, methods and strategy, despite an ever-changing environment.

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Tek Thongpapanl, Brock University, Canada
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2017 AMS CONFERENCE TRACKS & TRACK CHAIRS

Advertising & IMC
Anjali Bal, Babson College, USA
Kelly Weidner, Dominican University of California, USA

Brand Management
Sukki Yoon, Bryant University, USA
Joe Vella, University of Malta, Europe

Consumer Behavior
Patricia Norberg, Quinnipiac University, USA
Allyn White, University of Mississippi, USA

Digital Marketing & Social Media
Kirk Plangger, King's College London, UK
Abdul Rehman Ashraf, NEOMA Business School, France

Ethics & Corporate Social Responsibility
Pia Albinsson, Appalachian State University, USA
Bidisha Burman, Appalachian State University, USA

Futuristic Marketing & Technology: Internet of Things & Other Emerging Trends
Jan Kietzmann, Simon Fraser University, Canada
Andrew Flostrand, Simon Fraser University, Canada

Marketing Metrics, Analytics, & Research Methods
Colin Campbell, Kent State University, USA
Kacy Kim, Elon University, USA

Marketing Pedagogy & Education
Dimitri Kapelianis, University of New Mexico, USA
Kevin Shanahan, Mississippi State University, USA

Marketing Strategy
Jeannette A. Mena, University of South Florida, USA
Billur Akdeniz, University of New Hampshire, USA

International Marketing
Gary Knight, Willamette University, USA
Nila Wiese, University of Puget Sound, USA

Innovation & New Product Development
Eric Shih, Sungkyunkwan University, Korea
Seigyoung Auh, Arizona State University, USA
Public Policy & Marketing for Non-Profits
Christopher Hopkins, Clemson University, USA
Karen Hood, Eastern Kentucky University, USA

Relationship Marketing: B2B & B2C
Jeffrey P. Boichuk, University of Virginia, USA
Rodrigo Guesalaga, Cranfield University, UK

Retailing & Pricing
Monika Kukar Kinney, University of Richmond, USA
Lan Xia, Bentley University, USA

Sales Management
Constantine S. Katsikeas, Leeds University Business School, UK
Bulent Menguc, Leeds University Business School, UK

Sensory & Food/Beverage Marketing
Leyland Pitt, Simon Fraser University, Canada
Emily Treen, Simon Fraser University, Canada

Services Marketing
Brad Carlson, Saint Louis University, USA
Todd Donavan, Colorado State University, USA

Sports, Entertainment, & Events Marketing
Nina Krey, Rowan University, USA
Lauren Brewer, University of Texas-Arlington, USA

Supply Chain Management & Logistics
Alvin Williams, University of South Alabama, USA
Jennifer Espinosa, University of South Florida, USA

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

Mary Kay Inc. Doctoral Dissertation Competition
Cesar Zamudio, Kent State University, USA
Raj Agrihotri, University of Texas-Arlington, USA
Andy Wood, James Madison University, USA

Lamb-Hair-McDaniel AMS Outstanding Marketing Teacher Competition
Dipayan (Dip) Biswas, University of South Florida, USA
Christine Kowalczyk, East Carolina University, USA
John E. Cicala, Texas A&M University-Kingsville, USA
Special Session Submissions
Adam Mills, Loyola University-New Orleans, USA
Karen Robson, Central Michigan University, USA

Proceedings Editors
Nina Krey, Rowan University, USA
Patricia Rossi, IÉSEG, France
DAILY HIGHLIGHTS • Tuesday, May 23, 2017

AMS Executive Committee Meeting
Spreckels C/D, 8:00 am - 5:00 pm

Registration
Grande Hall Lower Level Foyer, 3:00 - 6:30 pm

Pre-Conference Reception
Garden Patio Lobby, 6:00 - 7:00 pm

Pre-Conference Activities
Tuesday, 8:00 am - 5:00 pm

AMS Executive Committee Meeting
Spreckels C/D

Tuesday, 6:00 - 7:00 pm

Pre-Conference Reception
Garden Patio Lobby

DAILY HIGHLIGHTS • Wednesday, May 24, 2017

Registration
Viceroy/Regent, 7:30 am - 6:30 pm

Refreshment Break
Viceroy/Regent, 10:00 - 10:30 am

Lunch
On Your Own, 12:00 - 1:30 pm

Meet the Editors I
Edison J/K, 1:30 - 3:00 pm

Refreshment Break
Sponsored by Stukent
Viceroy/Regent, 3:00 - 3:30 pm

AMS Ambassadors Session: How to Become More Involved in AMS
Embassy, 5:00 - 6:00 pm

Welcome Reception
Sun Deck, 6:00 - 7:30 pm
(Weather Backup: Viceroy/Regent Room)
2017 AMS Program Schedule

Wednesday, 8:30 - 10:00 am

Session 1.1. **ISSUES IN INTERNATIONAL MARKETING**
Room: Spreckels A/B
Discussion Leader: Syed Anwar, *West Texas A&M University*

**MANAGERIAL DECISIONS ON INTERNATIONAL PRICE ADAPTATION**
Christina Papadopoulou, *Leeds University*
Aristeidis Theotokis, *Leeds University*
Magnus Hultman, *Leeds University*

**CROSS CULTURAL COMPARISON OF MIDDLE CLASS MEANINGS OF MONEY IN INDIA AND SOUTH KOREA**
Altaf Merchant, *University of Washington, Tacoma*
Gregory Rose, *University of Washington, Tacoma*
Sunmee Choi, *Yonsei University*
Drew Martin, *University of Hawaii, Hilo*

**MARKETING STRATEGY AND STRATEGIC ENVIRONMENT PERFORMANCE SUSTAINING CONFIGURATIONS: A SET-THEORETIC APPROACH**
Simos Chari, *Leeds University Business School*
George Balabanis, *CASS Business School, CITY University*

Session 1.2. **DOCTORAL COLLOQUIUM: ADVERTISING AND THEORY DEVELOPMENT**
Room: Spreckels C/D
Discussion Leader: Kathrynn Pounders, *The University of Texas at Austin*

**AD LENGTH AND THE PRESENCE OF THE TIMER IN IN-STREAM COMMERCIAL**
Yongwoog Jeon, *The University of Texas at Austin*
Hyunsang Son, *The University of Texas at Austin*
Arnold Chung, *The University of Texas at Austin*

**THEORETICAL CONTRIBUTIONS IN MARKETING: STRATEGIES FOR THEORY ASSESSMENT & ENHANCEMENT**
Matthew Wilson, *Royal Institute of Technology (KTH)*
Jeannette Paschen, *Royal Institute of Technology (KTH)*

**UNDERSTANDING PERCEIVED VALUES AND BEHAVIORAL EFFECTS OF MOBILE APPS**
Ines Hackeradt, *University Göttingen*
AN EXPECTANCY MODEL OF GREEN PRODUCT CONSUMPTION AND GREEN BRAND EQUITY
Ramazan Arikan, Saint Louis University
Chuandi Jiang, Saint Louis University

Room: Wilder E
Discussion Leader: Joanne T. Cao, University of Southern Mississippi

WHEN THE SERVICE EXPERIENCE DRIVES NEGATIVE AND POSITIVE EMOTIONS: THE MODERATING ROLE OF PRIDE IN THE EFFECTS OF GUILT ON COPING AND SATISFACTION
Camille Saintives, Inseec Business School
Renaud Lunardo, Kedge Business School

SEEKING RELIEF FROM NEGATIVE EMOTIONS: CUSTOMER REVENGE AS AN EMOTIONAL OUTLET
Marilena Gemtou, University of Bath
Haiming Hang, University of Bath

WHEN CAN COMPENSATING A LITTLE LESS BE AS GOOD AS QUITE MORE? DOES RELATIONAL JUSTICE MATTER?
Nayyer Naseem, Wayne State University
Sujay Dutta, Wayne State University
Attila Yaprak, Wayne State University

THE COMPANY OR THE CROWD? COMPARING CONSUMERS’ REACTIONS TO PEER-PROVIDED AND FIRM-PROVIDED CUSTOMER SUPPORT
Lan Jiang, City University of Hong Kong
Matthew O’Hern, University of New Hampshire
Sara Hanson, University of Richmond

Session 1.4. HONOR, MORALITY, AND SOCIAL RESPONSIBILITY
Room: Wilder F
Discussion Leader: Michael Hyman, New Mexico State University

GLOBAL COUNTRY SOCIAL RESPONSIBILITY: WHAT IS IT?
Boryana Dimitrova, Drexel University
Saejoon Kim, California State University, Stanislaus
Monique Bell, Fresno State University
Nikita Frantz, Drexel University

INFLUENCING FACTORS ON MORAL LICENSING EFFECT: A META-ANALYTIC APPROACH
Philipp Simbrunner, Vienna University of Economics and Business
Bodo Schlegelmilch, Vienna University of Economics and Business

THE ROLE OF HONOR AS A KEY GLOBAL MARKETING DIMENSION FOR BUSINESS AND ACADEMIA
Michael Czinkota, Georgetown University
UNDERSTANDING THE EFFECT OF PERCEIVED REASONABLENESS ON CUSTOMER SATISFACTION IN RELATION TO MORAL IDENTITY
Nobuyuki Fukawa, Missouri University of Science and Technology

Session 1.5. MORE THAN MEETS THE EYE: SENSORY INFLUENCES AND PERCEPTIONS IN FOOD RESEARCH
Room: Wilder G
Discussion Leader: Kerry Chipp, KTH Royal Institute of Technology and University of Pretoria

YOU’D BETTER SIT DOWN FOR THIS: HOW POSTURE INFLUENCES TASTE
Courtney Szocs, Portland State University
Dipayan Biswas, University of South Florida

THE POWER OF SMELL: EFFECTS OF SCENT ON TEMPERATURE PERCEPTION RESULTING IN BRAND PREFERENCE
Amy Rebecca Jones, University of Memphis

IF I TOUCH IT, I WILL LIKE IT! THE INTERPLAY BETWEEN TACTILE INPUTS AND GUSTATORY PERCEPTIONS
Felipe Pantoja, IESEG School of Management
Adilson Borges, NEOMA Business School
Patricia Rossi, IESEG School of Management
Amanda Pruski Yamim, NEOMA Business School

THOUGHT FOR FOOD: THE IMPACT OF SENSORY PERCEPTIONS ON IMPLICIT AND EXPLICIT ATTITUDES TOWARD A PRODUCT
Klaus-Peter Wiedmann, Leibniz University Hannover, Institute of Marketing and Management
Levke Albertsen, Leibniz University Hannover, Institute of Marketing and Management
Sascha Langner, Leibniz University Hannover, Institute of Marketing and Management
Evmorfia Karampournioti, Leibniz University Hannover, Institute of Marketing and Management
Steffen Schmidt, Leibniz University Hannover, Institute of Marketing and Management

Session 1.6. THE PERFORMANCE EFFECTS OF TIME, ORIENTATION, AND MOOD
Room: Wilder H
Discussion Leader: Abdullah Demirel, University of Massachusetts Amherst

FIVE SECONDS TO THE AD: HOW PROGRAM-INDUCED MOOD AFFECTS AD COUNTDOWN EFFECTS
Tiffany Venmahavong, Bryant University
Sukki Yoon, Bryant University
Kacy Kim, Elon University
“TIMING IS MONEY”: ADVERTISING CONCENTRATION’S INFLUENCE ON RETAILERS’ MARKET AND FINANCIAL PERFORMANCE
Chi Zhang, University of Indianapolis
Douglas Vorhies, University of Mississippi

Session 1.7. SPECIAL SESSION: DATA FRAUD
Room: Edison J/K
Discussion Leader: David J. Ortinau, University of South Florida
Panelists: Barry Babin, Louisiana Tech University
          John Ford, Old Dominion University
          Aviv Shoham, University of Haifa
          Joe Hair, University of South Alabama
          James Boles, University of North Carolina Greensboro

Wednesday, 10:00 - 10:30 am

Refreshment Break
Viceroy/Regent

Wednesday, 10:30 am - 12:00 pm

Session 2.1. SPECIAL SESSION: PROFESSIONAL INTEGRITY IN PUBLISHING AND PROFESSIONAL RELATIONSHIPS
Room: Edison J/K
Discussion Leader: O. C. Ferrell, Auburn University
Panelists: O. C. Ferrell, Auburn University
          Barry Babin, Louisiana Tech University
          Linda Ferrell, Auburn University
          Julie Moulard, Louisiana Tech University

Session 2.2. ISSUES IN NON-PROFIT ADVERTISING
Room: Spreckels A/B
Discussion Leader: Tanya Drollinger, University of Lethbridge

PERSPECTIVE-TAKING AND PERSUASIVENESS OF CHARITY ADVERTISING APPEALS
Guangzhi Zhao, Loyola University Maryland
Qiyu Zhang, Loyola University Maryland
Lefa Teng, Jiangnan University

POLITICAL IDEOLOGY OF DONORS AND ATTRIBUTION MESSAGES IN CHARITY ADVERTISING
Younghwa Lee, Bryant University
Sukki Yoon, Bryant University
CAUSE RELATED MARKETING FROM THE NONPROFIT’S PERSPECTIVE: AN INTERNATIONAL COMPARISON
Debra Basil, University of Lethbridge
Caroline Werle, Grenoble Ecole de Management
Mary Runte, University of Lethbridge

Session 2.3. CULTURE AND BRANDING
Room: Spreckels C/D
Discussion Leader: Altaf Merchant, University of Washington, Tacoma

DEVELOPING A SCALE TO MEASURE BRAND-EVOKED NOSTALGIA IN BELGIUM AND THE UNITED STATES (A STRUCTURED ABSTRACT)
John Ford, Old Dominion University
Altaf Merchant, University of Washington, Tacoma
Anne-Laure Bartier, EPHEC Business School
Mike Friedman, Louvain School of Management

STYLE OF THINKING AS MODERATOR OF DRIVERS OF CONSUMER BRAND IDENTIFICATION
Jose Luis Saavedra Torres, Southern Illinois University, Carbondale
Omid Dadgar, Southern Illinois University, Carbondale
Monika Rawal, Southern Illinois University, Carbondale

DOES COO STILL MATTER? AN EXAMINATION OF COUNTRY OF ORIGIN EFFECTS ON PURCHASE INTENTIONS UNDER RECALL CIRCUMSTANCES
Jianping Huang, The University of Memphis
Jeffrey Radighieri, Texas Woman’s University

MANAGING CUSTOMER REACTIONS TO BRAND DELETION
Purvi Shah, Worcester Polytechnic Institute

Session 2.4. STRATEGIC IMPLICATIONS OF ADVERTISING AND SOCIAL MARKETING
Room: Edison I
Discussion Leader: Pelin Bicen, Suffolk University

SEEKING PLEASURE OR AVOIDING PAIN: INFLUENCE OF CEOs’ REGULATORY FOCI ON FIRMS’ ADVERTISING, R&D, AND CORPORATE SOCIAL RESPONSIBILITY
Saim Kashmiri, University of Mississippi
Prachi Gala, University of Mississippi
Cameron Nicol, University of Mississippi

CO-DESIGNING ACTIVE WORKPLACE SOCIAL MARKETING CAMPAIGN: BARRIERS AND MOTIVATORS TO SIT LESS AND STAND UP
Haruka Fujihira, Griffith University
Joy Parkinson, Griffith University
Sharyn Rundle-Thiele, Griffith University
Session 2.5. ETHICS, TRUST, AND NEUROMARKETING
Room: Wilder E
Discussion Leader: Jason Flores, Oklahoma City University

THE MECHANISM OF PUNISHMENT ON CONSUMER'S FORGIVENESS AND TRUST REPAIR: AN INTEGRATED CAUSAL ATTRIBUTION MODEL OF TRUST REPAIR
Chuan-Feng Shih, National Taiwan University
Heng-Chiang Huang, National Taiwan University
Han Lee, National Taiwan University

AN EXPLORATORY ANALYSIS OF CONSUMER OPINIONS, ETHICS, AND SENTIMENT OF NEUROMARKETING
Cuauhtemoc Luna-Nevarez, Sacred Heart University

PRODUCT RECALL AS A WAY OF RESPONSIBLE BEHAVIOR OF A FIRM: THE ROLES OF CSR REPERTOIRES AND BOARD CHARACTERISTICS
John Bae, Elon University
Ryan Choi, Eastern Michigan University
Sang-Joon Kim, Ewha Women’s University
Hannah Oh, University of Nebraska at Omaha

ETHICAL VS. UNETHICAL ADVERTISING: EVALUATION AND RECALL
Kevin Lehnert, Grand Valley State University
Mark Kubik, Grand Valley State University

Session 2.6. PERFORMANCE IN SALES
Room: Wilder F
Discussion Leader: Magnus Hultman, University of Alabama

ENTERING THE PERFORMANCE-BASED CONTRACTING BUSINESS – AN EXPLORATION OF SALES RELATED CHALLENGES
Stefan Ruffer, TU Dortmund University
Tobias Schaefers, TU Dortmund University

I BELIEVE IN YOU: THE ROLE OF SALES COACHING ON INDIVIDUAL OUTCOMES
Stephen Porter, Wichita State University
Michael Williams, Oklohama City University
Devdeep Maity, Delaware State University

AN INVESTIGATION OF THE NONLINEAR EFFECTS OF CREATIVITY ON SALES PERFORMANCE
Abena Yeboah-Banin, University of Ghana
Magnus Hultman, University of Leeds
Nathaniel Boso, University of Leeds
Pejvak Oghazi, Linnaeus University
PERFORMANCE IMPACT OF CUSTOMER ORIENTATION AND TASK INTERDEPENDENCE IN KEY ACCOUNT SALES TEAMS: AN INFORMATION SHARING PERSPECTIVE
Christine Jaushyuam, Laval University
Ying Yang, University of Iowa

Session 2.7. UNDERSTANDING MARKETING CAPABILITIES AND STRATEGIES IN THE GLOBAL MARKETPLACE
Room: Wilder G
Discussion Leader: Simos Chari, Leeds University Business School

ADAPTIVE MARKETING DYNAMIC CAPABILITIES AND MNE PERFORMANCE – A CONCEPTUAL FRAMEWORK
Elika Kordrostami, Humboldt State University
Vahid Rahmani, Old Dominion University

CROSS-BORDER M&A: IMPLICATIONS FOR MARKETING CAPABILITY AND FIRM PERFORMANCE
Mahabubur Rahman, ESC Rennes School of Business
Mary Lambkin, Smurfit Graduate Business School

RADICAL MULTICULTURAL MARKETING: EXAMINING THE COMMUNICATION STRATEGIES USED BY MULTICULTURAL MARKETING AGENCIES
Nessa Adams, Regent’s University London

TASK MASTER OR TASK NOVICE: AN EXPERIMENT ON STRATEGIC DECISION-MAKING
Kirk Plangger, King’s College London
Douglas West, King’s College London

Session 2.8. FACE IT! ISSUES MARKETING ON FACEBOOK
Room: Wilder H
Discussion Leader: Elsamari Botha, University of Capetown

SELF-AFFIRMATION OF NARCISSISTS ON SOCIAL MEDIA: A STUDY PROPOSING A NEW METHOD OF CATEGORIZATION ON FACEBOOK ADS
Mario Cassar, Luleå University of Technology
Amir Dabirian, Royal Institute of Technology
Hoda Diba, Luleå University of Technology
Jirka Konietzny, Luleå University of Technology

YOU’VE GOT IT! PRONOUNS INCREASE SELF-REFERENCING AND ENGAGEMENT ON FACEBOOK
Ryan E. Cruz, New Mexico State University
James M. Leonhardt, University of Nevada, Reno
I LIKE DONALD TRUMP BUT WON’T ‘LIKE’ HIM AS I DON’T WANT MY ‘FRIENDS’ TO HATE ME: EXAMINATION OF CONSPICUOUS VS. INCONSPICUOUS POLITICAL BRAND ‘LIKING’ BEHAVIOR ON FACEBOOK
Ben Marder, University of Edinburgh
Caroline Marchant, University of Edinburgh Business School
Chris Archer-Brown, Bath University
Amy Yau, Cardiff University
David M. Houghton, Birmingham Business School

THE USE OF BRAND CONCEPT MAPS AND NETWORK ANALYSIS TOOLS TO EXAMINE BRAND ASSOCIATION NETWORKS
Abdullah Demirel, University of Massachusetts Amherst

Session 2.9. THINKING STYLES AND INFORMATION PRESENTATION
Room: Windsor
Discussion Leader: Sara Hanson, University of Richmond

HOLISTIC THINKING AND ATTITUDE TOWARD INNOVATIVE DESIGN: ROLE OF INFORMATION PRESENTATION
Kyung-Ah Byun, The University of Texas at Tyler
Junghwa Hong, The University of Texas at Tyler

INFORMATION CONTENT OF EXPERIENCE ATTRIBUTES
Brian Till, Marquette University
Srinivasan Swaminathan, Drexel University
Jayant Nasa, Indian School of Business

SENSORY SIMILARITY: A PHYSICAL PRODUCT PERCEPTION IN ONLINE CONTEXT
Margot Racat, IDRAC Business School
Sonia Capelli, University Jean Moulin Lyon 3
Danilo Dantas, HEC Montreal

WHO REGRETS MORE AFTER CHOICE? THE ROLE OF DIALECTICAL THINKING
Rongrong Qiu, Fudan University
Lan Xia, Bentley University
Xiucheng Fan, Fudan University

Wednesday, 12:00 - 1:30 pm
Lunch on your own
Wednesday, 1:30 - 3:00 pm

Session 3.1. **MEET THE EDITORS I**
Room: Edison J/K
Discussion Leader: James Boles, *University of North Carolina Greensboro*
Panelists: Douglas Hughes (Michigan State University), *Journal of Personal Selling and Sales Management*
Mike Brady (Florida State University), *Journal of Service Research*
Dipayan Biswas (University of South Florida), *Journal of Business Research*
Aimee Drolet Rossi (UCLA), *Journal of Consumer Psychology*
Leyland Pitt (Simon Fraser University), *Business Horizons*
Cleopatra Veloutsou (University of Glasgow), *Journal of Product and Brand Management*
Tarek Mady (University of Prince Edward Island), *Journal of Global Marketing*

Session 3.2. **IMPLICATIONS FOR GLOBAL HEALTHCARE MARKETING**
Room: Spreckels A/B
Discussion Leader: Sharyn Rundle-Thiele, *Griffith University*

**MORE THAN A BLACK EYE! THE EFFECT OF VIOLENCE EXPOSURE IN ANTI-IPV CAMPAIGNS**
Amanda Pruski Yamim, *NEOMA Business School*
Adilson Borges, *NEOMA Business School*

**INTEGRATING SOCIAL MEDIA INTO HEALTH CARE MARKETING**
Rui Sun, *California State University, Dominguez Hills*
Bing Xu, *California State University, Dominguez Hills*

**PATIENT SAFETY AND EMPLOYEE WORD-OF-MOUTH**
Soumya Upadhyay, *University of Alabama at Birmingham*
Thomas Powers, *University of Alabama at Birmingham*

Session 3.3. **CUSTOMER LOYALTY AND PERCEIVED VALUE**
Room: Spreckels C/D
Discussion Leader: Pilsik Choi, *Indiana University Southeast*

**THE CUSTOMER IS ALWAYS RIGHT? DETERMINANTS AND OUTCOMES OF CONSUMER VALUE CO-DESTRUCTION**
Joanne T. Cao, *University of Southern Mississippi*
Bruce L. Alford, *Louisiana Tech University*

**MINIMUM PURCHASE QUANTITY RESTRICTIONS: GOOD OR BAD?**
Siddharth Bhatt, *Drexel University*
Srinivasan Swaminathan, *Drexel University*
Rajneesh Suri, *Drexel University*
A COMPARISON OF BRAND LOYALTY BETWEEN ON THE GO AND TAKE HOME CONSUMPTION PURCHASES (AN ABSTRACT)
Giang Trinh, University of South Australia Ehrenberg-Bass Institute

THE ROLE OF BRAND STRENGTH AND CUSTOMER SATISFACTION IN EXPLAINING STORE LOYALTY
Paraskevi Sarantidou, The American College of Greece

Session 3.4. DIGITAL BEHAVIOR
Room: Edison I
Discussion Leader: Silke Bambauer-Sachse, University of Fribourg

THE EFFECT OF GENDER DIFFERENCES ON ONLINE SHOPPING PAYMENT METHODS: THE CASE OF CHINESE CONSUMERS
Mahmood Awan, SolBridge International School of Business
Han Chiang Ho, Wenzhou Kean University

SEEING THINGS THAT DON’T EXIST: CONCEPTUALIZING AN AUGMENTED REALITY ATMOSPHERE (AN ABSTRACT)
Mahdokht Kalantari, Wayne State University
Philipp Rauschnabel, University of Michigan-Dearborn
Nina Krey, Rowan University

CONSUMER REACTIONS TO A LOW VERUS HIGH LEVEL OF CUSTOMIZATION (A STRUCTURED ABSTRACT)
Silke Bambauer-Sachse, University of Fribourg

VIRTUALLY ENHANCING THE REAL WORLD WITH AUGMENTED REALITY HOLOGRAMS: A USES & GRATIFICATIONS PERSPECTIVE
Philipp Rauschnabel, University of Michigan-Dearborn
Nina Krey, Rowan University

Session 3.5. NEW FRONTIERS IN MARKETING RESEARCH & ANALYTICS
Room: Wilder E
Discussion Leader: Emily Treen, Simon Fraser University

BIG DATA-DRIVEN MARKETING
Samppa Suoniemi, University of Toulouse
Lars Meyer-Waarden, University of Toulouse
Andreas Munzel, University of Toulouse

COMPARING LAB, VIRTUAL, AND FIELD ENVIRONMENTS IN SENSORY PRODUCT ACCEPTANCE TESTING
Marcel Lichters, Otto-von-Guericke-University Magdeburg
Robert Möslein, Institute for Sensory and Innovation Research
Marko Sarstedt, Otto-von-Guericke-University Magdeburg
Andreas Scharf, University of Applied Sciences Nordhausen

REVIEW RICHNESS: HOW REVIEW INFORMATION CONTENT SHAPES PERSUASION
Yiru Wang, Kent State University
Cesar Zamudio, Kent State University
AN UPDATED PARADIGM FOR SCALE DEVELOPMENT INCORPORATING CLUSTER HEAT MAPS
Zhenning Xu, University of Southern Maine
Gary L. Frankwick, The University of Texas at El Paso
Edward Ramirez, The University of Texas at El Paso
Kallol Bagchi, The University of Texas at El Paso
Pan Liu, Shanghai Business School

Session 3.6. PUBLIC POLICY ISSUES ASSOCIATED WITH TRUST AND COMMITMENT IN CUSTOMER RELATIONSHIPS
Room: Wilder F
Discussion Leader: Debra Basil, University of Lethbridge
BUILDING RELATIONSHIPS WITH MAJOR GIFT DONOR USING AEL
Tanya Drollinger, University of Lethbridge
I DON’T THINK IT’S REAL: EXPLORING THE GENRES OF REALITY PROGRAMMING
Christine Kowalczyk, East Carolina University
Alexa K. Fox, The University of Akron
AUTOMATION IN CREDIT CARD REPAYMENT: A FRIEND OR A FOE?
Sandra Awanis, Lancaster University Management School
Ahmad Daryanto, Lancaster University Management School

Session 3.7. CSR AND SUSTAINABILITY INITIATIVES
Room: Wilder G
Discussion Leader: Angeline Close Scheinbaum, The University of Texas at Austin
A FINANCIAL LEAP OF FAITH: GOVERNMENT FUNDING FOR COMMUNITY CSR AND SUSTAINABILITY INITIATIVES
Heather F. Ross, University of Edinburgh
A FRAMEWORK TO MONITOR CORPORATE SUSTAINABLE DEVELOPMENT IN SUPPLY CHAINS (AN ABSTRACT)
Goran Svensson, Kristiania University College
Nils Høgevold, Kristiania University College
EMBEDDING CSR IN THE FIRM’S DNA: THE CASE FOR STRATEGIC CSR IN EMERGING MARKETS, EXAMPLES FROM ROMANIA
Cezara Nicoara, Leeds University Business School
Dayananda Palihawadana, Leeds University Business School
Matthew Robson, Leeds University Business School
Constantinos Leonidou, Leeds University Business School
PROVIDING VALUE TO SMES AND THEIR STAKEHOLDERS THROUGH CORPORATE SOCIAL RESPONSIBILITY INITIATIVES
Solon Magrizos, Coventry University
Eleni Apospori, Athens University of Economics and Business
Marylyn Carrigan, Coventry University

2017 AMS Annual Conference
Session 3.8.  CONNECTING WITH CUSTOMERS EVERYWHERE
Room: Wilder H
Discussion Leader: James M. Leonhardt, University of Nevada, Reno

E-MOBILITY MARKETING – STANDARDIZATION OR SPECIALIZATION
Sarah Selinka, DHBW Baden-Württemberg Stuttgart
Marc Kuhn, DHBW Baden-Württemberg Stuttgart
Natalie De Jong, DHBW Baden-Württemberg Stuttgart

IS ONLINE SHARING AND WORD-OF-MOUTH MORE PREVALENT AMONG COLLECTIVISTIC CONSUMERS?
Todd Pezzuti, Universidad de Chile
James M. Leonhardt, University of Nevada, Reno

EXAMINING ONLINE CHINESE BUYER-SELLER RELATIONSHIPS: UNDERSTANDING E-GUANXI
Wenkai Zhou, New Mexico State University
Michael Hyman, New Mexico State University
James M. Leonhardt, University of Nevada, Reno

UBER AND THE SHARING ECONOMY: CHANGING STRATEGIES AND GLOBAL MARKETS
Syed Anwar, West Texas A&M University

Session 3.9.  THE INTERCONNECTEDNESS BETWEEN ORGANIZATIONAL STRUCTURES AND RESOURCES, STRATEGIC ORIENTATIONS, AND “OF COURSE” FIRM PERFORMANCE
Room: Windsor
Discussion Leader: Saim Kashmiri, University of Mississippi

A STUDY ON THE RELATIONSHIP BETWEEN BOP ORIENTATION AND FIRM PERFORMANCE
Fengxia Zhu, Cleveland State University
Zelong Wei, Xi’an Jiaotong University
Yongchuan Bao, University of Alabama at Huntsville

THE FREE “FIRM RESOURCES AND EXTERNAL ENVIRONMENT” FRAMEWORK AS AN ALTERNATIVE TO SWOT (A STRUCTURED ABSTRACT)
Sreedhar Madhavaram, Cleveland State University
Shelby Hunt, Texas Tech University
Pelin Bicen, Suffolk University

RESOURCE ADVANTAGE THEORY AND SERVICE DOMINANT LOGIC AND HEALTHCARE CONSUMER EXPERIENCES (A STRUCTURED ABSTRACT)
Kevin James, The University of Texas at Tyler
Kerri Camp, The University of Texas at Tyler
Janna Parker, James Madison University
CAN MARKETING AND IT BE FRIENDS?: THE IMPACT OF INFORMATION STRATEGY, STRUCTURE, AND PROCESSES ON BUSINESS PERFORMANCE
Stefan Sleep, Georgia Southern University
Dana Harrison, East Tennessee State University

Wednesday, 3:00 - 3:30 pm

Refreshment Break
Sponsored by Stukent
Viceroy/Regent

Wednesday, 3:30 - 5:00 pm

Session 4.1. IMPROVING GLOBAL CONSERVATION EFFORTS
Room: Edison I
Discussion Leader: Sukki Yoon, Bryant University

IMPROVING PERSONAL HYGIENE AND WATER CONSERVATION AMONG SOUTH AFRICAN CHILDREN: A PILOT TEST OF KNOWLEDGE AND ATTITUDE CHANGE
David Schmidtke, Griffith University
Alice Baker, Cape Town Research and Conservation Initiative
Mohammad Kadir, Griffith University
Julia Baum, University of Cape Town
Sharyn Rundle-Thiele, Griffith University

MONEY ISN’T EVERYTHING?! INVESTIGATING PUBLIC POLICIES TO ENGAGE ENERGY EFFICIENCY IN PRIVATE HOMES: AN EMPIRICAL ANALYSIS ON CONSUMER MOTIVES
Moritz Vom Hofe, TU Dortmund University
Paul Baginski, University of Duisburg-Essen
Hartmut Holzmueller, TU Dortmund University

CO-DESIGNING A SOCIAL MARKETING PROGRAM TO REDUCE FOOD WASTE IN AUSTRALIA
Jeawon Kim, Griffith University
Kathy Knox, Griffith University
Sharyn Rundle-Thiele, Griffith University

Session 4.2. SPECIAL SESSION: BUSINESS ETHICS – SEE IT, TEACH IT, LIVE IT
Room: Edison J/K
Discussion Leader: Allyn White, University of Mississippi

ETHICAL CHALLENGES IN THE SHARING ECONOMY
O. C. Ferrell, Auburn University
Linda Ferrell, Auburn University
ETHICAL LEADERSHIP FROM THE INSIDE OUT  
William Locander, Loyola University New Orleans

MARKETING IMPLICATIONS IN THE ETHICAL TREATMENT OF THE DEAF/HARD OF HEARING SUBCULTURE  
Allyn White, University of Mississippi  
William Locander, Loyola University New Orleans

Session 4.3. TACTICAL ISSUES IN PRICING AND PROMOTION  
Room: Spreckels A/B  
Discussion Leader: Yang He, Belmont University

SHORT AND LONG-TERM CONSUMER REACTIONS TO PROMOTIONS  
Silke Bambauer-Sachse, University of Fribourg  
Laura Massera, University of Fribourg

DOES “HOT” LEAD TO “NOT SO HOT?” SEXY IMAGES, INDULGENT CONSUMPTION, AND THE IMPACTS OF GENDER AND SELF-CONSTRUAL  
Chun-Tuan Chang, National Sun Yat-sen University  
Xing-Yu Chu, National Sun Yat-sen University  
Shr-Chi Wang, National Sun Yat-sen University

GENDER, EMOTIONS, AND JUDGMENTS: AN ANALYSIS OF THE MODERATING ROLE OF GENDER IN INFLUENCING THE EFFECTIVENESS OF ADVERTISING AND PRICING TACTICS  
Vahid Rahmani, Old Dominion University  
Elika Kordrostami, Humboldt University

SOCIAL CONTEXT AND CONSUMPTION IN THE USA: AN EXPLORATION  
Jose Domingo Mora, University of Massachusetts Dartmouth

Session 4.4. READY, SET, ACTION! WHY MARKETERS SHOULD CARE ABOUT CONSUMERS’ FILMS  
Room: Spreckels C/D  
Discussion Leader: Christine Pitt, Royal Institute of Technology

EXPLORING THE ROLE OF AUDIENCE PARTICIPATION AND PARA-SOCIAL INTERACTION ON ENDORSEMENT EFFECTIVENESS IN VLOGS (A STRUCTURED ABSTRACT)  
Juha Munnukka, Jyväskylä University  
Devdeep Maity, Delaware State University

REVEALING THE YOUNG PEOPLE’S COGNITIVE STRUCTURE OF SHARING VIDEO ONLINE: AN EXPLORATORY RESEARCH  
Chin-Feng Lin, National Pingtung University  
Chen-Su Fu, National Cheng-Kung University
USER-GENERATED ADVERTISING: THE EFFECTS OF CONSUMER-CREATED BRAND VIDEOS ON BRAND ATTITUDES
Paulo Mora-Avila, University of Worcester
Ria Wiid, University of Worcester

Session 4.5. TACIT AND EXPLICIT KNOWLEDGE AS DRIVERS OF PRODUCT AND SERVICE INNOVATION
Room: Wilder E
Discussion Leader: R. K. Sriastava, Sydenham Institute of Management studies, University of Mumbai

TECHNOLOGY-BASED SERVICE INNOVATIONS IN B2B SETTINGS
Peter Ekman, Mälardalen University
Randle Raggio, University of Richmond
Jimmie Röndell, Mälardalen University
Steven Thompson, University of Richmond

ONLINE COMMUNITIES LOCK-IN AND KNOWLEDGE CONTRIBUTION: EXPLORING THE “PUSH-BACK” AND “PULL-IN” EFFECTS
Ting-Ting Chen, National Taiwan University
Heng-Chiang Huang, National Taiwan University

THE EFFECTS OF COLOR AND POSITION OF ADD TO CART BUTTON ON CLICK INTENTION (A STRUCTURED ABSTRACT)
Zhen Yang, Drexel University
Yangliu Huang, Drexel University

Session 4.6. PRICE PREMIUM, DISCOUNTS, AND COUPONS
Room: Wilder F
Discussion Leader: Monika Kukar-Kinney, University of Richmond

CONSUMERS’ PERCEPTION OF PRICE PREMIUMS FOR GREENWASHED PRODUCTS
Jeonggyu Lee, Drexel University
Siddharth Bhatt, Drexel University
Rajneesh Suri, Drexel University
Prabakar Kothandaraman, William Paterson University

EXPLORING CONSUMER SPENDING WHEN REDEEMING ONLINE DAILY COUPONS
Chintintorn Nakhata, Clarion University of Pennsylvania
Anne Roggeveen, Babson College
Ali Besharat, University of Denver
James Stock, University of South Florida

PRICE PROMOTION FOR A PRE-ORDERED PRODUCT: THE MODERATING ROLE OF TIME OF RELEASE (A STRUCTURED ABSTRACT)
Subhash Jha, University of Memphis
Phillip Hart, Westfield State University
George Deitz, University of Memphis
AN EXAMINATION OF HEAVY COUPON USE, OPINION LEADERSHIP, AND SELF-CONFIDENCE (AN ABSTRACT)
James Zboja, University of Tulsa
Kevin Gatzlaff, Ball State University

Session 4.7. CURRENT ISSUES IN DIGITAL MARKETING STRATEGY
Room: Wilder G
Discussion Leader: Michael Obal, University of Massachusetts Lowell

INVESTIGATING SOCIAL MEDIA ACTIVITY AS A FIRM’S SIGNALING STRATEGY THROUGH AN INITIAL PUBLIC OFFERING
Atthaphon Mumi, University of Massachusetts Lowell
Michael Obal, University of Massachusetts Lowell
Yi Yang, University of Massachusetts Lowell

DIGITAL RETAILING: PRELIMINARY RESULTS OF A SYSTEMATIC LITERATURE REVIEW
Gaetano Aiello, University of Florence
Raffaele Donvito, University of Florence
Valentina Mazzoli, University of Florence
Virginia Vannucci, University of Florence

CHALLENGES IN DATA DRIVEN INNOVATION TOWARDS EUROPEAN DIGITAL SINGLE MARKET
Serdar Temiz, KTH Royal Institute of Technology
Terrence Brown, KTH-Royal Institute of Technology and LTH-Luleå University of Technology

Session 4.8. PRODUCTS, PRODUCT CATEGORIES, AND PACKAGING
Room: Wilder H
Discussion Leader: Gerrit Cziehso, TU Dortmund University

WHY DO CERTAIN PRODUCTS INFLUENCE GROCERY STORE CHOICE? THE ROLE OF ANCHOR PRODUCTS AND THEIR RELATIONSHIPS WITH OTHER STORE CHOICE FACTORS
Pilsik Choi, Indiana University Southeast

EXAMINING THE EFFECTS OF PRODUCT CATEGORIES ON CONSUMERS’ SPENDING IN MULTIPLE RETAIL FORMATS
Qin Zhang, Pacific Lutheran University
Manish Gangwar, Indian School of Business
Brian Ratchford, The University of Texas at Dallas

CONSUMER ACCEPTANCE OF NEW CONSUMER PACKAGED PRODUCTS
Kyoungmi Kim, University of Wisconsin Eau Claire
Buster Allaway, University of Alabama

WELL, THAT’S EMBARRASSING: AN EXAMINATION OF PRODUCT PACKAGE DIFFERENCES AND THE IMPACT ON EMBARRASSMENT
Carol Esmark, Mississippi State University
Christian Barney, Mississippi State University
Stacie Waites, Mississippi State University
Wednesday, 5:00 - 6:00 pm

**AMS Ambassadors Session: How to Become More Involved with AMS**
Come meet with the AMS Executive Committee to learn how to become more engaged with AMS Embassy

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Wednesday, 6:00 - 7:30 pm

**Welcome Reception**
Sun Deck (Weather Backup – Viceroy/Regent)

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DAILY HIGHLIGHTS • Thursday, May 25, 2017

Registration
Viceroy/Regent, 8:00 am - 6:30 pm

Mary Kay Inc. Dissertation Proposal Award Finalists
Edison I, 8:30 - 10:00 am

Refreshment Break
Sponsored by Marketplace® Simulations
Viceroy/Regent, 10:00 - 10:30 am

JAMS Editorial Review Board Meeting
Continental, 10:30 am - 12:00 pm

Mary Kay Inc. Dissertation Award Finalists
Edison I, 10:30 am - 12:00 pm

Awards Luncheon
Crown Room, 12:00 - 1:30 pm

Meet the Editors II
Edison J/K, 1:30 - 3:00 pm

Professional Development Seminar and Certificate Program:
Teaching Digital Marketing
Crystal, 1:30 – 5:30 pm

Refreshment Break
Sponsored by Marketplace® Simulations
Viceroy/Regent, 3:00 - 3:30 pm

AMS Review Editorial Review Board Meeting
Wilder H, 3:30 - 5:00 pm

Reception
Windsor Lawn, 6:00 - 7:00 pm

Dinner
On Your Own
Thursday, 8:30 - 10:00 am

Session 5.1. **SPECIAL SESSION: MARKETING’S THEORETICAL AND CONCEPTUAL VALUE PROPOSITION**
Room: Edison J/K
Discussion Leader: Martin Key, *University of Colorado, Colorado Springs*
Panelists: Terry Clark, *Souther Illinois University, Carbondale*
O. C. Ferrell, *Auburn University*
Martin Key, *University of Colorado, Colorado Springs*
Leyland Pitt, *Simon Fraser University*
David W. Stewart, *Loyola Marymount University*

Session 5.2. **LOVEMARKS: PSYCHOLOGY OF BRANDING**
Room: Spreckels C/D
Discussion Leader: Manfred Schwaiger, *Ludwig-Maximilians-Universität Munich*

**THE MIND OF THE BEHOLDER: THE EFFECTS OF SOCIAL STATUS AND LUXURY PRODUCT PLACEMENT IN MOVIES**
Patricia Rossi, *IESEG School of Management*
Felipe Pantoja, *IESEG School of Management*
Kacy Kim, *Elon University*
Sukki Yoon, *Bryant University*

**THE LOVEMARKS EFFECT**
Cleopatra Veloutsou, *University of Glasgow*
Jantakarn Bell Aimpitaksa, *University of Glasgow*

**NEW PRODUCT INTRODUCTION AND SALES PROMOTION IMPACT: PRELIMINARY RESULTS FROM A LONGITUDINAL STUDY**
Joseph Jones, *North Dakota State University*

**HOW DOES ETHICAL TRANSGRESSIONS AFFECT BRAND LOYAL CUSTOMERS?**
Kenyatta Barber, *University of Wisconsin Whitewater*
Dennis Kopf, *University of Wisconsin Whitewater*

Session 5.3. **CONSUMER BEHAVIOR IN EMERGING MARKETS**
Room: Wilder E
Discussion Leader: Narongsak (Tek) Thongpapanl, *Goodman School of Business, Brock University*

**GLOBALIZING CONSUMERS’ ATTITUDES TOWARD MARKETING: AN EXPLORATORY STUDY IN A MULTICULTURAL MARKETPLACE**
Tarek Mady, *University of Prince Edward Island*
Ajay Manrai, *University of Delaware*
Lalita Manrai, *University of Delaware*
PERSONAL INNOVATIVENESS IN IT CONTEXT AFFECTING TECHNOLOGY ADOPTION OF MEXICAN CONSUMERS
Isidro Cristóbal-Vázquez, Tecnologico de Monterrey, EGADE Business School

COMPULSIVE BUYING IN CHINA: MEASUREMENT, PREVALENCE, AND CHARACTERISTICS
Heping He, Shenzhen University
Monika Kukar-Kinney, University of Richmond
Nancy Ridgway, University of Richmond

MATERIAL POSSESSIONS AND HEDONIC EXPERIENCE: PARADOXES OF LUXURY CONSUMPTION IN EMERGING MARKETS
Jose Mesquita, FUMEC University
Gregory Kivenzor, University of Connecticut
Natália Franco, FUMEC University

Session 5.4. PERFORMANCE IN SALES
Room: Wilder F
Discussion Leader: Allyn White, University of Mississippi

WELCOME TO BRAND-TOPIA: THE ROLE OF TRANSPORTATION AND IDENTIFICATION IN BRAND STORYTELLING
Klaus-Peter Wiedmann, Leibniz University of Hannover
Evmorfia Karampournioti, Leibniz University of Hannover
Nadine Hennings, Leibniz University of Hannover
Steffen Schmidt, Leibniz University of Hannover
Levke Albertsen, Leibniz University of Hannover

THE IDEOLOGY UNDERLYING CONSUMER BOYCOTT STUDIES: ARE WE BOYCOTTING A DEEPER UNDERSTANDING OF A THEME
Daniela Ferreira, Federal University of Rio de Janeiro
Paula Chimenti, Federal University of Rio de Janeiro

EXPLAINING MOTIVATIONAL NEEDS THROUGH POSITIVE AFFECT AND BRAND TRIBALISM
Jeremy Sierra, Texas State University
Harry Taute, Utah Valley University

WHEN (NOT) TO USE HUMOR IN A B-TO-B RELATIONSHIP: THE ROLE OF THE EXPLORATION RELATIONSHIP PHASE IN THE EFFECTS OF HUMOR ON BUSINESS PERFORMANCE
Laurent Bompar, Kedge Business School
Renaud Lunardo, Kedge Business School
Camille Saintives, Insee Business School
Session 5.5. **IS IT REALLY HERE? DIGITAL TECHNOLOGY ISSUES**  
Room: Wilder G  
Discussion Leader: Jongyoon Kim, King’s College London

**THE QUANTIFIED SELF – THE ROLE OF CONSUMERS’ SMART WEARABLES PERCEPTION OFFERED BY INSURANCE COMPANIES**  
Stefanie Paluch, RWTH Aachen University  
Sven Tuzovic, Queensland University of Technology

**DOES A HOLOGRAM GIVE AN ENCORE? AUTHENTICITY IN MIXED-REALITY (A STRUCTURED ABSTRACT)**  
Spencer Ross, University of Massachusetts Lowell  
Lauren Labrecque, Loyola University Chicago

**HAPPINESS BY DESIGN: A SELF-CONSTRUCTION FRAMEWORK OF PROTEUS AND NETWORKING EFFECTS IN ONLINE GAMES**  
Ting-Ting Chen, National Taiwan University  
Heng-Chiang Huang, National Taiwan University  
Shih-Ju Wang, Graduate Institute of Management, National Taiwan Normal University

Session 5.6. **MARY KAY INC. DISSERTATION PROPOSAL AWARD FINALISTS**  
Room: Edison I  
Discussion Leader: Cesar Zamudio, Kent State University

**OPPORTUNISM, DISTORTIONS, AND GOVERNANCE IN ASYMMETRIC BUYER-SELLER RELATIONSHIPS: THEORY AND EMPIRICAL EVIDENCE**  
Jennifer Lee, SUNY Binghampton

**IS THIS NEW PRODUCT A HIT OR MISS? THE ROLE OF SCREENPLAYS**  
Jeewon Brianna Choi, Georgia State University

**THE EFFECT OF SCENTED ADVERTISING ON PRODUCT APPEAL: THE MEDIATING ROLE OF PERCEIVED PRODUCT PROXIMITY**  
Ruta Ruzeviciute, Vienna University of Economics and Business

Session 5.7. **SPECIAL SESSION: DIGITAL ANALYTICS FOR MARKETING PROFESSORS – MAKING SENSE OF DATA**  
Room: Spreckels A/B  
Discussion Leader: Angeline Close Scheinbaum, The University of Texas at Austin

Panelists:  
Haya Ajan, Elon University  
Martin Paul Block, Northwestern University  
Randy Messina, IBM
Session 5.8. PERSUASION AND THE ROLE OF ANTHROPOMORPHIZATION IN TODAY’S ADVERTISING ENVIRONMENT
Room: Wilder H
Discussion Leader: Thomas Wittkop, Ostwestfalen-Lippe University

THE EFFECT OF PLACEMENT CONTEXT ON BRAND PERSUASIVENESS
Fanny Fong Yee Chan, Hang Seng Management College
Ben Lowe, University of Kent

BRAND ADVERTISING IN AN ACCESS–OWNERSHIP WORLD: HOW MARKETING CHANNELS IMPACT MESSAGE PERSUASIVENESS
Lora Mitchell Harding, Belmont University
Mark T. Schenkel, Belmont University

THE INFLUENCE OF NEED FOR COGNITION, WEB-EXPERTISE AND TRUST ON ONLINE AND OFFLINE INFORMATION SEARCH BEHAVIOR
Elfriede Penz, Vienna University of Economics and Business
Agnieszka Zablocki, Vienna University of Economics and Business
Philipp Simbrunner, Vienna University of Economics and Business

Session 5.9. SPECIAL SESSION: INTEGRATING MARKETING STRATEGY AND DATA ANALYTICS IN THE CLASSROOM – FIRST PRINCIPLES, MARKSTRAT, AND CASE APPROACHES
Room: Continental
Discussion Leader: Robert W. Palmatier, University of Washington
Panelists: Robert W. Palmatier, University of Washington
Shrihari Sridhar, Texas A&M University

Thursday, 10:00 - 10:30 am

Refreshment Break
Sponsored by Marketplace® Simulations
Viceroy/Regent

Thursday, 10:30 am - 12:00 pm

Session 6.1. JAMS EDITORIAL REVIEW BOARD MEETING
Room: Continental
Session 6.2. **DOING “ME”: FACTORS INFLUENCING CONSUMER IDENTITY AND PERFORMANCE**
Room: Wilder E
Discussion Leader: Jeremy Sierra, Texas State University

**NOSTALGIA AND ASTROMETRY AS PRECURSERS OF SUSPERSTITIOUS BELIEFS**
Jeremy Sierra, Texas State University
Michael Hyman, New Mexico State University
Anna Turri, Texas State University

**LOVE MAKES THE DAREDEVEL; MATING MINDSET AND PROACTIVE TENDENCY**
Yang He, Belmont University
Marcus Cunha, The University of Georgia

**THANKFULNESS, HOPE AND FUN AS DRIVING EMOTIONS IN MOMMY BLOGS**
Angeline Close Scheinbaum, The University of Texas at Austin
Anjala Krishen, University of Nevada, Las Vegas
Axenya Kachen, University of California Berkeley
Amanda Mabry- Flynn, University of Illinois
Nancy Ridgway, University of Richmond

**RED SOX THROWS SOFT, YANKEES HITS HARD: SPORTS TEAM SYMBOLS AFFECT DISTANCE PERFORMANCE**
Sukki Yoon, Bryant University
Austin Beltis, Bryant University
John Logan, Bryant University
Kacy Kim, Elon University
Gayatri Subramanian, Bryant University

Session 6.3. **FOUNDATIONS IN CUSTOMER RELATIONSHIPS**
Room: Wilder F
Discussion Leader: George Watson, Colorado State University

**THE MODERATOR EFFECT OF PREVIOUS DISSATISFACTION WITH SERVICE CATEGORY ON CO-CREATION WITH CONSUMERS**
Melby Huertas, FEI
Ingrid Pergentino, FEI

**THE WAY TO REGAINED TRUST THROUGH SERVICE RECOVERY IS PAVED WITH CONSUMER FORGIVENESS: THE EFFECT OF SERVICE FAILURE CHARACTERISTICS**
Han Lee, National Taiwan University
Heng-Chiang Huang, National Taiwan University
Chuan-Feng Shih, National Taiwan University

**SERVICE QUALITY AND SATISFACTION OF TRADITIONAL AND TECHNOLOGY ENHANCED SERVICES**
Somkiat Eiamkanchanalai, Chulalongkorn University
Nuttapol Assarut, Chulalongkorn University
Session 6.4. **THE STORY OF ENGAGEMENT**
Room: Wilder G
Discussion Leader: Ali Heydari, *Concordia University*

**OPEN DATA INNOVATION: OPPORTUNITIES AND CHALLENGES FOR OPEN DATA DRIVEN PROJECTS IN SWEDEN**
Serdar Temiz, *KTH Royal Institute of Technology*
Terrence Brown, *KTH Royal Institute of Technology*

**CROSS-CULTURAL STUDY OF SOCIAL MEDIA BASED BRAND COMMUNITIES**
Ali Heydari, *Concordia University*
Michel Laroche, *Concordia University*

**TOPIC ANALYSIS IN THE SPANISH TWITTERSPHERE: DIFFERENTIAL IMPACTS OF FIRM CREATED TOPICS ON CUSTOMER ENGAGEMENT (A STRUCTURED ABSTRACT)**
Manuel Ceballos, *Universidad Carlos III de Madrid*
Nora Lado Couste, *Universidad Carlos III de Madrid*
Angel Garcia-Crespo, *Universidad Carlos III de Madrid*

**HOW READABILITY OF BRAND POSTS AFFECTS CONSUMERS’ ENGAGEMENT ON TWITTER**
James Leonhardt, *University of Nevada, Reno*
Igor Makienko, *University of Nevada, Reno*

Session 6.5. **I HEARD IT THROUGH THE GRAPEVINE: A VARIETY OF PRODUCT STORIES AND TALES FROM WINE RESEARCH**
Room: Wilder H
Discussion Leader: Christine Pitt, *KTH Royal Institute of Technology*

**THE STORIES PACKAGES TELL: A TYPOLOGY OF PRODUCT STORIES TOLD ON GROCERY PRODUCT PACKAGES**
Adam J. Mills, *Loyola University New Orleans*

**COOL MARKETING FOR ICEWINE? INVESTIGATING PRODUCER’S PRODUCT POSITIONING, SEGMENTATION AND MARKETING MIX FOR CANADIAN ICEWINE**
Ulrich Paschen, *Lulea Technical University*
Jeanette Paschen, *Royal Institute of Technology (KTH)*
Jan Kietzmann, *Simon Fraser University*

**MAPPING COUNTRY WINE BRAND PERSONALITIES: EXAMPLES FROM FIVE NATIONS**
Emily Treen, *Simon Fraser University*
Philip Grant, *Langara College*
Gene van Heerden, *University of Pretoria*
Joseph Vella, *University of Malta*
Elsamari Botha, *University of Cape Town*
Anthony Chan, *Simon Fraser University*
THE TASTE OF AGEING: A 26-YEAR ANALYSIS OF PUBLICATION IN THE INTERNATIONAL JOURNAL OF WINE BUSINESS RESEARCH
Aya Rizk, Luleå University of Technology
jirka Konietzny, Luleå University of Technology
Mario Cassar, Luleå University of Technology
Richard Wong, KTH Royal Institute of Technology in Stockholm
Asa Wallström, Luleå University of Technology
Joseph Vella, University of Malta

Session 6.6. MARY KAY INC. DISSERTATION AWARD FINALISTS
Room: Edison I
Discussion Leader: Cesar Zamudio, Kent State University

SELECTIVE SALES FORCE TRAINING: A FIELD EXPERIMENT
Yashar Atefi, Louisiana State University (University of Houston)

CONSUMER ONLINE SEARCH WITH PARTIALLY REVEALED INFORMATION
Chris Gu, Georgia Tech (University of Chicago)

ENGAGEMENT: A SOURCE OF COMPETITIVE ADVANTAGE
Anita Pansari, Michigan State University (Georgia State University)

Session 6.7. DOCTORAL COLLOQUIUM SPECIAL SESSION: THE DIFFICULTIES, ISSUES, AND PITFALLS DOCTORATE STUDENTS MUST CONQUER IN BECOMING A RESEARCHER, AUTHOR, AND SCHOLAR
Room: Edison J/K
Discussion Leader: David J. Ortinau, University of South Florida
Panelists: Lisa Monahan, University of South Florida
Christian Bushardt, Louisiana Tech University
Kritina Stuhlcer, Old Dominion University
Lukina Iana, University of South Florida

Session 6.8. THE ROLE OF KNOWLEDGE IN SALES
Room: Spreckels A/B
Discussion Leader: Vishag Badrinarayanan, Texas State University

SALESPERSON PERFORMANCE AND COMMITMENT AND BUYER RELATIONAL BEHAVIORS AS ANTECEDENTS OF BUYER’S DESIRE FOR BUSINESS RELATIONSHIP WITH SUPPLIERS
James Boles, University of North Carolina at Greensboro
Rita De Cassia de Faria Pereira, UFPB/Brazil and University of North Carolina at Greensboro
Valter Afonso Vieira, Maringa State University
Julie Johnson-Busbin, Western Carolina University
Hiram Barksdale Jr., Georgia State University
BRINGING THE CUSTOMER BACK INTO CUSTOMER SATISFACTION: AN EXAMINATION OF THE RELATIONAL DYNAMICS IN CUSTOMER SATISFACTION THROUGH IMPROVISATION IN INDUSTRIAL SALES
Abena Yeboah-Banin, University of Ghana
Nathaniel Boso, University of Leeds
Magnus Hultman, University of Leeds

Session 6.9. BUSINESS-TO-BUSINESS RELATIONSHIP MARKETING
Room: Spreckels C/D
Discussion Leader: Aswo Safari, Uppsala University

THE EFFECTS OF S-D LOGIC ON INTER-FIRM RELATIONSHIPS
Zhenning Xu, University of Southern Maine
Edward Ramirez, The University of Texas at El Paso
Gary Frankwick, The University of Texas at El Paso

THE MEDIATING EFFECT OF TRUST AND COMMITMENT ON ECONOMIC AND NON-ECONOMIC SATISFACTION
Juan Carlos Sosa-Varela, Turabo University
Goran Svensson, Oslo School of Management

BUSINESS MATING ONLINE: HOW ONLINE REFERRALS INFLUENCE SUPPLIER SELECTION
Zsofia Toth, University of Nottingham
Marzena Nieroda, University of Manchester
Bernadett Koles, ISCTE

Session 6.10. PROMOTING SOCIALLY
Room: Crystal
Discussion Leader: Steven Dahlquist, Central Michigan University

SOCIAL MEDIA LINKS ON MAGAZINE ADVERTISEMENTS: WHEN DO WE NEED THEM?
Selcuk Ertekin, Brenau University
Linda Barton, Brenau University

SNAPCHAT AS AN INFLUENTIAL TOOL FOR MARKETING COMMUNICATION: AN EXPLORATORY ANALYSIS OF BRANDS USAGE (A STRUCTURED ABSTRACT)
Lina Gomez, Universidad del Este
Kasim Bernabe-Urrutia, Universidad del Este
Yanitzary Alvarado-Naveira, Universidad del Este
Lourdes Melendez-Morales, Universidad del Este

COVERT PERSUASION ATTEMPTS: DO PEOPLE NOTICE?
Adam Slobodzian, University of Saskatchewan
Marjorie Delbaere, University of Saskatchewan

IMPROVING BANNER AD STRATEGIES THROUGH PREDICTIVE MODELING
Michael Obal, University of Massachusetts Lowell
Wen Lv, Reputation Institute
Thursday, 12:00 - 1:30 pm

**AMS Awards Luncheon**
Crown Room

Thursday, 1:30 - 3:00 pm

Session 7.1. **MEET THE EDITORS II**
Room: Edison J/K
Discussion Leader: James Boles, *University of North Carolina Greensboro*

Panelists: Robert W. Palmatier (University of Washington), *Journal of the Academy of Marketing Science*
Greg Marshall (Rollins College), *Journal of Marketing Theory and Practice*
Manjit Yadav (Texas A&M University), *AMS Review*
Valerie Folkes (University of Southern California), *Journal of Consumer Research*
Tomas Hult (Michigan State University), *Journal of Marketing*
Stephanie Noble (The University of Tennessee), *Journal of Retailing*
John Ford (Old Dominion University), *Journal of Advertising Research*

Session 7.2. **BRAND COMMUNITY: CUSTOMERS, EMPLOYEES, AND TRIBES**
Room: Edison I
Discussion Leader: Jeremy Sierra, *Texas State University*

**A BRAND FOCI MODEL TO EXPLAIN ACHIEVEMENT NEEDS: A CONTRADICTORY EXPLANATION**
Jeremy Sierra, *Texas State University*
Harry Taute, *Utah Valley University*
Byung-Kwan Lee, *Kwangwoon University*

**A TYPOLOGY OF FRONTLINE EMPLOYEES BASED ON THEIR BRAND PERCEPTIONS**
Achilleas Boukis, *University of Sussex*
Kostas Kaminakis, *Athens University of Economics and Business*
Avraam Papastathopoulos, *Abu Dhabi University*
Khanyapuss Punjaisri, *Kent Business School*
John Balmer, *UK Brunel Business School*

**ENGAGING EMPLOYEES IN BRAND-BUILDING PROCESS: THE DEVELOPMENT OF BRAND CLIMATE IN SERVICE ORGANIZATIONS**
En-Yi Chou, *National Taiwan University*
Jiun-Sheng Chris Lin, *National Taiwan University*
Session 7.3. **SPECIAL SESSION: THE VALUES OF STORYTELLING – FROM TACTICS TO TRANSFORMATIVE ACTION**
Room: Spreckels A/B
Discussion Leader: Claas Christian Germelmann, *University of Beyreuth*

**DO ADS THAT TELL A STORY ALWAYS PERFORM BETTER? AN ANTHROPOMORPHISM-BASED RESPONSE**
Laurence Dessart, *Kedge Business School*
Renaud Lunardo, *Kedge Business School*

**THE MEDIATING EFFECT OF STORYING ON THE RELATIONSHIP BETWEEN PSYCHOLOGICAL CAPITAL AND SALESPERSON PERFORMANCE**
Edward L. Nowlin, *Kansas State University*
David M. Houghton, *Xavier University*
Douglas M. Walker, *Kansas State University*

**MARKETING’S POINT OF VIEW: NARRATIVE COMPETITION WITHIN THE FIRM**
Martin Key, *University of Colorado, Colorado Springs*

**WILL STORYTELLING BE ABLE TO LET THE OLD DREAM OF MARKETING FOR A BETTER WORLD COME TRUE? – DEVELOPING A CONCEPTUAL FRAMEWORK OF A “TRANSFORMATIVE STORYTELLING APPROACH” AND SKETCHING AN AGENDA FOR JOINT RESEARCH EFFORTS**
Klaus-Peter Weidmann, *Leibniz University Hannover*
Evmorvia Karampournioti, *Leibniz University Hannover*

Session 7.4. **B2B AND B2C SALES RESEARCH**
Room: Spreckels C/D
Discussion Leader: Bryan Hochstein, *University of Alabama*

**INFERRING THE PERSONALITIES OF B2B SALESPERSONS FROM TEXT-BASED INTERVIEWS: AN EXPLORATORY STUDY**
Christine Pitt, *Royal Institute of Technology (KTH)*
Neil Lilford, *Royal Institute of Technology (KTH)*
Albert Caruana, *University of Malta*

**THE IMPACT OF SUBJECTIVE WELL-BEING ON SALESPERSON RELATIONAL AND ECONOMIC PERFORMANCES**
Linda Nasr, *Texas State University*
Annie Liu, *Texas State University*
Mark Leach, *University of Wyoming*

**NEGATIVE PSYCHOLOGICAL STATES AND BEHAVIOR IN SALES RESEARCH: A REVIEW AND CONTENT ANALYSIS OF RECENT RESEARCH**
Bryan Hochstein, *University of Alabama*
Teidorlang Lyngdoh, *Xavier Institute of Management (XLRI)*
Ellis A. Chefor, *Louisiana Tech University*
Douglas Amyx, *Louisiana Tech University*
Session 7.5. **PRODUCT PLACEMENT, POLITICIANS, AND GLOBAL POSITIONING STRATEGIES**

Room: Wilder E  
Discussion Leader: Shuang Wu, *Louisiana Tech University*

**DO BRANDS IMPROVE CONSUMER PERCEPTION DUE TO PRODUCT PLACEMENT IN EMERGING MARKETS?**
Rajesh Kumar Srivastava, *Sydenham Institute of Management studies at University of Mumbai*
Manoj Bhide, *Sydenham Institute of Management studies at University of Mumbai*

**GLOBAL POSITIONING STRATEGIES: A COMPARISON OF POSITIONING STRATEGIES USED IN GERMAN AND AMERICAN AIRLINE MAGAZINE ADVERTISEMENTS**
Charles Blankson, *University of North Texas*
Selcuk Ertekin, *Brenau University*
Cedric Lohse, *Missouri Western State University*

**NICE GUYS MAY FINISH FIRST: CAN ADVERTISERS AND POLITICIANS WIN BY “BREAKING GOOD” IN A BAD POLITICAL WORLD?**
Atefeh Yazdanparast, *University of Evansville*
Pramod Iyer, *UTRGV*

Session 7.6. **BRAND-CUSTOMER ALIGNMENT AND MINORITY INFLUENCE**

Room: Wilder F  
Discussion Leader: Nina Krey, *Rowan University*

**STANDING OUT BY STANDING UP: BRAND DIFFERENTIATION AND MINORITY INFLUENCE THEORY**
Kylie McMullan, *Royal Institute of Technology (KTH)*
Amanda Blair, *Royal Institute of Technology (KTH)*
Stacey Morrison, *Royal Institute of Technology (KTH)*
Caitlin Ferreira, *Luleå University of Technology*

**CONVERSION THEORY IN MARKETING**
Maria Rosa Parra Villanueva, *Lulea University of Technology*
Raeesah Chohan, *University of Cape Town*

**DOES A CAUSE-BRAND ALLIANCE BUILD CUSTOMER BRAND IDENTIFICATION?**
Yasamin Vahdati, *Oklahoma State University*
Kevin Voss, *Oklahoma State University*

**THE DEVELOPMENT OF POLITICAL BRAND IMAGE: A STUDY**
Varsha Jain, *MICA*
Philip Kitchen, *Salford University Business School*
Ganesh B. E., *MICA*
Session 7.7. **DYNAMICS AND CHALLENGES IN MARKETING RESEARCH**

Room: Wilder G

Discussion Leader: Christine Kowalczyk, *East Carolina University*

**QUANTITATIVE INSIGHTS FROM QUALITATIVE DATA: USING THE DOUBLING TECHNIQUE IN CORRESPONDENCE ANALYSIS**
Emily Treen, *Simon Fraser University*
Arthur Money, *Royal Institute of Technology*

**LACKING CORRESPONDENCE BETWEEN SUBJECTIVE AND OBJECTIVE PERFORMANCE DATA AMONG SMALL BUSINESS MANAGERS**
Saku Hirvonen, *University of Eastern Finland*
Tommi Laukkanen, *University of Eastern Finland*

**PREDICTIVE VALIDITY IN CHOICE-BASED CONJOINT ANALYSIS: A COMPARISON OF HYPOTHETICAL AND INCENTIVE-ALIGNED ACBC WITH INCENTIVE-ALIGNED CBC (A STRUCTURED ABSTRACT)**
Verena Wackershauser, *Otto-von-Guericke University*
Marcel Lichters, *Otto-von-Guericke University*
Bodo Vogt, *Otto-von-Guericke University*

Session 7.8. **CREATING VALUE THROUGH INNOVATION**

Room: Wilder H

Discussion Leader: Alexander J. Kull, *University of San Diego*

**GREEN INNOVATION IN TECHNOLOGICAL NETWORKS**
Anna Sadovnikova, *South Dakota State University*
Ashish Pujari, *McMaster University*

**SPORTY, POSH, OR...WHAT TYPE OF WEARABLE FITS YOU? A CONCEPTUAL FRAMEWORK FOR CONSUMERS’ ADOPTION OF WEARABLE DEVICES**
Marzena Nieroda, *University of Manchester*
Mona Mrad, *Lebanese American University*
Michael Solomon, *Saint Joseph’s University*

**THE PAST AND FUTURE OF CO-CREATION**
Alexander J. Kull, *University of San Diego*

**CONSUMER INNOVATION AND THE FUTURE OF MARKETING: CLARIFYING THE CREATIVE CONSUMER**
Karen Robson, *Central Michigan University*
Matthew Wilson, *Royal Institute of Technology (KTH)*
Session 7.9. PROFESSIONAL DEVELOPMENT SEMINAR AND CERTIFICATE PROGRAM: TEACHING DIGITAL MARKETING

Session 1—Digital Marketing: Getting Started with Digital Marketing
Room: Crystal
Instructors: Debra Zahay, St. Edward’s University
Janna Parker, James Madison University
Kevin James, The University of Texas at Tyler

Thursday, 3:00 - 3:30 pm

Refreshment Break
Sponsored by Marketplace® Simulations
Viceroy/Regent

Thursday, 3:30 - 5:00 pm

Session 8.1. SPECIAL SESSION: THE CONTRIBUTIONS OF DIRECT SELLING TO SOCIETY
Room: Edison J/K
Discussion Leader: Gary Huggins, Executive Director, Direct Selling Education Foundation
Panelists: Robert A. Peterson, The University of Texas at Austin
Victoria Crittenden, Babson College
John Whelpley, President and CEO, CUTCO/Vector Marketing Corporation
Robert Cavitt, CEO, Jenkon

Session 8.2. AMS Review Editorial Review Board Meeting
Room: Wilder H

Session 8.3. EMPLOYING SALES TOOLS AND TECHNIQUES IN THE LEARNING PROCESS
Room: Spreckels A/B
Discussion Leader: Astrid Keel, Mississippi State University

USING THE SALES PROCESS AS AN INSTRUCTIONAL TOOL TO IMPROVE STUDENT PERCEPTIONS OF INSTRUCTOR RESPONSIVENESS, PEDAGOGICAL AFFECT, AND LIKELIHOOD TO ENROLL
Cindy Rippé, Tarleton State University
Shannon Cummins, University of Wisconsin Whitewater
Suri Weisfeld-Spolter, Nova Southeastern University
Yuliya Yurova, Nova Southeastern University
INTENTIONS TO PURSUE A SALES CAREER: INTEGRATING INTENTIONS TO STUDY SALES AND LEARNING EXPERIENCE
Subhadip Roy, IIM Udaipur
Soumya Sarkar, Indian Institute of Management Ranchi
Prashant Mishra, Indian Institute of Management Calcutta

DRIVEN BY BIG DATA: ARE OUR STUDENTS PREPARED? REQUIRING TECHNOLOGY COURSEWORK IN UNIVERSITY SALES PROGRAM
Christine Kowalczyk, East Carolina University
John Cicala, Texas A&M University-Kingville

STORYTELLING AS A TOOL TO INCREASE THE INFLUENCE OF MARKETING WITHIN THE FIRM
David M. Houghton, Xavier University
Douglas M. Walker, Kansas State University
Edward L. Nowlin, Kansas State University

Session 8.4. POTPOURRI IN SALES
Room: Spreckels C/D
Discussion Leader: Nathaniel Boso, University of Leeds

METAPHORS AND SALES MANAGEMENT: A REVIEW AND RESEARCH AGENDA
Sreedhar Madhavaram, Cleveland State University
Dorcia Bolton, Cleveland State University
Vishag Badrinarayanan, Texas State University

CONCEPTUALIZATION AND SCALE DEVELOPMENT FOR SALESPERSON SWAGGER
David Locander, University of Tennessee Chattanooga
Obinna Obilo, Central Michigan University

THE IMPACT OF SOCIAL NETWORK STRUCTURES ON SALESPERSON’S NEGATIVE HEADQUARTERS STEREOTYPES
Babak Hayati, Asian Institute of Management-Phillipines

ARE GRIT AND ENTREPRENEURIAL ORIENTATION IMPORTANT IN SALES? EMPIRICAL RESULTS OF INTERNATIONAL VS. US GEN Z/ MILLENNIAL CUSP
Michael Rodriguez, Skema Business School
Stefanie Boyer, Bryant University
David Fleming, Indiana State University

Session 8.5. DOCTORAL COLLOQUIUM: STRATEGY
Room: Wilder E
Discussion Leader: John B. Ford, Old Dominion University

A GROWING SUSPICION: A THEORETICAL APPROACH TO CATALYSTS OF INTERORGANIZATIONAL SUSPICION AND ITS EFFECT ON RELATIONAL OUTCOMES
Gina Brynildsen, Florida Atlantic University
CORPORATE SOCALLY IRRESPONSIBLE BEHAVIOR AND ITS SPILLOVER EFFECT: THE ROLE OF UPSTREAM VERSUS DOWNSTREAM POSITIONS IN THE SUPPLY CHAIN
Zhuofan Zhang, The University of Texas at El Paso

CONTAGION EFFECT ON TRADITIONAL VERSUS INNOVATIVE PRODUCTS: ROLE OF CONSISTENCY IN “ESSENCE” TRANSFER PROCESS
Zhuofan Zhang, The University of Texas at El Paso

Session 8.6. THE SERVICE EXPERIENCE: CLIMATES AND VALUE
Room: Wilder F
Discussion Leader: Nobuyuki Fukawa, Missouri University of Science and Technology

COMPREHENSIVE VALUE: A NEW PERSPECTIVE ON VALUE CREATION AND MARKETING’S DOMINANT LOGIC
Cinthia Satornino, University of Connecticut
John Peloza, University of Kentucky
Alexis Allen, University of Kentucky
Rebeca Perren, California State University San Marcos

CUSTOMER VALUE THROUGH RESOURCE INTEGRATION: THE ROLE OF THE INSTITUTIONAL SOLUTION SPACE (AN EXTENDED ABSTRACT)
Peter Ekman, Malardalen University
Julia Jonas, Friedrich-Alexander University
Paul Maglio, University of California Merced
David Reynolds, University of Warwick
Jimmie Röndell, Malardalen University

CUSTOMER COHORT CLIMATES: A CONCEPTUAL MODEL FOR GROUP SERVICE ENCOUNTERS
Linda Lee, KTH Royal Institute of Technology
Ian McCarthey, Simon Fraser University
Debbie Ellis, University of KwaZulu-Natal

Session 8.7. BRAND PERSONALITY AND BRAND EXPERIENCE
Room: Wilder G
Discussion Leader: Varsha Jain, MICA

BRAND ORIENTATION: CONSTRUCT REDEFINITION AND CONCEPTUAL MODEL FOR B2B FIRMS
Priyanka Sharma, Indian Institute of Technology Kanpur
Shashi Shekhar Mishra, Indian Institute of Technology Kanpur

THE PROCESS OF BRAND EXPERIENCE: AN INTERDISCIPLINARY PERSPECTIVE
Yanina Chevtchouk, University of Glasgow
Cleopatra Veloutsou, University of Glasgow
BRAND PERSONALITY SELF-CONGRUITY AND THE PRODUCT LIFE CYCLE: ASSESSMENT OF BEHAVIORAL INTENTIONS TOWARD TOURISM DESTINATIONS
Oliver Cruz-Milan, West Virginia State University

AUTHENTICITY – THE DRIVING FORCE BEHIND THE CORPORATE BRAND SAGA
Terry Beckman, Athabasca University

Session 8.8. TAKING CARE: ISSUES IN PUBLIC POLICY AND CONSUMER WELL-BEING
Room: Continental
Discussion Leader: Srinivasan Swaminathan, Drexel University

HOW MENTAL STIMULATION EXERCISES CAN NUDGE HEALTHIER FOOD CHOICES IN CHILDREN
Dipayan Biswas, University of South Florida
Annika Lueth, University of South Florida

THE DISCLOSURE OF PERSONAL DATA - UNDERSTANDING CUSTOMERS’ EXPECTATIONS
Antje Niemann, Ludwig-Maximilians-Universität Munich
Manfred Schwaiger, Ludwig-Maximilians-Universität Munich

DO I CARE? A PATHOLOGICAL APATHY IN THE CONTEXT OF SUSTAINABLE CONSUMPTION
Spencer Ross, University of Massachusetts Lowell
Paula Dootson, Queensland University of Technology

THE BRIGHT AND DARK SIDES OF PRODUCT CERTIFICATIONS - EXPLORING SIDE EFFECTS ON CONSUMERS' PERCEPTIONS OF NON-CERTIFIED PRODUCTS
Linda Wulf, TU Dortmund University
Soeren Koecher, TU Dortmund University

Session 8.9. RIVALRY AND SPONSORSHIP IN SPORTS MARKETING
Room: Edison I
Discussion Leader: Laura Flurry, Louisiana Tech University

THE ROLE OF TEAM-SPONSOR LOGO COLOR CONGRUITY IN SPONSORSHIP EFFECTIVENESS
Conor Henderson, University of Oregon
Aparna Sundar, University of Oregon
Marc Mazodier, Hong Kong Baptist University

INGROUP FAVORITISM, OUTGROUP ANIMOSITY, AND JOINT CONFLICT: THE ROLE OF AMBIVALENCE IN RESPONSE TO JOINT SPONSORSHIPS (A STRUCTURED ABSTRACT)
Colleen Bee, Oregon State University
Vassilis Dalakas, California State University
WHO IS YOUR TRUE G.O.A.T? ANALYZING THE CAUSE-EFFECT-RELATIONS OF SPORT RIVALRY ON THE EMOTIONAL APPEAL TOWARD A SPORT ATHLETE
Steffen Schmidt, Leibniz University Hannover, Institute of Marketing and Management
Sascha Langner, University of Hannover
Matthias Limbach, Europafachakademie Dr. Buhmann

Session 8.10. PROFESSIONAL DEVELOPMENT SEMINAR AND CERTIFICATE PROGRAM: TEACHING DIGITAL MARKETING

Session 2—Digital Marketing: Creating Assignments and Integrating Industry Resources (Program concludes at 5:30 pm)
Room: Crystal
Instructors: Debra Zahay, St. Edward’s University
Janna Parker, James Madison University
Kevin James, The University of Texas at Tyler

Thursday, 6:00 PM – 7:00 pm
Reception
Windsor Lawn

Thursday, 7:00 pm
Dinner
On Your Own
DAILY HIGHLIGHTS • Friday, May 26, 2017

**Registration**
Viceroy/Regent, 8:00 am - 2:00 pm

**4th Annual Theory Forum—Session 1**
Featuring the Winners of the *AMS Review*/Sheth Foundation Doctoral Competition for Conceptual Articles
Continental, 8:30 am - 10:00 am

**Lamb-Hair-McDaniel Teaching Award Winners**
Edison I, 8:30 am - 10:00 am

**Refreshment Break**
Viceroy/Regent, 10:00 am - 10:30 am

**4th Annual Theory Forum—Session 2**
Featuring the Winners of the *AMS Review*/Sheth Foundation Doctoral Competition for Conceptual Articles
Continental, 10:30 am - 12:00 pm

**AMS Board of Governors Meeting**
Crystal, 12:00 pm - 1:30 pm

**Lunch**
On Your Own, 12:00 pm - 1:30 pm

**Refreshment Break**
Viceroy/Regent, 3:00 pm - 3:30 pm

**AMS Business Meeting**
Windsor, 5:00 pm - 6:00 pm

**President’s Reception**
Garden Patio, 6:00 pm - 7:00 pm

**President’s Banquet**
Crown, 7:00 pm
Friday, 8:30 - 10:00 am

Session 9.1. 4TH ANNUAL THEORY FORUM—SESSION 1
Room: Continental
Chair: Manjit Yadav, Texas A&M University (Editor, AMS Review)
Featuring the Winners of AMS Review/Sheth Foundation Doctoral Competition for Conceptual Articles
Welcome: Jag Sheth, Emory University
Keynote: Don Lehmann, Columbia University
Expert Panel: Barry Babin, Louisiana Tech University
Tomas Hult, Michigan State University
Greg Marshall, Rollins College

DUAL-PROCESS MODEL OF IDENTITY-BASED MOTIVATION FOR ETHICAL CONSUMER BEHAVIOR
Ivan Fedorenko, Bentley University

LOYALTY PROGRAM IN THEORY AND RESEARCH: A CONCEPTUAL MODEL OF LOYALTY PROGRAM EFFECTIVENESS
Jisu J. Kim, University of Washington
Lena Steinhoff, University of Paderborn
Robert W. Palmatier, University of Washington

FRONTLINE KNOWLEDGE NETWORKS IN OPEN COLLABORATION MODELS FOR SERVICE INNOVATIONS
Ozlem Ozkok, University of Melbourne
Simon Bell, University of Melbourne
Jagdip Singh, Case Western Reserve University
Kwanghui Lim, Melbourne Business School

Session 9.2. SUSTAINABILITY AND CONSUMER PERCEPTIONS
Room: Spreckels A/B
Discussion Leader: Dennis Kopf, University of Wisconsin-Whitewater

EVALUATING SUSTAINABILITY AS A CORE COMPETENCY: CONSUMER RESPONSE TO SUSTAINABLE PRODUCTS
Clyde Eirikur Hull, Rochester Institute of Technology
Jennifer Russell, Rochester Institute of Technology
Monika Kukar-Kinney, University of Richmond

UNDERSTANDING CONSUMERS' PERCEPTION OF SUSTAINABLE CONSUMPTION: A ZMET APPROACH
Setayesh Sattari, Linnaeus University
Kaveh Peighambari, Linnaeus University
Arash Kordestani, Lulea University of Technology

THE EFFECT OF CONSTRUALS ON APATHETIC CONSUMPTION TENDENCIES: A FIELD EXPERIMENT
Spencer Ross, University of Massachusetts Lowell
Paula Dootson, Queensland University of Technology
“I WOULD LIKE AN EUROPEAN ECO-PRODUCT!”: A STUDY ON THE PREFERENCE OF ALGERIAN AND TUNISIAN CONSUMERS FOR LOCAL ECOLOGICAL PRODUCTS
Mohamed Akli Achabou, IPAG Business School
Sihem Dekhili, University of Strasbourg
Mohamed Hamdoun, Dhofar University

Session 9.3. SHOPPING CHANNELS AND CONSUMER EMOTIONS
Room: Spreckels C/D
Discussion Leader: Jeffrey Carlson, University of Richmond

INFORMATION SEARCH AT THE POINT OF SALE: HOW INFORMATION SOURCE INFLUENCES CUSTOMERS’ PURCHASE CHANNEL SWITCHING INTENTIONS
Andreas Kessenbrock, TU Dortmund University
Soeren Koecher, TU Dortmund University

THE VALUE OF SHOPPING CHANNELS AND THE RELATIONSHIP WITH SOCIAL EXCLUSION AND PERCEIVED WELLBEING (A STRUCTURED ABSTRACT)
Eleftherios Alamanos, Newcastle University
Savvas Papagiannidis, Newcastle University
Charles Dennis, Middlesex University London
Michael Bourlakis, Cranfield University

TOWARD THE IDENTIFICATION OF CUSTOMER RETAILER NOSTALGIA
Hyunju Shin, Georgia Southern University
Janna Parker, James Madison University

BUDGETING BIASES ACROSS CONSUMPTION CATEGORIES
Yang He, Belmont University

Session 9.4. WHAT’S IN A REVIEW?
Room: Wilder E
Discussion Leader: Kirk Plangger, Kings College London

THE INFLUENCE OF AUDIENCE AND SELF-CONSTRUAL ON THE CONTENT OF ONLINE REVIEWS
Agnieszka Zablocki, Vienna University of Economics and Business
Bodo Schlegelmilch, Vienna University of Economics and Business
Michael Houston, University of Minnesota

THE PROSTHETIC GENERATION IS ALL AROUND US: FEELINGS AND EMOTIONS ABOUT KNEE REPLACEMENT SURGERY AND THEIR IMPACT ON OVERALL SENTIMENT
Christine Pitt, Royal Institute of Technology
Amir Dabirian, Royal Institute of Technology
Elsamari Botha, University of Capetown
Jan Kietzmann, Simon Fraser University
Hoda Diba, Lulea University of Technology
I CAN’T WAIT TO SEE THIS: AN EXPLORATORY RESEARCH ON ONLINE CONSUMER WORD-OF-MOUTH ON MOVIES
Julia Kampani, University of Bath
Chris Archer-Brown, University of Bath
Haiming Hang, University of Bath

THE ROLE OF CONSUMER INNOVATIVENESS IN MOBILE COMMERCE USAGE: A COMPARISON OF TWO EMERGING COUNTRIES
Abdul Ashraf, Goodman School of Business, Brock University
Narongsak (Tek) Thongpapanl, Goodman School of Business, Brock University
Ali Anwar, Goodman School of Business, Brock University

Session 9.5. ARE ALL CUSTOMERS WORTH KEEPING?
Room: Wilder F
Discussion Leader: Julie Moulard, Louisiana Tech University

CUSTOMERS’ ATTITUDBINAL, EMOTIONAL AND BEHAVIORAL RESPONSES TO FIRM-INITIATED SERVICE TERMINATION
Amin Nazifi, University of Edinburgh
Dahlia El-Manstrly, University of Edinburgh

DOES CUSTOMER CO-CREATION REALLY PRODUCE VALUE?
Weiling Zhuang, Eastern Kentucky University
Barry Babin, Louisiana Tech University

MANAGEMENT RESPONSES TO NEGATIVE ONLINE CUSTOMER REVIEWS: THE EFFECT OF COMPENSATION AND EXPLANATION ON THE OBSERVER’S PURCHASE INTENTION
Micahel Schade, University of Bremen
Rico Piehler, University of Bremen
Ines Nee, Philips Germany
Christoph Burmann, University of Bremen

CUSTOMER-CREATED GUILT IN SERVICES: EXAMINING PROCESS AND MODERATING EFFECTS
Kathrynn Pounders, The University of Texas at Austin
Julie Moulard, Louisiana Tech University
Barry Babin, Louisiana Tech University

Session 9.6. CELEBRITY ENDORSEMENT AND NOSTALGIA
Room: Wilder G
Discussion Leader: Thomas Wittkop, Ostwestfalen-Lippe University

I AM FEELING BACK TO THOSE DAYS: THE THREE-WAY INTERACTION EFFECT OF NOSTALGIA, AGE, AND GENDER ON YOUTHFULNESS IN NOSTALGIA ADVERTISING
Young K. Kim, University of Iowa
Mark Y. Yim, University of Massachusetts-Lowell
IDLE SPECULATION OR PROFICIENT PROGNOSIS? – HOW TO EMPLOY CELEBRITY ENDORSEMENT MODELS SMARTLY
Klaus-Peter Wiedmann, Leibniz Universität Hannover
Walter von Mettenheim, Leibniz Universität Hannover

THE EFFECTS OF CELEBRITY ATTRACTIVENESS AND IDENTIFICATION ON ADVERTISING INTEREST
Priscilla Patel, University of Lethbridge
Michael Basil, University of Lethbridge

PHYSICAL ATTRACTIVENESS IN ADVERTISING: CAN AN ENDORSER BE TOO ATTRACTIVE
Rachelle Jantzon, University of Lethbridge
Michael Basil, University of Lethbridge

Session 9.7. AMF-AMS SPECIAL SESSION: INNOVATION STRATEGIES AND MARKETING – INSIGHTS FROM RAM SPECIAL ISSUES
Room: Wilder H
Discussion Leader: Jean-Luc Herrmann, University of Lorraine

TEAM CREATIVITY: CREATIVE SELF-EFFICACY, CREATIVE COLLECTIVE EFFICACY AND THEIR DETERIMENTS
Maud Dampérat, University of Grenoble Alpes
Florence Jeannot, INSEEC Business School
Eline Jongmans, University of Grenoble Alpes
Alain Jolibert, INSEEC Business School

TEN YEARS OF VALUE COCREATION: AN INTEGRATIVE REVIEW
Thomas Leclercq, Catholic University of Louvain
Wafa Hammeci, University of Namur
Ingrid Poncin, Catholic University of Louvain

A BETTER UNDERSTANDING OF THE ROLE AND UNDERLYING MECHANISM OF STIMULATING MENTAL IMAGERY IN IMPROVING THE CREATIVITY OF “ORDINARY USERS”
Cyrielle Vellera, University of Toulouse
Marie-Laure Gavard-Perret, University of Grenoble Alpes

Session 9.8. SPECIAL SESSION: MEET WITH JOURNAL EDITORIAL REVIEWERS – AN INTERACTIVE DISCUSSION ON THE DIFFICULTIES AND ISSUES FACING AUTHORS IN THE JOURNAL REVIEW PROCESS
Room: Edison J/K
Discussion Leader: David J. Ortinau, University of South Florida

Panelists:
Les Carlson, University of Nebraska
Michael J. Dorsch, Clemson University
Diana Haytko, Florida Gulf Coast University
Patricia Norberg, Quinnipiac University
David J. Ortinau, University of South Florida
Session 9.9. **LAMB-HAIR-MCDANIEL AMS TEACHING AWARD**
Room: Edison I
Discussion Leader: Dipayan Biswas, *University of South Florida*
Panelists: Bernadette Kamleitner, *Vienna University of Economics and Business*
         Claas Christian Germelmann, *Universität Bayreuth*
         Joel Le Bon, *University of Houston*

Friday, 10:00 - 10:30 am

**Refreshment Break**
Viceroy/Regent

Friday, 10:30 am - 12:00 pm

Session 10.1. **4TH ANNUAL THEORY FORUM—SESSION 2**
Room: Continental
Chair: Manjit Yadav, *Texas A&M University (Editor, AMS Review)*
      Featuring the Winners of *AMS Review/Sheth Foundation Doctoral Competition for Conceptual Articles*
Expert Panel: Barry Babin, *Louisiana Tech University*
             Tomas Hult, *Michigan State University*
             Greg Marshall, *Rollins College*

**IDIOSYNCRATIC COMMITMENT EFFECT: EARLY EXPERIENCE TO USHER IN COMMITMENT IN FIRMS**
Shashank (Sash) Vaid, *University of Houston*
Michael Ahearne, *University of Houston*

**INNOVATION AS EMERGENCE: DECOMPOSING THE INSTITUTIONALIZATION PROCESS**
Claudia M. Vaughan, *University of Hawai‘i at Manoa*
Stephen L. Vargo, *University of Hawai‘i at Manoa*

**THE EXTENDED SELF, PRODUCT VALUATION, AND THE ENDOWMENT EFFECT**
Daniel Villanova, *Virginia Tech*

Session 10.2. **DOCTORAL COLLOQUIUM: CONSUMER BEHAVIOR**
Room: Wilder E
Discussion Leader: Altaf Merchant, *University of Washington-Tacoma*

**HOW DOES NOSTALGIA AFFECT DONOR GIVING BEHAVIOR?**
Kristina Stuhler, *Old Dominion University*
EXPLORING THE ROLE OF RELIGION IN THE ETHNIC IDENTIFICATION AND ACCULTURATION PROCESS OF THE SECOND GENERATION ASIAN PAKISTANIS IN BRITAIN
Zeeshan Rafiq, University of Edinburgh, Business School

SOCIAL AND SPATIAL DISTANCE IN DECISION MAKING: CAN CULTURE PLAY A ROLE?
Shuang Wu, Louisiana Tech University

Session 10.3. PRICE COMPETITION AND PRICING STRATEGIES
Room: Wilder F
Discussion Leader: Lan Xia, Bentley University

THE IMPACT OF NEW PRODUCT INTRODUCTION ON INTER-TIER PRICE COMPETITION (AN ABSTRACT)
K. Sivakumar, Lehigh University

SWITCHING FROM FREE TO FEE: MORE THAN JUST A PRICE INCREASE?
Gerrit Cziehso, TU Dortmund University
Tobias Schaefers, TU Dortmund University
Monika Kukar-Kinney, University of Richmond

CAUSE RELATED MARKETING AND PRICE ENDINGS: RIGHT DIGIT EFFECT
Mazen Jaber, Saginaw Valley State University
Kylie Jaber, Saginaw Valley State University

MY LOSING PROPOSITION - THE ROLE OF OWNERSHIP IN SUNK COST EFFECTS
Stephan Dickert, Queen Mary University of London
Bernadette Kamleitner, Vienna University of Economics and Business
Sophie Sussenbach, WU Vienna University of Economics and Business
Erdem Geveze, WU Vienna University of Economics and Business

Session 10.4. SPECIAL SESSION: THE PhD PROGRAM AND PROCESS – CHALLENGES AND STRATEGIES FROM A DOCTORAL PROGRAM DIRECTOR, DOCTORAL FACULTY AND DOCTORAL STUDENT PERSPECTIVE
Room: Edison J/K
Discussion Leader: Kevin Shanahan, Mississippi State University
Panelists: Joel Collier, Mississippi State University
Robert Barnwell, University of Tennessee at Martin
Stacie Waites, Mississippi State University
Kevin Shanahan, Mississippi State University
Session 10.5. **CAUSE-RELATED MARKETING AND THE SOCIA LLY CONSCIOUS CUSTOMER**  
Room: Spreckels A/B  
Discussion Leader: Cuauhtemoc Luna-Nevarez, Sacred Heart University  

**CAUSE-RELATED MARKETING AND MILLENNIALS: IMPACT OF PRODUCT TYPE AND DONATION STYLE**  
K. Bryant Smalley, Georgia Southern University  
Jacob C. Warren, Mercer University  
Jacqueline K. Eastman, Georgia Southern University  

**THE CAUSE-RELATED MARKETING PARADOX: PURCHASING PRODUCTS WITH A CAUSE LICENSES SELF-INTEREST, SELF-INDULGENCE OR LESS HELPING BEHAVIOR**  
Xing-Yu Chu, National Sun Yat-sen University  
Chun-Tuan Chang, National Sun Yat-sen University  

**TIES THAT BIND: EXPLORING EXISTING BRAND AND CAUSE RELATIONSHIPS IN CAUSE-RELATED MARKETING CAMPAIGNS**  
Alisha Horky, Elon University  
Carri Tolmie, Elon University  

**THE BROKEN RECORD: HOW THE MUSIC INDUSTRY IS MAKING SENSE OF UNCERTAINTY AND CHANGE**  
Todd Green, Goodman School of Business, Brock University  
Gary Sinclair, University of Stirling  

Session 10.6. **LET'S TALK ABOUT IT**  
Room: Spreckels C/D  
Discussion Leader: Gavin Northey, University of Auckland  

**SEEING IS BELIEVING... OR IS IT? THE EFFECT OF PRODUCT REVIEW MODALITY AND VALENCE (A STRUCTURED ABSTRACT)**  
Chatdanai Pongpatipat, Saginaw Valley State University  
Michaela Hoogerhyde, Saginaw Valley State University  

**E-SERVICE QUALITY AND EWOM: THE MODERATING ROLE OF CUSTOMERS’ RISK ORIENTATION AND MORAL IDENTITY**  
Alessandro Biraglia, Leeds University Business School, University of Leeds  
Shahin Assadinia, Norwich Business School, University of East Anglia  
Vita Kadile, Leeds University Business School, University of Leeds  

**INVESTIGATING ONLINE REVIEWS—THE INTERACTION BETWEEN ONLINE REVIEW VOLUME AND VALENCE**  
Elika Kordrostami, Humboldt State University  
Yuping Liu-Thompkins, Old Dominion University  
Vahid Rahmani, Old Dominion University  

**EFFECTS OF TEMPORAL AND PHYSICAL DISTANCE ON ONLINE WORD-OF-MOUTH EVALUATION**  
Zhengjie Li, New York University  
Zhen Yang, Drexel University
Session 10.7. INNOVATION AND EMERGENCE: SOCIOCULTURAL FACTORS INFLUENCING CONSUMER BEHAVIOR
Room: Wilder G
Discussion Leader: Nasir Salari, Texas State University

THE MODERATING EFFECTS OF FATALISM AND TRADITIONALISM ON INNOVATION RESISTANCE
Nasir Salari, Bathspa University
Eric Shiu, University of Birmingham
Tao Zhang, University of Birmingham

PERCEIVED SECURITY RISK AND SHOPPING BEHAVIOR: AN EXPOSITION IN EMERGING MARKETS
Enrique Becerra, Texas State University
Vishag Badrinarayanan, Texas State University
Maria Cecilia Herniquez-Daza, Pontificia Universidad Javeriana-Cali

ADOPTION OF AUGMENTED REALITY TECHNOLOGIES IN TOURISM: VISITORS’ ACCEPTANCE OF SMART GLASSES
Aarash Baktash, Taylor’s University
Nina Krey, Rowan University
Vikneswaran Nair, Taylor’s University
Philipp Rauschnabel, University of Michigan-Dearborn

Session 10.8. ONLINE SPORTS AND IN-PERSON GIVEAWAYS
Room: Wilder H
Discussion Leader: R. K. Sriastava, Sydenham Institute of Management Studies, University of Mumbai

THE REVENGE OF THE NERDS: UNCOVERING PRACTICES OF E-SPORTS AND FANTASY SPORTS
Arne Baruca, Texas A&M University - San Antonio
Ebru Ulusoy, SUNY Farmingdale State College

RECIPIROCAL INTENTIONS: EFFECTS OF PROMOTIONAL GIVEAWAYS ON CONSUMERS’ IN-VENUE SPENDING INTENTIONS
Mujde Yuksel, Suffolk University
Robert Smith, Suffolk University
Catherine McCabe, Suffolk University

Session 10.9. SPECIAL SESSION: THE TRUTH ABOUT TRANSPARENCY AND AUTHENTICITY ON SOCIAL MEDIA – HOW BRANDS COMMUNICATE & HOW CUSTOMERS RESPOND
Room: Edison I
Discussion Leader: Katharine Howie, University of Lethbridge

THE EFFECT OF CLEAR VS. AMBIGUOUS SPONSORSHIP DISCLOSURE IN SOCIAL MEDIA POSTS
Katharine Howie, University of Lethbridge
Rebecca VanMeter, Ball State University
IS IT BETTER TO BEG FOR FORGIVENESS THAN SEEK PERMISSION?
PERMISSION MARKETING AND BRAND AUTHENTICITY IN SOCIAL
MEDIA MARKETING
Kesha K. Coker, Eastern Illinois University
Parker J. Woodruff, University of Central Arkansas

AUTHENTICITY: A “REAL” LOOK AT WHAT IT MEANS FOR
BRANDED SOCIAL MEDIA CONTENT
Holly A. Syrdal, University of Southern Mississippi

Friday, 12:00 - 1:30 pm

Lunch
On Your Own

AMS Board of Governors Meeting
Crystal

Friday, 1:30 - 3:00 pm

Session 11.1. SPECIAL SESSION: CASE TEACHING AND CASE WRITING
Room: Continental
Discussion Leader: Steven Dahlquist, Central Michigan University
Panelists: Leyland Pitt, Simon Fraser University
          Adam J. Mills, Loyola University New Orleans
          Karen Robson, Central Michigan University
          Jan Kietzmann, Simon Fraser University
          Michael Parent, University of Ottawa
          Stefanie Beninger, Simon Fraser University
          Anjali Bal, Babson College

Session 11.2. INNOVATIONS IN MARKETING PEDAGOGY
Room: Wilder E
Discussion Leader: Joel Collier, Mississippi State University

REDEFINING SERVICESCAPE IN HIGHER EDUCATION: THE
TRANSFORMATIVE EDUCATIONAL SERVICESCAPE
Nina Krey, Rowan University
Joanne T. Cao, University of Southern Mississippi
Jennifer A. Espinosa, Rowan University

WIZARDRY IN QUALITATIVE MARKETING ANALYSIS: A TOOL BOX
FOR TEACHING
Varsha Jain, MICA
Philip Kitchen, Salford University
Ganesh B. E., MICA
BRINGING PRACTITIONER INTO THE CLASSROOM: STUDENT REFLECTIONS AND LEARNING TYPES
Peter Ekman, Malardalen University
Eva Maaninen-Olsson, Malardalen University
Angelina Sundstrom, Malardalen University

CAN ACADEMICS PROVIDE VALUE TO PRACTITIONERS? THE PRACTITIONER RESPONSE TO ACADEMIC RESEARCH OUTPUT
Chris Hinsch, Grand Valley State University
Joseph Horak, Horak Family Psych Services
Josip Kotlar, Lancaster University

Session 11.3. COMMUNICATION SHAKE-DOWN: FINDINGS FROM FOOD ADVERTISING AND MESSAGING RESEARCH
Room: Wilder F
Discussion Leader: Christian Bushardt, Louisiana Tech University

THE CROSS-MODAL EFFECTS OF COLOUR IN FOOD ADVERTISING
Gavin Northey, University Of Auckland
Matthew Chylinski, University Of New South Wales
Liem Ngo, University Of New South Wales
Patrick van Esch, Moravian College

IS TWO REALLY BETTER THAN ONE? THE EFFECTS OF DUAL LANGUAGE LABELLING ON CONSUMER PERCEPTIONS AND PURCHASE INTENTION
Sabrina Heix, TU Dortmund University
Linda Wulf, TU Dortmund University
Soeren Koecher, TU Dortmund University
Hartmut Holzmueller, TU Dortmund University

COOL OR UNCOOL? USING ASSOCIATIVE GROUPS TO PROMOTE HEALTHY EATING TO YOUNG CONSUMERS (A STRUCTURED ABSTRACT)
Vassilis Dalakas, California State University San Marcos
Kristin Stewart, California State University San Marcos

Session 11.4. FUTURISTIC MARKETING, TECHNOLOGY, AND EMERGING TRENDS I
Room: Wilder G
Discussion Leader: Andrew Flostrand, Luleå University of Technology

FORMATION OF SATISFACTORY AND DISSATISFACTORY EXPERIENCES WITH AUGMENTED REALITY
Atieh Poushneh, The University of Texas Rio Grande Valley
Arturo Vasquez-Parraga, The University of Texas Rio Grande Valley

HARNESSING MOTIVATIONS FOR ENERGY UTILITY CROWDSOURCING ACTIVITIES (AN ABSTRACT)
Andrew Flostrand, Luleå University of Technology
Terrence Brown, Royal Institute of Technology and Luleå University of Technology
THE SPELL OF CUTENESS IN FOOD COMMUNICATION? IT DEPENDS ON CONSUMPTION MOTIVATION, FOOD TYPE AND INCIDENTAL AFFECT
Hsiao-Ching Lee, National Kaohsiung University of Applied Sciences
Xing-Yu Chu, National Sun Yat-sen University
Chun-Tuan Chang, National Sun Yat-sen University
Yu-Shian Huang, Chyi Cheng Co., LTD.
Yu-Hsuan Chen, Chung-Hua Institution for Economic Research

Session 11.5. FROM “IT’S MINE” TO “IT’S YOURS”
Room: Crystal
Discussion Leader: Abdul Ashraf, Goodman School of Business, Brock University

WHY DO CONSUMERS SHARE CONTENT ON THE INTERNET? A USES AND GRATIFICATIONS APPROACH
Cheng-Chieh Hsiao, Shih Hsin University

CONTENT CURATORSHIP AND COLLABORATIVE FILTERING: A SYMBOLIC INTERACTIONIST APPROACH
Kerry Chipp, KTH Royal Institute of Technology and University of Pretoria
Carola Strandberg, Lulea University of Technology
Atanu Nath, Sogn and Fjordane University College
Meyser Abduljabbar, KTH Royal Institute of Technology

INCENTIVIZING CONSUMER SHARING IN SOCIAL MEDIA: THE ROLE OF AUDIENCE SIZE
Yueming Zou, Longwood University
Yuping Liu-Thompkins, Old Dominion University

THE POTENTIAL BENEFITS OF OFFERING A SUITABLE MOBILE COMMERCE EXPERIENCE TO YOUR CUSTOMERS
Narongsak (Tek) Thongpapanl, Goodman School of Business, Brock University
Abdul Ashraf, Goodman School of Business, Brock University
Luciano Lapa, Goodman School of Business, Brock University

Session 11.6. MARKETING-MIX RESEARCH AND BUSINESS-TO-CUSTOMER ISSUES
Room: Wilder H
Discussion Leader: Juliann Allen, Louisiana Tech University

HEDONIC PRICING METHOD, THE THIRD LAW OF DEMAND, AND MARKETING STRATEGY
Chih-Ning (Chandler) Chu, Chung Yuan Christian University
Ting-Yuan Huang, Feng Chia University
Sandra S. Liu, Purdue University
IDENTIFYING BRAND SENTIMENT THROUGH ANALYTICS
Hamid Shirdastian, Concordia University
Michel Laroche, Concordia University
Marie-Odile Richard, SUNY Polytechnic Institute

THEORETICAL PATH FOR B2C MARKETING: TRANSACTIONAL OR RELATIONAL EXCHANGE THEORY?
Aswo Safari, Uppsala University
Gerald Albaum, University of New Mexico

SERVICE PROVIDER ABSENTEEISM: WHAT HAPPENS WHEN YOU’RE NOT THERE? AN EXPLORATORY STUDY
Joshua Denton, Mississippi State University
Melissa Moore, Mississippi State University
Robert Moore, Mississippi State University

Friday, 3:00 - 3:30 pm

Refreshment Break
Viceroy/Regent

Friday, 3:30 - 5:00 pm

Session 12.1. SPECIAL SESSION: EXPLORING INCIDENTAL PRODUCT PLACEMENTS ACROSS COMMUNICATION CONTEXTS – HYPE VERSUS REALITY?
Room: Spreckels A/B
Discussion Leader: Kathrynn Pounders, The University of Texas at Austin

DO BRANDS APPEARING IN TEXTBOOKS INFLUENCE STUDENTS? INSIGHTS FROM AN EXPLORATORY STUDY
Laurie Babin, University of Louisana Monroe
Mathieu Kacha, University of Lorraine
Jean-Luc Herrmann, University of Lorraine
Barry Babin, Louisiana Tech University

STUDENT PARTICIPATION IN MARKETING EXPERIMENTS: A SUBTLE INFLUENCE?
Nina Krey, Rowan University
Adilson Borges, Reims Management School

LUCY IN THE SKY WITH DIAMONDS: AVENUES FOR RESEARCHING BRAND AND CONSUMPTION EXPERIENCES IN POPULAR MUSIC
Eric Harris, Pittsburg State University
Linden Dalecki, Pittsburg State University
INCIDENTAL BRAND EXPOSURE IN VARIOUS ENTERTAINMENT HIGHLIGHT VIDEOS: TRACKING VIEWERS’ VISUAL ATTENTION
Ingrid Poncin, Catholic University of Louvain
Christian Derbaix, Catholic University of Louvain
Mathieu Kacha, University of Lorraine
Jean-Luc Herrmann, University of Lorraine

Session 12.2. THE NATION, COUNTRY-OF-ORIGIN, AND ETHNOCENTRISM
Room: Wilder E
Discussion Leader: Juliann Allen, Louisiana Tech University

DON’T DARE TO BLUR OUR BOUNDARIES – BALANCING BETWEEN CURRENT AND PAST IDENTITIES
Justina Gineikiene, ISM University of Management and Economics
Vida Skudiene, ISM University of Management and Economics

COUNTRY-OF-ORIGIN AND BRAND POSITIONING FOR HIGH-INVOLEMENT HEALTH CARE WORKERS
Katherine Meese, University of Alabama, Birmingham
Thomas Powers, University of Alabama, Birmingham
S. Robert Hernandez, University of Alabama, Birmingham
Andrew Garman, Rush University
Tricia Johnson, Rush University

INVESTIGATING THE MALINCHISM-NATIONALISM PARADOX IN HISPANIC TV ADVERTISING
Adesegun Oyedele, St. Cloud State University
Monica Hernandez, Texas A&M University, Corpus Christi

Session 12.3. BRANDING ON DIGITAL MEDIA
Room: Wilder F
Discussion Leader: Joseph Vella, Bryant University

CUSTOMER-BASED-BRAND EQUITY IN THE DIGITAL AGE – DEVELOPMENT OF A THEORETICAL FRAMEWORK
Agnieszka Zablocki, Vienna University of Economics and Business
Bodo Schlegelmilch, Vienna University of Economics and Business
Elena Schantl, Vienna University of Economics and Business

CUSTOMER-BASED ONLINE REPUTATION: ONE KEY ANTECEDENT AND SOME CONSEQUENCES
Chebli Youness, University of Grenoble Alpes
Pierre Valette-Florence, University of Grenoble Alpes

10MILLION FOLLOWERS AND COUNTING: HOW DIGITAL BRAND ALLIANCES BETWEEN ONLINE INFLUENCERS AND BRANDS IMPACT CONSUMER VALUE PERCEPTIONS
Jaywant Signh, Kingston University
La Toya Quamina, Kingston University
Tao Xue, Kingston University
DRIVERS OF BRAND PAGE ATTACHMENT
Rico Piehler, University of Bremen
Michael Schade, University of Bremen
Barbara Kleine-Kalmer, Anheuser-Busch InBev
Christoph Burmann, University of Bremen

Session 12.4. BEST PRACTICES IN MARKETING PEDAGOGY
Room: Edison I
Discussion Leader: Kevin Shanahan, Mississippi State University

CREATING VALUE IN AN INTRODUCTION TO MARKETING COURSE USING A SIMULATION
Debbie Laverie, Texas Tech University
Miles Condon, Texas Tech University
William Humphrey Jr., Ithica College
Corky Mitchel, Spry Marketing

PERCEIVED VALUE OF AN ONLINE INTERACTIVE LEARNING TOOL AND ITS CRITICAL ANTECEDENTS
Qin Sun, Trident University International
Yann Abdourazakou, California State University Dominguez Hills
Thomas J. Norman, California State University Dominguez Hills

EXPERIENTIAL LEARNING AND VALUE CO-CREATION IN THE CLASSROOM: A NEW EXAMINATION USING SOCIAL MEDIA MONITORING
Leigh Anne Donovan, Illinois State University
Chihiro Ishida, Illinois State University
Peter Kaufman, Illinois State University

Session 12.5. SUPPLY CHAIN MANAGEMENT IN ACTION: STOPPING SPILLOVER, BUILDING SUSTAINABILITY, AND AVOIDING DISASTERS
Room: Wilder G
Discussion Leader: Jennifer A. Espinosa, Rowan University

THE SPILLOVER EFFECTS OF NEGATIVE SUPPLY CHAIN INFORMATION ON CONSUMERS’ PERCEPTIONS OF PRODUCT ATTRIBUTES
Hannah Stolze, Wheaton College
Jon Kirchoff, East Carolina University
Bridget Nichols, Northern Kentucky University
Connor Brown, Wheaton College

STAKEHOLDER CONSIDERATIONS IN CORPORATE EFFORTS OF BUSINESS SUSTAINABILITY (AN ABSTRACT)
Goran Svensson, Kristiania University College
Carlos Ferro, Vigo University
Nils Høgevold, Kristiania University College
Carmen Padin Fabeiro, Vigo University
Juan Carlos Sosa-Varela, Turabo University
Beverly Wagner, University of Strathclyde
VALUE CREATION FOR EMERGENCY SUPPLY CHAIN MEMBERS
Iana Lukina, University of South Florida
Robert Hooker, University of South Florida

Session 12.6. BRANDS BEING SOCIAL
Room: Spreckels C/D
Discussion Leader: Benjamin Wright

BRANDING ON FACEBOOK: THE MIX, EQUITY, AND INTENTION OF FIRMS
Benjamin Wright

CONTENT STRATEGIES FOR FACEBOOK MARKETING – A CASE STUDY OF A LEADING FAST FOOD BRAND PAGE
Len Tiu Wright, University of Huddersfield
Hazem Gaber, University of Huddersfield
Robin Robin, University of Huddersfield

NEW MEDIA CELEBRITY AND SOCIAL MEDIA PROMOTIONS (A STRUCTURED ABSTRACT)
Alyssa Reynolds, New Mexico State University

EXPLORING THE IMPACT OF BRAND SELFIE ON BRAND ATTITUDE IN THE TWITTERSPHERE
Xia Liu, Rowan University

Friday, 5:00 - 6:00 pm

AMS Business Meeting
Windsor

Friday, 6:00 - 7:00 pm

President’s Reception
Garden Patio

Friday, 7:00 pm

President’s Banquet
Crown
DAILY HIGHLIGHTS • Saturday, May 27, 2017

Post-Conference Workshop: Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3
Edison I, 9:00 am - 2:00 pm

AMS Golf Tournament
Coronado Golf Course, 12:00 - 5:00 pm

Saturday, 9:00 am - 2:00 pm
Post-Conference Workshop: Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3
Room: Edison I
Instructors: Joe F. Hair, Jr., University of South Alabama
Marko Sarstedt, Otto-von-Guericke-University Magdeburg, Germany/University of Newcastle, Australia

Saturday, 12:00 - 5:00 pm

AMS Golf Tournament
Coronado Golf Course
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Springer Science - Business Media
Property Map

Hotel del Coronado

- VICTORIAN BUILDING
  - 1. Crown Room
  - 2. Coronet Room
  - 3. Ballroom
  - 4. Carousel
  - 5. Windsor Complex
  - 6. Windsor
  - 7. Embassy
  - 8. Crystal
  - 9. Continental
  - 10. Executive Room
  - 11. Garden Room
  - 12. Hanover
  - 13. Stuart
  - 14. Tudor
  - 15. Kent
  - 16. York

- GRANDE HALL
  - 17. Grande Hall Foyer
  - 18. Empress
  - 19. Regent
  - 20. Viceroy
  - 21. Upper Grande Hall
  - 22. Spreckels Complex
  - 23. Spreckels Salon A
  - 24. Spreckels Salon B
  - 25. Spreckels Salon C
  - 26. Spreckels Salon D
  - 27. Wilder Complex
  - 28. Wilder Salon E
  - 29. Wilder Salon F
  - 30. Wilder Salon G
  - 31. Wilder Salon H
  - 32. Edison Complex
  - 33. Edison Salon I
  - 34. Edison Salon J
  - 35. Edison Salon K
  - 36. Board Room

- CALIFORNIA CABANAS
  - 37. Tropics
  - 38. Sea Breeze
  - 39. Palm
  - 40. Sunset
  - 41. Strand
  - 42. Bayside
  - 43. Pointe
  - 44. Pacifica
  - 45. Tide
  - 46. Coastal
  - 47. Surf

- OUTDOOR VENUES
  - 48. Windsor Lawn
  - 49. Vista Walk
  - 50. Sun Deck
  - 51. Garden Patio
  - 52. Thomas Lawn

- VICTORIAN BUILDING LOWER LEVEL
- CALIFORNIA CABANAS

- GRANDE HALL

- Orange Avenue
- Main Resort Entrance
- Pool
- Ocean Towers
- Boardwalk Pool

- North Beach
- Main Beach
- Windsor Lawn
- Garden Patio
- Vista Walk

Elevators
Business Center
GRANDE HALL
VICTORIAN BUILDING
Grande Hall

Upper & Lower Levels

17. Grande Hall Foyer
18. Empress
19. Regent
20. Viceroy
21. Upper Grande Hall
22. Spreckels Complex
23. Spreckels Salon A
24. Spreckels Salon B
25. Spreckels Salon C
26. Spreckels Salon D
27. Wilder Complex
28. Wilder Salon E
29. Wilder Salon F
30. Wilder Salon G
31. Wilder Salon H
32. Edison Complex
33. Edison Salon I
34. Edison Salon J
35. Edison Salon K
36. Boardroom