AMS SOCIAL MEDIA

2018 Annual Conference Hashtag

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Boundary Blurred: A Seamless Customer Experience in Virtual and Real Spaces

“We see our customers as invited guests to a party, and we are the hosts. It’s our job every day to make every important aspect of the customer experience a little bit better.”

-Jeff Bezos, Founder and CEO of Amazon.com

Consumers today do not simply demand engaging online or offline experiences anymore; they increasingly focus on one seamless experience throughout their journey across virtual and real spaces. While shopping in a physical store, consumers are checking their smart phones for customer reviews and competitive information, and catching a Pokemon or two at the same time. Online experience is no longer only about price shopping and convenience, and offline is no longer only about SKUs. Individual channels matter less and less; it is the omni-channel experience that is becoming main-stream. The fast pace of technological development, increasing peer customer and social influence, ever shifting customer tastes, and a tremendous diversity of customer needs signal the upcoming golden age of marketing as well as the challenges it brings. Marketers need to keep pace and continually adapt and contribute to the changing consumer landscape. Through countless touchpoints across different channels and media, marketers today can learn more about their customers and are better equipped than ever to provide them with a desired augmented experience: easy, fun, relevant, engaging, and efficient.

This year’s conference theme focuses on exploring how marketers can learn about customers through big data and integration of information from digital and other sources and utilize their knowledge to create an enhanced customer experience throughout the customer journey.

2018 Conference Co-Chairs:
Monika Kukar-Kinney, University of Richmond, USA
Lan Xia, Bentley University, USA
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2018 AMS CONFERENCE TRACKS & TRACK CHAIRS

Advertising & IMC
Jeffrey Carlson, University of Richmond, USA
Ioannis Kareklas, SUNY at Albany, USA

B2B Marketing & Channels of Distribution
Tobias Schäfers, TU Dortmund, Germany
Mark Groza, Northern Illinois University, USA

Brand Management
Brian Brown, Virginia Commonwealth University, USA
Mayoor (Max) Mohan, Virginia Commonwealth University, USA

Consumer Behavior
Sara Hanson, University of Richmond, USA
Cat Armstrong-Soule, Western Washington University, USA

Digital Marketing & Social Media
Debra Zahay, St. Edward’s University, USA
Janna Parker, James Madison University, USA
Juli James, St. Edward’s University, USA

Ethics, Sustainability & Corporate Social Responsibility
Nada Nasr Bechwati, Bentley University, USA
Gary Ottley, Babson College, USA

International Marketing
Piyush Sharma, Curtin University, Australia
Russel Kingshott, Curtin University, Australia

Innovation & New Product Development
Yinghong (Susan) Wei, Texas A&M International University, USA
Anna Cui, University of Illinois, Chicago, USA

Marketing Metrics, Analytics, & Research Methods
Marko Sarstedt, Otto-von-Guericke-Universität, Germany
Jamie Carlson, University of Newcastle, Australia

Marketing Pedagogy & Education
Agung Sembada, Monash University, Malaysia
Treasa Kearney, University of Liverpool, UK

Marketing Strategy
Yong Wang, Ohio University, USA
Joicey Wei Jie, SIM University, Singapore
Public Policy & Marketing for Non-Profits
Vincent Xie, University of Massachusetts Boston, USA
Colleen Bee, Oregon State University, USA

Relationship Marketing: B2B & B2C
Kishore Gopalakrishna Pillai, University of East Anglia, UK
David Woisetschlager, TU Braunschweig, Germany

Retailing & Pricing
Anne Roggeveen, Babson College, USA
Lauren Beitelspacher, Babson College, USA

Sales Management
Edward Nowlin, Kansas State University, USA
Doug Walker, Kansas State University, USA

Sensory & Food/Beverage Marketing
Dipayan (Dip) Biswas, University of South Florida, USA
Ruta Ruzeviciute, Vienna University of Economics & Business, Austria

Services and Entertainment Marketing
Xiucheng Fan, Fudan University, China
Shuai Yang, Donghua University, China

Theme Track 1: Augmented Reality, Internet of Things, and Futuristic Marketing
Bruce Weinberg, University of Massachusetts, Amherst, USA
Francisco Villarroel Ordenes, University of Massachusetts, Amherst, USA

Theme Track 2: Consumer Journey: Enhancing Customer Experience in the Digital Age
Henri Weijo, Bentley University, USA
Markus Giesler, York University, Canada

Doctoral Colloquium
Altarf Merchant, University of Washington, Tacoma, USA
John B. Ford, Old Dominion University, USA

Mary Kay Inc. Doctoral Dissertation Competition
Cesar Zamudio, Kent State University, USA
Raj Agnihotri, University of Texas-Arlington, USA
Kevin Shanahan, Mississippi State University, 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 22, 2018

AMS Executive Committee Meeting
Steering, 8:00 am - 5:00 pm

Registration
Riverside Registration Desk, 3:00 pm - 6:30 pm

Pre-Conference Reception
Compass, 6:00 pm - 7:00 pm

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

AMS Executive Committee Meeting
Steering

Tuesday, 6:00 pm - 7:00 pm

Pre-Conference Reception
Compass

DAILY HIGHLIGHTS • Wednesday, May 23, 2018

Registration
River/Port/Starboard, 7:30 am - 6:00 pm

Teaching Digital Marketing Certificate Program
Kabacoff, 8:00 am - 12:00 pm

Refreshment Break
Sponsored by Marketplace® Simulations
River/Port/Starboard, 10:00 am - 10:30 am

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

Meet the Editors I
Kabacoff, 1:30 pm - 3:00 PM

Refreshment Break
Sponsored by Marketplace® Simulations
River/Port/Starboard, 3:00 pm - 3:30 pm

Welcome Reception
River/Port/Starboard, 6:00 pm - 7:30 pm
2018 AMS Program Schedule

Wednesday, 8:00 am - 12:00 pm

Session 1. **Teaching Digital Marketing Certificate Program**  
(Prior registration required)  
Room: Kabacoff  
Instructors: Debra Zahay, St. Edward’s University  
Janna Parker, James Madison University  
Kevin James, University of Texas at Tyler

Wednesday, 8:30 am -10:00 am

Session 2A. **Use of Emotional Appeals in Advertising**  
Room: Winward  
Discussion Leader: Varsha Jain, MICA  

*The Effect of Narrative Advertising on Willingness to Advice: The Moderating Role of Language Concreteness*  
Valentina Pitardi, Kedge Business School - Marseille  
Laurence Dessart, Kedge Business School - Bordeaux

*A Signalling Approach to Enhance the Advertising Effectiveness of Customer-Ideated New Products*  
Fanny Cambier, Université Catholique de Louvain  
Ingrid Poncin, Université Catholique de Louvain

*The Impact of Celebrity Blameworthiness in a Scandal on the Global Market Value of the Endorsed Brands*  
Lei Huang, State University of New York at Fredonia  
Junzhou Zhang, Old Dominion University

*Role of Religion on Direct Comparative Advertising? A Study of Honey Market*  
Rajesh Srivastava, Sydenham Institute of Management  
Manoj Bhide, Sydenham Institute of Management

Session 2B. **Brand Love and Loyalty: Country and Community Love, and Celebrities Behaving Badly**  
Room: Steering  
Discussion Leader: Tessa Garcia-Collart, Florida International University  

*When Good Brands Do Bad: The Sequel*  
Obinna O. Obilo, Central Michigan University  
Bruce L. Alford, Louisiana Tech University  
David A. Locander, University of Tennessee Chattanooga
Brand Association and Emotional Confidence: Determinants of Brand Loyalty
Wajid H. Rizvi, IBA Karachi
Amber G. Rashid, IBA Karachi
Huma Amir, IBA Karachi

A Conceptual Framework of Erasmus Students as Advocates of a Country Brand
Suzanne Amaro, Polytechnic Institute of Viseu
Cristina Barroco, Polytechnic Institute of Viseu
Carmen Martins, Bournemouth University
Joaquim Antunes, Polytechnic Institute of Viseu

Attachment Styles and Brand Relationships
Melika Kordrostami, California State University San Bernardino
Elika Kordrostami, Humboldt State University
Vahid Rahmani, Rowan University

Session 2C. Sustainability Across Borders, Economies, and Industries
Room: Bridge
Discussion Leader: Anjali Bal, Babson College

CSR (Communication) of Hotels and Consumer Responses Towards It
Andrea Ettinger, Alpen-Adria-Universität Klagenfurt
Sonja Grabner-Kräuter, Alpen-Adria-Universität Klagenfurt
Ralf Terlutter, Alpen-Adria-Universität Klagenfurt

Social Responsibility in Accessible Adventure Tourism: Analysis of Companies in the Central Region of Portugal
Rita Lopes, School of Technology and Management of Viseu
Cristina Barroco, School of Technology and Management of Viseu
Joaquim Antunes, School of Technology and Management of Viseu

All by Myself! The Sustainable Liability and the Responsible Fashion
Bruna Jochims, NEOMA Business School
Amanda Pruski Yamim, Grenoble École de Management
Patricia Rossi, IÉSEG Business School

Session 2D. Morals in Sustainability
Room: Quarterdeck A
Discussion Leader: Kelly Weidner, Saint Mary’s College of California

Role of Moral Obligation on Green IT/IS Usage Intent in Consumers in India
Ankita Misra, IIM Lucknow
Moutusy Maity, IIM Lucknow
Arunima Shah, IIM Lucknow
The Evolution of the Impact of Religion and Life Satisfaction on Environmental Concern
Christian Hinsch, Grand Valley State University
Reto Felix, University of Texas Rio Grande Valley

Ethical Perceptions on Cigarette Marketing
Lukman Aroean, Norwich Business School, University of East Anglia
Nathalia Tjandra, Business School, Edinburgh Napier University

Session 2E. Relationship Marketing - Consumer Perspectives
Room: Quarterdeck B
Discussion Leader: Ismail Golgeci, Norwich Business School

Firm Loyalty to Consumers (FLC) and Relationship Marketing: A Conceptual Framework
Dorcia Bolton, Cleveland State University
Sreedhar Madhavaram, Cleveland State University

Consumers’ Trust Recovery in a Food Retailer
Branko Bozic, NEOMA Business School

Antecedents of Tourism Destination Loyalty: The Role of Destination Image, Satisfaction, and Identity Salience
Oliver Cruz-Milan, Texas A&M University-Corpus Christi
Ricardo Jimeno-Espadas, Universidad de Quintana Roo-Chetumal

What Is the Role of the Relationship in CRM? Exploring the Gaps Between Intended and Actual Behavior
Laura Rifkin, Pace University
Colleen P. Kirk, New York Institute of Technology

Session 2F. SPECIAL SESSION: Reviewing the Reviewers: Insights on How to Read, Interpret and Respond to Reviews
Room: Quarterdeck C
Discussion Leader: David J. Ortinau, University of South Florida
Panelists: David J. Ortinau, University of South Florida
Michael J. Dorsch, Clemson University
Les Carlson, University of Nebraska

Wednesday, 10:00 am - 10:30 am

Refreshment Break
Sponsored by Marketplace® Simulations
River/Port/Starboard
Wednesday, 10:30 am - 12:00 pm

Session 3A. **Signals and Stories in Advertising: The Influence of Sharing Information, Use of Language, and Celebrity Blameworthiness**
Room: Steering
Discussion Leader: Madhupa Bakshi, The Heritage Academy

**Dire Straits, Sad Planet: How Facial Emotion, Anthropomorphism and Issue Proximity Affect Green Communication**
Chun-Tuan Chang, Department of Business Management, National Sun Yat-sen University
Guei-Hua Huang, Department of Business Management, National Sun Yat-sen University
Pei-Chi Liu, **EVERPRO Insurance Brokers Co., Ltd.**

**Advertising Design in Food Marketing: Comparing the Effectiveness of Sensory, Functional and Symbolic Ad Content for Product Evaluation**
Klaus-Peter Wiedmann, Leibniz University of Hannover, Institute of Marketing and Management
Janina Haase, Leibniz University of Hannover, Institute of Marketing and Management
Jannick Bettels, Leibniz University of Hannover, Institute of Marketing and Management
Franziska Labenz, Leibniz University of Hannover, Institute of Marketing and Management

**Understanding the Viability of Three Types of Approach of Advertising in Emerging Markets**
Rajesh Srivastava, Sydenham Institute of Management
Manoj Bhide, **Sydenham Institute of Management**

Session 3B. **Luxury Products**
Room: Bridge
Discussion Leader: Edward Nowlin, Kansas State University

**In the Conflict Between Heart and Mind: Involvement and Aspiration Matters**
Nayyer Naseem, Northeastern State University, Tahlequah, Oklahoma
Attila Yaprak, Wayne State University, Detroit, Michigan

**A Cross Cultural Comparison of Status-Motivated Luxury Consumption in USA and Vietnam**
Thao Phuong Nguyen, Cass Business School, City University of London
George Balabanis, **Cass Business School, City University of London**
Talking About My Generation: Revisiting the Influence of Age in Luxury Counterfeit Consumption
Julia Pueschel, Paris-Dauphine University, France / Paris Sorbonne Abu Dhabi
Cécile Chamaret, Ecole Polytechnique
Béatrice Parguel, CNRS / Paris-Dauphine University
Pierre Valette-Florence, Pierre Mendès France University

Understanding the Luxury Consumption During Weddings in Southern India
Ganesh B.E., MICA
Varsha Jain, MICA
Russell Belk, Professor, Kraft Foods Canada Chair in Marketing, Schulich School of Business, York University
Subhadip Roy, Indian Institute of Management Udaipur

Session 3C. DOCTORAL COLLOQUIUM: Ethics and Social Responsibility
Room: Leeward
Discussion Leader: John Ford, Old Dominion University
Discussant: Sihem Dekhili, University of Strasbourg

Developing a Framework to Evaluate the Role of Medical Tourism in the Wellbeing and Quality of Life of Tourists (Patients)
Amin Zakerinia, University of Edinburgh, Business School
Dahlia El-Manstrly, University of Edinburgh, Business School

The Role of Proactive and Reactive Corporate Social Responsibility as an Extrinsic Cue in Mitigating Consumers' Privacy Concerns
Sabinah Wanjugu, Louisiana Tech University

Is All Fraud Created Equal?
Kristina Stuhler, Old Dominion University
Junzhou Zhang, Old Dominion University

Optimal Advertising Strategies for Multinational Enterprises Facing a Product-Harm Crisis
Ran Liu, Old Dominion University

Session 3D. Sensory Aspects of Retailing
Room: Winward
Discussion Leader: Stefanie Paluch, RWTH Aachen University

The Effects of Food Related Retail Ambient Scents on Healthy/Unhealthy Food Purchases
Dipayan Biswas, University of South Florida
Courtney Szocs, Portland State University

The Effects of Retail Ambient Music and Noise on Food Purchases
Dipayan Biswas, University of South Florida
Kaisa Lund, Linnaeus University
Courtney Szocs, Portland State University
It’s All in the Mix - How Music and Light Affect Shoppers’ In-store Behavior
Julian Allendorf, University of Muenster
Mirja Bues, University of Muenster
Manfred Krafft, University of Muenster

Session 3E. Customer Experiences in the Digital Age
Room: Pelican
Discussion Leader: Dan Li, The University of Texas at Austin

Good Talking to You: Consumer Engagement Through Live Customer Service
Dan Li, The University of Texas at Austin
Matthew Eastin, The University of Texas at Austin

Consumers’ Willingness to Try a Robotic Shopping Assistant: The Role of Imagery
Nobuyuki Fukawa, Missouri University of Science and Technology
Yu-Shan Sandy Huang, Northern Michigan University

Real Meanings of Virtual Experiences: A Structured Abstract of a ZMET Study in Young Consumers
Julieta Mercado-González, Anahuac University Mexico
Carlos Gutierrez-Marines, Anahuac University Mexico
Pável Reyes-Mercado, Anahuac University Mexico

Positive Attitudes Towards M-Commerce Applications... What Does It Mean for Retailers?
Graeme McLean, University of Strathclyde
Kofi Osei-Frimpong, GIMPA Business School
Khalid Al-Nabhani, University of Strathclyde

Session 3F. SPECIAL SESSION: Does Marketing Have the Right Answers? Questions of Growth, Measurement, Insight, and Heart
Room: Quarterdeck A
Discussion Leader: Martin Key, University of Colorado, Colorado Springs
Penalists: Martin Key, University of Colorado Colorado Springs
Terry Clark, Southern Illinois University
OC Ferrell, Auburn University
Bernard Jaworski, Claremont Graduate University
Leyland Pitt, Simon Fraser University
David Stewart, Loyola Marymount University

Session 3G. Consumer Behavior in the Digital Space
Room: Quarterdeck B
Discussion Leader: Doreen Sams, Georgia College & State University

The Relationship Between Collectivism and Seeking Product-Related Information on Social Networking Sites
Todd Pezzuti, University of Chile
James Leonhardt, University of Nevada, Reno
A Framework and Call for Scholarship on ‘the Dark Side of Social Media’
Angeline Close Scheinbaum, *The University of Texas at Austin*

Enriched Digital Catalogues: A Multi-Studies Approach on Utilitarian and Experiential Issues
Marion Garnier, Grenoble Ecole de Management, France
Ingrid Poncin, *Université Catholique de Louvain*

Exploring the Young People’s Cognitive Structure and Switching Intention Toward Social Networking Sites
Chin-Feng Lin, National Pingtung University
Chen-Su Fu, *National Cheng Kung University*

Session 3H. Sales Approaches
Room: Quarterdeck C
Discussion Leader: Kenneth Le Meunier-Fitzhugh, Norwich Business School

Overcoming the Rejection of Changing Sales Force Technologies Through Managerial Support
Michael Obal, University of Massachusetts Lowell
Todd Morgan, *Western Michigan University*

What Salespeople Don’t Say: A Review of Literature on Nonverbal Communication of Salespeople
Shuang Wu, Louisiana Tech University
Bruce Alford, *Louisiana Tech University*

Incentivizing Distributor Sales Force: Lessons from China
Yong Wang, Ohio University
Joicey Wei, Singapore University of Social Sciences
Valerie Wang, West Chester University
Raj Agnihotri, *University of Texas at Arlington*

Value in Sales Interactions – A Study from the Buyer’s Perspective
Kenneth Le Meunier-Fitzhugh, University of East Anglia
Leslie Caroline Fitzhugh, *University of East Anglia*

Wednesday, 12:00 pm - 1:30 pm

Lunch
On Your Own
Wednesday, 1:30 pm - 3:00 pm

Session 4A. Consumer and Relationships
Room: Steering
Discussion Leader: Thomas Wittkop, HS Owl

  Tai Anh Kieu, Western Sydney University
  Phu Hai Ho, Western Sydney University

- The Impact of Benevolence and Betrayal on Psychological Ownership
  Laura Rifkin, Pace University
  Colleen P. Kirk, New York Institute of Technology

- The Influence of Men’s Body Dissatisfaction in Appearance-Related Behaviors: The Moderator Role of Public Self-Consciousness
  Jihyun Sung, Auburn University
  Ruoh-Nan Yan, Colorado State University

Session 4B. Service Employee Performance
Room: Bridge
Discussion Leader: Jing Chen, The University of Texas at El Paso

- Risk in Sharing Economy: A Sentiment Analysis
  Wei-Lun Chang, Tamkag University

- Big Data Infused Service Encounters: Augmenting Emotional Labor and Improving Organizational Outcomes
  Jing Chen, The University of Texas at El Paso
  Edward Ramirez, The University of Texas at El Paso

- The Influence of Supervisor Support, Fit, and Job Attractiveness on Service Employee Job Resourcefulness
  Eric Harris, Pittsburg State University

- Configuring Business Process Capabilities for High Profitability: Multi-Level Approach to Capability Profiles
  Matti Jaakkola, University of Southampton
  Johanna Frösen, Hanken School of Economics
  Jukka Luoma, Aalto University
  Jaakko Aspara, Hanken School of Economics
  Henrikki Tikkanen, Aalto University
Session 4C. Motivated by the Green: Consumer Responses to CSR Initiatives  
Room: Pelican  
Discussion Leader: Thuy-Phuong Nguyen, University de Strasbourg

The Effects of Event Involvement, Economic Evaluation and Behavioral Motivation on International Aiding Intention  
Kuei-Feng Chang, Guangzhou University  
Hao-Wei Yang, Chaoyang University of Technology  
Cai-Fen Jiang, Guangzhou University

Help Me, Help You: The Consumer’s Perceptions of “Green” Credit Cards  
Lei Huang, State University of New York at Fredonia  
Julie Fitzpatrick, State University of New York at Fredonia

“Buy Me, I’m Green”: The Effects of Verbal and Visual Claims on Consumer Responses to Environmental Products  
Naz Onel, Stockton University  
Timucin Ozcan, Rollins College

Session 4D. Evidence-Based Policy Making: Implications of Quantitative and Qualitative Approaches  
Room: Winward  
Discussion Leader: Jurui Zhang, University of Massachusetts Boston

Modern Marketing Research Techniques and Policy Making: Update from Wyoming’s State Budgeting  
Mark Peterson, University of Wyoming  
Robert Godby, University of Wyoming

The Hedonic and Utilitarian Value of Volunteering as an Act of Symbolic Consumption  
Janna Parker, James Madison University  
Doreen Sams, Georgia College and State University  
Kevin James, University of Texas at Tyler

Individual Differences in Reactions to Aggression in Advertising: Knowledge Structures’ Perspective  
Melika Kordrostami, California State University San Bernardino  
Elika Kordrostami, Humboldt State University  
Vahid Rahmani, Rowan University

Nutrition Labeling on Menus: Who Notices and Uses This Information?  
Debbie Desrochers, University of Bath
Session 4E. **DOCTORAL COLLOQUIUM: Branding**  
Room: Leeward  
Discussion Leader: Altaf Merchant, University of Washington  
Discussant: Fabien Pecot, University of York

**An Abstract Investigating the Impact of Conflicting Roles of Work and School on Service Providers**  
Ellis Chefor, *Louisiana Tech University*

**Should I Consume Them? Dis-Identifying the Self with Dissociative and in-“Affective” Brands for Youth Drinking Behaviors**  
Faheem Ahmed, *IAE Grenoble*

**Developing Brand Trust in Emerging Economies**  
Kristina Stuhler, *Old Dominion University*

Session 4F. **Using Technology to Improve the Retail Experience**  
Room: Quarterdeck A  
Discussion Leader: Hannah Marriott, Swansea University

**Enhancing the Customer Experience: Understanding UK Consumers’ M-Shopping Adoption Intention**  
Hannah Marriott, Swansea University  
Michael Williams, *Swansea University*

**Sharing in Real and Virtual Spaces: A Motivational and Temporal Screen-Sharing Approach**  
Yonathan Silvain Roten, Panthéon-Sorbonne Paris I University - Interdisciplinary Research Pole in Management Sciences (PRISM Marketing)  
Regine Vanheems, Lyon 3 University - France Magellan Research Center in Management

**Exploring the Impact of Self-Service Technologies on Retail Shoppers**  
Akiko Ueno, *Middlesex University*  
Piyush Sharma, *Curtin University*  
Russel Kingshott, *Curtin University*

Session 4G. **SPECIAL SESSION: May the Odds be Ever in Your Favor: How to Improve Your Odds and Successfully Navigate the Academic Job Market (Doctoral Students Only)**  
Room: Quarterdeck B  
Discussion Leader: Jennifer A. Espinosa, Rowan University  
Panelists: Jennifer Espinosa, Rowan University  
Lauren Brewer, University of Texas at Arlington  
Nina Krey, Rowan University
Session 4H. **Real Research about Augmented Realities in The Real World**

Room: Quarterdeck C

Discussion Leader: Qiuying Zheng, Beijing University of Chinese Medicine

**Augmenting the Realities of Retail: How Augmented Reality Refines Consumer Journeys in Omni-Channel Retail Environments**
Joachim Scholz, Orfalea College of Business
Kat Duffy, University of Glasgow
Rachel Gasparini, Cal Poly, SLO, United States
Sam Rackwitz, *Cal Poly, SLO, United States*

**Structured Abstract: Virtual Car Information in Real Spaces Right in Your Face – Assessing the System Acceptance of Head-up Display**
Gerald-Alexander Beese, KTI
Steffen Schmidt, Leibniz University of Hannover
Klaus-Peter Wiedmann, *Leibniz University of Hannover*

**Monsters in Our World: Rethinking Narrative Transportation in Pokémon Go’s Mixed Reality**
Andrew Smith, Suffolk University
Joachim Scholz, *California Polytechnic State University*

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Session 4I. **Meet the Editors I**

Room: Kabacoff

Discussion Leader: James Boles, University of North Carolina at Greensboro

Panelists: Douglas Hughes (Editor) – *Journal of Personal Selling and Sales Management*
Dip Biswas (Associate Editor) – *Journal of Business Research*
Wim Biemens (Editor) – *Journal of Product Innovation Management*
Leyland Pitt (Editor) – *Business Horizons*
Carlo Bellini (Editor) – *Brazilian Administration Review*
Tarek Mady (Editor) – *Journal of Global Marketing*

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**Wednesday, 3:00 pm - 3:30 pm**

**Refreshment Break**
*Sponsored by Marketplace® Simulations*  
River/Port/Starboard
Wednesday, 3:30 pm - 5:00 pm

Session 5A. **Experimental Research in Innovation**
Room: Steering
Discussion Leader: Rambod Dargahi, Tulane University

*An Investigation of the Effect of Nostalgia Proneness and Consumer Innovativeness on Acceptance of Retro Products*
Claire-Lise Ackermann, Rennes School of Business
Justine Kernoa, *Rennes School of Business*

*The Impact of Existential Anxiety on Attitude toward Product Innovation*
Benjamin Boeuf, *IÉSEG School of Management*

*Marketing Secrets: A Conceptual Model and Quasi-Experimental Study*
Ivan Fedorenko, *Bentley University*

Session 5B. **Embracing Digital Marketing and Digital Classrooms**
Room: Bridge
Discussion Leader: Treasa Kearney, University of Liverpool

*Digitally Engaged Services: A Multi-Level Perspective on Technology Readiness and Value Co-Creation Behaviour*
Treasa Kearney, University of Liverpool
Roisin Vize, *Dublin Institute of Technology*

*How to Design an Online Digital Marketing Course That Helps Improve Student Participation*
William Bergman, *University of Richmond*

*Integrating Customer Journey Mapping and Integrated Marketing Communications for Omnichannel and Digital Marketing Education*
Debbie Laverie, Texas Tech University
William Humphrey Jr., *Florida International University*

Session 5C. **She’s a Rich Girl: Status and Social Influence**
Room: Pelican
Discussion Leader: Tofighi Maryam, California State University

*Mood and Luxury Perception: A Tale of Two Genders*
Michaela Hoogerhyde, Saginaw Valley State University
Mazen Jaber, *Saginaw Valley State University*

*Whom Do Consumers Seek to Benefit When They Offer Feedback? Support for a Typology of Unsolicited Consumer Feedback*
Thomas Burnham, *The University of Nevada Reno*
Session 5D. Issues of Measurement
Room: Winward
Discussion Leader: Lauren M. Brewer, University of Texas, Arlington

Heuristics Versus Statistics in Two Related Tests for Discriminant Validity
George Franke, University of Alabama

Marketing Analytics as an Organizational Capability: Assessment of Performance Implications
Jukka Luoma, Aalto University
Johanna Frösén, Hanken School of Economics
Matti Jaakkola, Southampton Business School

Causes and Control of Vagueness in Construct Definition and Item Construction
David Gilliam, University of Arkansas at Little Rock
Kevin Voss, Oklahoma State University

Using the Evaluative Space Grid to Better Capture Ambivalence in Customer Satisfaction Surveys
Alice Audrezet, Institut Supérieur de Gestion, Paris
Béatrice Parguel, CNRS and Paris-Dauphine University

Session 5E. Visual Aspects of Marketing
Room: Quarterdeck A
Discussion Leader: Claas Christian Germelmann, University of Bayreuth

The Impact of Product Shadows in Ad Frames on Product Volume Perceptions and Consumers’ Willingness to Pay
Nazuk Sharma, Fairfield University
Marisabel Romero Lopez, Colorado State University

How Visual Sensory Cues Influence Reactions in Social Media
Annika Abell, University of South Florida
Dipayan Biswas, University of South Florida

Vertical vs. Horizontal Packaging Design: Investigating the Effects of Packaging Form on Consumers’ Perception of Utilitarian Food Products
Klaus-Peter Wiedmann, Leibniz University of Hannover, Institute of Marketing and Management
Jannick Bettels, Leibniz University of Hannover, Institute of Marketing and Management
Janina Haase, Leibniz University of Hannover, Institute of Marketing and Management
Session 5F. **DOCTORAL COLLOQUIUM: Consumer Behavior**
Room: Leeward
Discussion Leader: Altaf Merchant, University of Washington
Discussant: Mathieu Kacha, Université de Lorraine - Cerefige

**Mobile Marketing: A Consumer Behaviour Perspective**
Oscar Robayo-Pinzon, Institucion Universitaria Politecnico Grancolombiano
Sandra Rojas-Berrio, Universidad Nacional de Colombia
Luz-Alexandra Montoya-Restrepo, *Universidad Nacional de Colombia*

**Valuing Authenticity: Exploring the Role of Consumer Traits in Restaurant Choice**
Juliani Allen, *Louisiana Tech University*

**The Effects of Visual Context on Construal Level in Online Shopping**
Amin Saleh, *Louisiana Tech University*

Session 5G. **AFM-AMS Grant Winners Session: Latest in Scale Development**
Room: Quarterdeck B
Discussion Leader: Barry Babin, Louisiana Tech University

**Portuguese and French Validation of Need for Drama (NFD) Scale in Consumer Behavior**
Bruno Morgado Ferreira, Polytechnic Institute of Viseu, Portugal
Cindy Caldara, *University of Grenoble Alps-CERAG, France*

**Towards a Construct of Online Shopping Experience (OSE): An Exploratory Study**
Aurelia Michaud-Trevinal, University of La Rochelle - IUT
Iryna Pentina, University of Toledo
Thomas Stenger, *University of Poitiers*

**Physical Shopping Value in a Digitalized Setting: Theoretical Thoughts and Empirical Investigations**
Karine Picot-Coupey, University of Rennes 1
Nina Krey, Rowan University
Elodie Huré, Rennes School of Business
Claire-Lise Ackermann, *Rennes School of Business*
Wednesday, 6:00 pm - 7:30 pm

Welcome Reception
River/Port/Starboard

Dinner
On Your Own

Research Curation:
Behavioral Pricing in JCR

JCR Research Curations are virtual collections of JCR articles selected to highlight an important consumer research topic.

In our first curation of 2018, “Behavioral Pricing in JCR,” curator Lisa E. Bolton focuses on aspects of behavioral pricing research in the journal. Five recent journal articles explore this key element of consumer research, delving into the topics of price-quality judgments, price promotions, and price fairness.

Access the research curation online:
bite.ly/JCRatAMS

Free access

Redeem your code for 30 days of JCR access
Using the code TEMP797988528432, following the instructions at the bite link to gain access.
bite.ly/JCRtoken
DAILY HIGHLIGHTS • Thursday, May 24, 2018

Registration
River/Port/Starboard, 8:00 am - 6:00 pm

Teaching Marketing Analytics Certificate Program
Kabacoff, 8:00 am - 12:00 pm

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

JAMS Editorial Review Board Meeting
Steering, 8:30 am - 10:00 am

Refreshment Break
Featuring Posters of the 2018 Winners of the AMS Review/Sheth Foundation Doctoral Compeition for Conceptual Articles
River/Port/Starboard, 10:00 am - 10:30 am

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

Meet the Editors II
Quarterdeck B, 10:30 am - 12:00 pm

Awards Luncheon
St. Charles Ballroom, 12:00 pm - 1:30 pm

Refreshment Break
Featuring Posters of the 2018 Winners of the AMS Review/Sheth Foundation Doctoral Compeition for Conceptual Articles
River/Port/Starboard, 3:00 pm – 3:30 pm

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

Reception
River/Port/Starboard, 6:00 pm - 7:00 pm

Dinner
On Your Own
Thursday, 8:00 am - 12:00 pm

Session 6. **Teaching Marketing Analytics Certificate Program**  
(Prior registration required)  
Room: Kabacoff  
Instructors: Haya Ajjan, Elon University  
Dana Harrison, East Tennessee State University  
Scott Ryan, Senior Manager Global Advanced Analytics at Hanesbrands

Thursday, 8:30 am - 10:00 am

Session 7A. **Explorations of Pharmaceutical Promotions and Congruence in Traditional Media Platforms**  
Room: Compass  
Discussion Leader: Rajesh Srivastava, Sydenham Institute of Management

- **A Dual Process Perspective on Congruent and Incongruent Placements as an Advertising Tactic**  
  Claas Christian Germelmann, *University of Bayreuth*  
  Jean-Luc Herrmann, *Université de Lorraine - Cerefige*  
  Mathieu Kacha, *Université de Lorraine - Cerefige*  
  Peter R. Darke, *Schulich School of Business*  
  Jessica Schapfl, *University of Bayreuth*

- **Effects of Video Manipulation on Believability and Consumer Attitudes in Direct-to-Consumer Pharmaceutical Advertising**  
  Mark Pelletier, University of North Carolina at Wilmington  
  Kenneth Graham, University of Wisconsin LaCrosse  
  Karen Hopkins, Auburn University  
  Christopher Hopkins, *Auburn University*

- **Magazine Advertising: High on Drugs**  
  Megan C. Good, *New Mexico State University*

Session 7B. **Brand Image: People, Places and Things**  
Room: Pelican  
Discussion Leader: Shelle Santana, Harvard University

- **Place Brand Communities: From Terminal to Instrumental Values**  
  Eme Capelli, *Lyon 3 University*

- **Truth or Dare? Exploring the Relationship of Opinion Spam and Brand Trust**  
  Mana Farshid, KTH Royal Institute of Technology  
  Eric Collinder, *Luleå University of Technology*  
  Oskar Södergren, Luleå University of Technology  
  Åsa Wallström, Luleå University of Technology
What Kind of Product Do I Expect from This Brand? The Imagery Effects of Brand Logo Symmetry on Product Design
Klaus-Peter Wiedmann, Leibniz University of Hannover, Institute of Marketing and Management
Jannick Bettels, Leibniz University of Hannover, Institute of Marketing and Management

Discovering Surrogate Branding via Online Image Development: A Case from India
Varsha Jain, MICA
Philip Kitchen, Salford University Business School
Ganesh B.E., MICA
Akansha Garg, Amazon Seller Services Pvt. Ltd. Bangalore, India
Manisha Shelat, MICA

Session 7C. Food and FMCG Products
Room: Bridge
Discussion Leader: Syed Anwar, West Texas A&M University

Fast Moving Consumer Goods (FMCGs) and Emerging Markets: Consumer Convergence, MNCs and Globalization
Syed Anwar, West Texas A&M University

Exploring the Structure of Chinese Consumers’ Attitudes Toward Genetically Modified Foods
Wenkai Zhou, University of Wisconsin-Green Bay

The Influence of Brand Loyalty and Nutrition in Soft Drink Consumption of South African Children
Christo Bisschoff, North-West University
Christo Bester, North-West University

Session 7D. SPECIAL SESSION: Off The Record: Everything You Wanted to Know about Your First Few Years but Were Afraid to Ask (Closed-door session for Doctoral Students and Junior Faculty only)
Room: Quarterdeck A
Discussion Leader: Adam Mills, Loyola University New Orleans
Panelists: Obinna Obilo, Central Michigan University
Adam Mills, Loyola University New Orleans
David Locander, University of Tennessee Chattanooga
Courtney Szocs, Portland State University
Kirk Plangger, Kings College London

Session 7E. Mary Kay Inc. Dissertation Proposal Award Finalists
Room: Quarterdeck C
Discussion Leader: Cesar Zamudio, Kent State University

Product Failures and Firm Financial Performances—Dissertation Proposal Award Submission
Ismail Erzurumlu, Koc University
Marketing Ploy or Strategic Initiative? An Investigation of Deceptive Advertising - Dissertation Proposal Award Submission
Pam Richardson-Greenfield, University of TX Arlington

The Meaning of Distraction: How Metacognitive Inferences from Distraction Affect Brand Attitudes - Dissertation Proposal Award Submission
Daniel M. Zane, The Ohio State University

Session 7F. JAMS Editorial Review Board Meeting
Room: Steering

Session 7G. AFM-AMS Grant Winners Session: Brand Management Developments
Room: Quarterdeck B
Discussion Leader: Jean-Luc Herrmann, University of Lorraine

Packaging Texture and Shape as Enhancers for Brand Positioning the Moderating Role of Need for Touch (NFT)
Rania Serhal, Université d’Angers GRANEM
Joann Peck, University of Wisconsin-Madison
Gaelle Pantin-Sohier, Université d’Angers GRANEM

The Mediating Role of the Affect and Cognition in the Influence of Celebrities on Brand Relationship Management
Chebli Youness, Université de Lorraine - Cerefige, France
Pierre Valette-Florence, University of Grenoble Alps
Felicitas Morhart, University of Lausanne

“Since When”? Brand Heritage’s Signaling Effects
Fabien Pecot, University of York
Altaf Merchant, University of Washington
Pierre Valette-Florence, IAE de Grenoble and CERAG
Virginie De Barnier, CERGAM, IAE Aix-en-Provence, Aix-Marseille University

Thursday, 10:00 am - 10:30 am

Refreshment Break
Featuring Posters of the 2018 Winners of the AMS Review/Sheth Foundation Doctoral Competition for Conceptual Articles
River/Port/Starboard
Thursday, 10:30 am - 12:00 pm

Session 8A. **Negative Service Encounter and Service Failure**
Room: Bridge
Discussion Leader: David Gilliam, University of Arkansas at Little Rock

* A Look into the (Not so) Bright Side of Life: An Exploration of the Negative Service Encounter and Its Effect on the next Customer
  Achilleas Boukis, University of Sussex
  Arne Baruca, Texas A&M University - San Antonio
  Ebru Ulusoy, *Farmingdale State College* (SUNY)

* Attribution in an Industry-Wide Service Failure*
  David Gilliam, University of Arkansas at Little Rock
  Teresa Preston, University of Arkansas at Little Rock
  Casey Rockwell, University of Arkansas at Little Rock
  John Hall, University of Arkansas at Little Rock

* Transfomring Consumer Well-Being Through Service Ecosystems: The Case of Disruptive Events*
  Ahmed Al-Abdin, University of Liverpool
  Treasa Kearney, *University of Liverpool*

* Say No to Your Consumer, He Will Like It (or at Least the Taste of It!)*
  Amanda Pruski Yamim, Grenoble École de Management
  Adilson Borges, *NEOMA Business School*

Session 8B. **Content on the Internet: User and Company Generated**
Room: Pelican
Discussion Leader: William Faranda, James Madison University

* A Large Scale Analysis of User-Generated Content on Twitter*
  Xia Liu, Rowan University
  Alvin Burns, *Louisiana State University*

* Thermal Spas Internet Marketing: An Analysis of Portuguese Thermal Spas’ Websites*
  Cristina Barroco, Polytechnic Institute of Viseu
  Joaquim Antunes, Polytechnic Institute of Viseu
  Suzanne Amaro, *Polytechnic Institute of Viseu*

* A Platform Approach in Service-Driven Manufacturing: How Architectural Control Is Used in Digital Service Platforms*
  Ruiqii Wei, School of Business, University College Dublin
  Susi Geiger, School of Business, University College Dublin
  Roisin Vize, *College of Business, Dublin Institute of Technology*
Session 8C. Managing Product Development and Launch
Room: Compass
Discussion Leader: Xiaoyun Zheng, Michigan State University

**The Contingency Factors on the Relationship Between New Product Preannouncement Specificity and Firm Value**
Billur Akdeniz, University of New Hampshire
Berk Talay, University of Massachusetts-Lowell
Ahmet Kirca, *Michigan State University*

**Innovative Product Market Entry: The Complementarity of Public Knowledge Spillovers and R&D Investment**
Mariyani Ahmad Husairi, *NEOMA Business School*

**The Moderating Role of Network Learning in the Relationship between Entrepreneurial Orientation and New Product Performance**
Yinghong Susan Wei, *Texas A&M International University*

Session 8D. DOCTORAL COLLOQUIUM: Communications/Advertising
Room: Leeward
Discussion Leader: John Ford, Old Dominion University
Discussant: Varsha Jain, MICA

**Salespeople's Linchpin Role: Salesperson Relational Incongruity and Its Impact on Sales Performance and Customer Ownership**
Ricky Ferguson, *University of North Texas*

**An Integrated Perspective for Reappraising Effects of WOM Communication of Negative Corporate Publicity and Consumer Status**
Ran Liu, *Old Dominion University*

**Reappraising the Role of Word-of-Mouth Communication as Both Antecedent and Outcome in Relationship Marketing**
Ran Liu, *Old Dominion University*

**A Meta-Analysis of Deceptive Advertising**
Pam Richardson-Greenfield, *University of Texas Arlington*

Session 8E. Sharing Economy, Internet of Things and Artificial Intelligence in Marketing
Room: Quarterdeck A
Discussion Leader: Christine Pitt, KTH

**Internet of Things (IOTs) and Marketing: Conceptual Issues, Applications and a Survey**
Syed Anwar, *West Texas A&M University*
Elementary, My Dear Watson: The Use of Artificial Intelligence in Marketing Research
Christine Pitt, KTH
Theresa Eriksson, Lulea University of Technology
Amir Dabirian, KTH
Joseph Vella, University of Malta

Enhancing Customer Experience in the Sharing Economy: A Partial Least Squares (PLS) Approach
Heping He, Shenzhen University
Weiling Zhuang, Eastern Kentucky University
Barry Babin, Louisiana Tech University

Session 8F. Meet the Editors II
Room: Quarterdeck B
Discussion Leader: James Boles, University of North Carolina at Greensboro
Panelists: Mark Peterson (Editor) - Journal of Macromarketing
Manjit Yadav (Editor) - AMS Review
James Boles (VP of Publications—Academy of Marketing Science) - Journal of the Academy of Marketing Science
Josh Weiner (Editor) - Journal of Public Policy and Marketing
Greg Marshall (Editor) - European Journal of Marketing
Mike Brady (Editor) - Journal of Service Research
Anne Roggeveen (Co-Editor) - Journal of Retailing

Session 8G. Mary Kay Inc. Dissertation Award Finalists
Room: Quarterdeck C
Discussion Leader: Cesar Zamudio, Kent State University

Making Money with Paid Content: Empirical Investigations on Consumers’ Reactions to Free-to-Fee Switches and Preview Characteristics – Dissertation Award Submission
Gerrit Cziehso, TU Dortmund University

The Impact of Mergers and Acquisitions on the Sales Force - Dissertation Award Submission
Raghu Bommaraju, Iowa State University of Science and Technology

The Abercrombie & Fitch Effect: The Impact of Physical Dominance on Male Customers’ Status-Signaling Consumption – Dissertation Award Submission
Tobias Otterbring, Aarhus University

Thursday, 12:00 pm – 1:30 pm

AMS Awards Luncheon
St. Charles Ballroom
Thursday, 1:30 pm - 3:00 pm

Session 9A. Exploring Unique Opportunities for Driving In-Store Traffic
Room: Steering
Discussion Leader: George Deitz, The University of Memphis

Influence of Store Managers’ Climate of Concern for Employees on FLE Commitment, Customer Word of Mouth, and Store Traffic Growth
George Deitz, The University of Memphis
Emin Babakus, The University of Memphis
John Hansen, University of Alabama - Birmingham
Thomas DeCarlo, University of Alabama - Birmingham
Rob Evans, Texas A&M International

Exploring Consumer Nostalgia in Retailing: Evidence from Netnography
Mateja Kos Koklic, Faculty of Economics, University of Ljubljana
Spela Preseren, Faculty of Economics, University of Ljubljana

Does Meaningful Work Strengthen or Weaken the Performance Effects of Frontline Employee Organizational Identification? A Meta-Analytic Review
Na Young Lee, The University of Tennessee
Alex Zablah, The University of Tennessee
Stephanie Noble, The University of Tennessee

Session 9B. Advertising and Brand Evaluation
Room: Bridge
Discussion Leader: Delancy Bennett, Clemson University

Perceived Brand Luckiness: Scale Development and Validation
Jiani Jiang, New Mexico State University
Miao Zhao, Roger Williams University

Female Consumers, Advertisements and Age-Based Differences
Blaine J. Branchik, Nova Southeastern University
Tilottama Ghosh Chowdhury, Quinnipiac University
Jennifer S. Sacco, Quinnipiac University

Consumer Evaluation of Brand Alliances Under Distraction
Kevin Voss, Oklahoma State University
Ying Ying Li, Oklahoma State University

‘Pax Advertisinia’- A New Era of Unstereotyping of Women in Advertising
Varsha Jain, MICA
Altaf Merchant, University of Washington
Ganesh B.E., MICA
Session 9C. **The Ethics of (Over) Consumption: Yes, No, or Maybe So**  
Room: Pelican  
Discussion Leader: William Bergman, University of Richmond

**Keeping up with the Joneses: Ethical Analysis of Happiness and Social Comparison Among the iGeneration**  
Theresa Billiot, *Cameron University*

**Life Stories and Marketing: Application to the Socialization of the Child to Socially Responsible Consumption**  
Céline Hay, University of Rouen - IAE  
Joël Bree, University of Caen Normandy (IAE) and ESSCA School of Management

**Consumer Over-consumption: A Conceptual Model of Its Antecedents and Consequences**  
Anil Mathur, *Hofstra University*

Session 9D. **Good Vibrations: Cuteness, Creativity, Playfulness**  
Room: Winward  
Discussion Leader: Pia A. Albinsson, Appalachian State University

**The Use of Rhetoric and Emotional Appeals in Fitness Ads: the Role of Pride Versus Shame**  
Pia A. Albinsson, Appalachian State University  
Bruce Huhmann, Virginia Commonwealth University  
Bidisha Burman, *University of Mary Washington*

**Cuteness Makes the Sale? How Consumer Responses Are Affected by Message Framing and Crowding**  
Chun-Tuan Chang, Department of Business Management, National Sun Yat-sen University  
Guei-Hua Huang, Department of Business Management, National Sun Yat-sen University  
Mei-Ling He, Department of Business Management, National Sun Yat-sen University

**Playfulness and Identity**  
Lukman Aroean, *Norwich Business School, University of East Anglia*

**O Creativity, Where Art Thou? The Impact of Fear on Creativity Perception**  
Ilgım D. Benoit, Appalachian State University  
Elizabeth G. Miller, *University of Massachusetts Amherst*

Session 9E. **Selling and Strategic Orientation of Firms**  
Room: Compass  
Discussion Leader: Mya Groza, Northern Illinois University

**Emergence of Generative Learning Based Market Orientation from Micro-Macro Level Interactions**  
Zeeshan Ullah, University of Oulu  
Jari Salo, *University of Helsinki*
Composition and Compensation: Effect on the Value of New Product Introductions
Prachi Gala, University of Mississippi
Saim Kashmiri, University of Mississippi

Unpacking the Account Executive Relational Performance: Antecedents and Relational Outcomes
Rita Pereira, UFPB/UNCG
James Boles, The University of North Carolina at Greensboro
Valter Afonso Vieira, Universidade Estadual de Maringa
Julie Johnson-Busbin, Western Carolina University
Hiram Barksdale Jr., Georgia State University

Abstract Thinking and Salesperson Entrepreneurial Orientation
Louis Zmich, Northern Illinois University
Mya Groza, Northern Illinois University
Tobias Schaefers, TU Dortmund University
Mark Groza, Northern Illinois University

Session 9F. Cross-cultural Consumer Behavior
Room: Quarterdeck A
Discussion Leader: Kishore Gopalakrishna Pillai, Norwich Business School, University of East Anglia

The Effects of Spending Patterns on Shopping Behavior: Evidence from Foreign Tourists in Italy
Antonio Usai, University of Sassari
Nebojsa Davcik, ISCTE Business School
Daniele Porcheddu, University of Sassari
Russel Kingshott, Curtin University

Exploring Islamic Consumption and Marketplace: Islamic Life Insurance Consumption Among Muslims in Malaysia
Nur Nadia Adjrina Kamarruddin, University of East Anglia
Nick K. T. Yip, University of East Anglia
Jasmin Baumann, University of East Anglia

Can the Border’s Enmity Be Transmitted to the Markets – An Indo-Pak Perspective
Mubbsher Munawar Khan, University of the Punjab, Hailey College of Banking and Finance
Nouman Inamullah Khan, University of the Punjab
Session 9G. **SPECIAL SESSION: Deanship, Department Head, and the Advanced Administration Career Path**  
Room: Quarterdeck B  
Discussion Leader: Joby John, University of Louisiana at Lafayette  
Panelists: Joby John, University of Louisiana at Lafayette  
William Locander, Loyola University New Orleans  
Eli Jones, Texas A&M University  
Faye McIntyre, University of West Georgia  
Denise Smart, Texas State University

Session 9H. **Tips and Trips in Developing Theoretical Articles – Lightning Round Panel**  
Room: Quarterdeck C  
Discussion Leaders: Jagdip Singh, Case Western Reserve University  
Jelena Spanjol, Ludwig Maximilian University of Munich

- **Highlighting Your Contribution in Conceptual Articles**  
  Manjit Yadav, Texas A&M University
- **Making Conceptual Research Impactful**  
  Dipayan Biswas, University of South Florida
- **Vetting and Marketing Your Theoretical Ideas**  
  Colleen Harmeling, Florida State University
- **On the Significance of Definitional Clarity in Conceptual Contributions**  
  Julie Moulard, Louisiana Tech University
- **Developing Research Propositions and Conceptual Models from Literature Reviews**  
  Piyush Sharma, Curtin University
- **Adjustable Zooms for Bridging Different Literatures**  
  Jelena Spanjol, Ludwig-Maximilians-Universität München
- **Last Mile Challenges in Publishing Conceptual Contributions**  
  Jagdip Singh, Case Western Reserve University

Thursday, 3:00 pm - 3:30 pm

Refreshment Break  
Featuring Posters of the 2018 Winners of the AMS Review/Sheth Foundation Doctoral Competition for Conceptual Articles

River/Port/Starboard
Thursday, 3:30 pm - 5:00 pm

Session 10A. **Learning and Capabilities in Innovation**
Room: Steering
Discussion Leader: Yazhen Xiao, University of Tennessee, Knoxville

- **Just a Mental Problem? Acceptance and Barriers of Using Ethnographic Methods for Product Innovations for SMEs in B2B Markets**
  Thorsten Autmaring, TU Dortmund University
  Ina Griese, TU Dortmund University
  Gerrit Cziehso, *TU Dortmund University*

- **The Impact of Absorptive Capacity onto Customer Participation in New Product Development**
  Todd Morgan, Western Michigan University
  Michael Obal, University of Massachusetts Lowell
  Sergey Anokhin, *Kent State University*

- **Exploring Challenges and Corresponding Capabilities for Innovation Projects with Multiple Stakeholders in the Healthcare Industry**
  Katarina Kemeter, Radboud University
  Ivana Busljeta Banks, ZSEM
  Bas Hillebrand, *Radboud University*
  Allard van Riel, *Radboud University*

Session 10B. **Relationship Marketing - Organizational Perspectives**
Room: Bridge
Discussion Leader: Kenneth Le Meunier-Fitzhugh, Norwich Business School

- **Cultural Influences on Power-Based Behaviors in Global Supply Chain Relationships: National versus Organizational Values**
  Ismail Golgeci, University of East Anglia
  William Murphy, University of Saskatchewan
  David Johnston, *University of York*

- **Validating Satisfaction as a Mediator Between Quality Constructs in Ongoing Supplier Relationships**
  Juan Carlos Sosa Varela, Universidad del Turabo
  Goran Svensson, *Oslo School of Management*

- **Guanxi and Organizational Performance: A Cost-Benefit Perspective**
  Chiquan Guo, University of Texas Rio Grande Valley
  Jing Zhu, South Texas College
  Sudipto Sarkar, University of Texas Rio Grande Valley
  Yong Wang, *Ohio University*
Session 10C. **Service Expectations and the Customer Experience in Retail**  
Room: Kabacoff  
Discussion Leader: Anne Roggeveen, Babson College

**Perceptions of Fairness of Self-Service Technologies in Service Delivery**  
Sören Köcher, TU Dortmund University  
Markus Blut, Aston Business School  
Gopalkrishnan Iyer, *Florida Atlantic University*

**“Would You like to Donate $1? The Impact of Service Quality on Checkout Charity”**  
Efua Obeng, Howard University  
Chintorn Nakhata, Penn State Harrisburg  
Hsiao-Ching Kuo, *Washington Jefferson College*

Session 10D. **Good Times, Bad Times: Positive and Negative Consumption**  
Room: Compass  
Discussion Leader: Susan Dobscha, Bentley University

**Understanding Consumers’ High-Risk Consumption Behavior of Pharmaceuticals: A Qualitative Exploratory Study**  
Vincentia Yuen, City University of Hong Kong  
Felix Tang, Hang Seng Management College  
Ian Phau, *Curtin University*

**Internet Addiction and Its Impact on Consumer’s Buying Behaviour: A Conceptual Framework**  
Varsha Jain, MICA  
Sanjeev Tripathi, Indian Institute of Management Indore  
Ganesh B.E., MICA  
Jagdish Sheth, *Goizueta Business School at Emory University*

**Conspicuousness of Consumption Determines When Brands Benefit Most from Offering Ethical Attributes**  
Maryam Tofighi, California State University Los Angeles  
Bianca Grohmann, Concordia University  
H. Onur Bodur, *Concordia University*

**Consumer Reactions to Autonomy: When and Why Autonomy Is (Not) a Driver of Pleasure**  
Renaud Lunardo, Kedge Business School  
Camille Saintives, *INSEEC Business School*
Session 10E. Corporate and Consumer Personality in the Digital Space  
Room: Quarterdeck A  
Discussion Leader: Gizem Atev, James Madison University

A Physiological Exploration of Visual Social Media Marketing  
Chinintorn Nakhata, Penn State Harrisburg  
Alexa K. Fox, University of Akron

The Linguistics of Brand Interactivity: Communicating Brand Personality, Sentiment, and Emotionality on Facebook  
Ryan Cruz, Thomas Jefferson University  
James Leonhardt, University of Nevada, Reno

Differential Effect of Facebook User Personality on Nostalgic Posts  
Sergio Davalos, University of Washington  
Altfat Merchant, University of Washington  
Allison Watkins, University of South Florida, St. Petersburg

Understanding the Influence of Consumer Embeddedness in Online Communities  
Cheng-Chieh Hsiao, School of Public Relations and Advertising, Shih Hsin University, Taiwan

Session 10F. DOCTORAL COLLOQUIUM: What are Specific Aspects of One’s PhD Program that Create Counterproductive Experiences in a Student’s Learning  
Room: Leeward  
Discussion Leader: David J. Ortinau, University of South Florida  
Panelists: Christian Bushardt, Louisiana Tech University  
Kristina Stuhler, Old Dominion University

Session 10G. AMS Review Editorial Review Board Meeting  
Room: Pelican

Session 10H. AMS Review-Sheth Foundation Doctoral Competition Winners’ Presentations and Workshop: Developing Theoretical Articles  
Room: Quarterdeck C  
Discussion Leaders: Jagdip Singh, Case Western Reserve University  
Jelena Spanjol, Ludwig Maximilian University of Munich

Drivers of Persuasion Knowledge: Decentering the Ideal Consumer  
Abigail Nappier Cherup, University of Nebraska-Lincoln

A Brand-New Examination of Consumer Behavior of Voluntary Simplifiers: A Conceptual Framework  
Abdullah Demirel, University of Massachusetts Amherst

A Framework for the Consideration of Consciousness in Marketing Research  
Yves Dupuis, Concordia University
In the Company of Friends - Impacts of Antecedent Friendship Among Entrepreneurial Partners, a Heuristics and Biases Based Analysis
Maria Eriksson, Lulea Tekniska Universitet
Christine Pitt, Kungliga Tekniska Hogskolan
Andrew Flostrand, Lulea Tekniska Universitet
Emily Treen, Simon Fraser University

Choice Androgyny
Niusha Jones, University of North Texas

When Rituals Won’t Work: Identifying and Managing Threats to Ritual Performance
Ariel Schauman, University of Massachusetts Amherst
Elizabeth Gelfand Miller, University of Massachusetts Amherst

Session 10I. AFM-AMS Research Grant Winners: More on CB
Room: Quarterdeck B
Discussion Leader: Adilson Borges, NEOMA Business School

The Wine Satisfaction Index
Julien Troiville, University of Rennes
Christian Ringle, ESAP

First Thoughts on the Impact of Anthropomorphism on Showrooming Behavior
Sandrine Heitz-Spahn, Université de Lorraine
Rajiv Vaidyanathan, University of Minnesota
Nina Belei, Radboud University

Interruptions in Selling and Justification by Salespeople: How to Limit the Negative Impact of Cold Calls in the Selling Process?
Aaron D. Arndt, Strome College of Business, Old Dominion University
Juliet F. Poujol, University of Nanterre, CEROS
Béatrice Siadou-Martin, University of Lorraine, ESM-IAE de Metz, CEREFIGE
Thursday, 5:00 pm - 6:00 pm

2019 Track Chair Boot Camp (by invitation only)
Bridge

Thursday, 6:00 pm - 7:00 pm

Reception
River/Port/Starboard

Dinner
On Your Own
DAILY HIGHLIGHTS • Friday, May 25, 2018

Registration
River/Port/Starboard, 8:00 am - 2:00 pm

5th Annual Theory Forum—Session 1
Hosted by AMS Review
Kabacoff, 9:00 am - 10:15 pm

Refreshment Break
River/Port/Starboard, 10:00 am - 10:30 am

5th Annual Theory Forum—Session 2
Hosted by AMS Review
Kabacoff, 10:30 am - 12:00 pm

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

AMS Board of Governors Meeting
Bridge, 12 pm - 1:30 pm

4th Annual AMS Doctoral Consortium
Compass, 12 pm - 5 pm

Refreshment Break
River/Port/Starboard, 3:00 pm - 3:30 pm

AMS Business Meeting
Kabacoff, 5:00 pm - 6:00 pm

President’s Reception
River/Port/Starboard Atrium, 6:00 pm - 7:00 pm

President’s Banquet
River/Port/Starboard, 7:00 pm

Entertainment co-sponsored by Marketplace Simulations®
Friday, 9:00 am - 12:00 pm

Session 11A. AMS Review Theory Forum
Room: Kabacoff
Discussion Leader: Manjit Yadav, Texas A&M University

SESSION 1: 9:00 a.m.-10:15 a.m.

Marketing Concept Hunting: A Fieldwork Perspective
Bernard Jaworski, Claremont Graduate University

New Frontlines of Marketing Theory
Jagdip Singh, Case Western Reserve University

Theorizing the Concept of Responsibility in Innovation and Service Research
Jelena Spanjol, Ludwig-Maximilians-University Munich

10:15 am - 10:30 am Refreshment Break

SESSION 2: 10:30 am - 12:00 pm

Panel Discussion + Q&A
Moderator: Manjit Yadav, Texas A&M University

Friday, 8:30 am - 10:00 am

Session 12A. Online Reviews: Are They Useful to Consumers?
Room: Steering
Discussion Leader: Varsha Jain, MICA

The Role of Negative Online Reviews as Informants and Recommenders
Mousumi Bose Godbole, Fairfield University

I Can See You... but Should I Trust You? Moderating Effect of Product Review Modality on Valence
Chatdanai Pongpatipat, Saginaw Valley State University

Review Socialness: How Social Context Features Impact Reference Information Processing
Yiru Wang, Kent State University
César Zamudio, Kent State University
Robert Jewell, Kent State University
Session 12B. **Social Responsibility on the Front Lines: Brand and Retail Experiences**  
Room: Bridge  
Discussion Leader: Anil Mathur, Hofstra University

**Frontline Frustration: The Experience of Point of Sale Cause Marketing from the Cashier and Customer Perspectives**  
Debra Basil, University of Lethbridge  
Bola Fowosere, University of Lethbridge  
Mary Runte, University of Lethbridge  
Alexa Villanueva, *University of Lethbridge*

**The Value of Sustainability: A Three Dimensional Approach for Assessing Explicit and Implicit Effects of Brand Sustainability**  
Evmorfia Karampournioti, Leibniz University of Hannover  
Klaus-Peter Wiedmann, Leibniz University Hannover  
Steffen Schmidt, Leibniz University Hannover, Institute of Marketing and Management  
Levke Albertsen, Leibniz University of Hanover, Institute of Marketing and Management  
Sascha Langner, *University of Hannover*

**Ethical Labeling – How Retailers Can Increase Their Brand and Store Image by Selling Ethical Labeled Private Label Products**  
Vanessa Steppuhn, *Institute of Marketing, University of Muenster*

Session 12C. **Inquiries to Student Engagement and Involvement**  
Room: Compass  
Discussion Leader: Lauren Beitelspacher, Babson College

**Managing Stereotypes in the Classroom: What Stereotypes Exist and How Do We Respond?**  
Lauren Beitelspacher, Babson College  
Gary Ottley, *Babson College*

**Going Beyond the Tip of the Iceberg: A Pedagogy Approach to Building Critical Thinking**  
Theresa Billiot, *Cameron University*

**Using Marketing History in the Modern Classroom**  
Danny Upshaw, Northwestern State University  
Doug Amyx, Louisiana Tech University  
Marcia Hardy, Northwestern State University  
Phil Habig, *Northwestern State University*

**Co-Creation in a Marketing Classroom**  
Ria Wiid, *Worcester University Business School*
Session 12D. Understanding Not-for-Profit Marketing: The Interplay of Heart and Mind
Room: Quarterdeck A
Discussion Leader: Emily Treen, Simon Fraser University

Exploring Guilt and Shame Appeals: The Influence of Temporal Frame
Kathrynn Pounders, The University of Texas at Austin

Cause Placement: Initial Empirical Findings
Ream Shoreibah, Birmingham-Southern College
Barbara Lafferty, University of South Florida

The Affective Impact of Numerical Appeals, Positive/Negative Messaging and Sponsorship Source in Print Advertisements: The Case of STD Prevention
Christopher Hopkins, Auburn University
Kevin Shanahan, Mississippi State University
Karen Hopkins, Auburn University
Bob Barnwell, University of Tennessee at Martin

Priming from the Pulpit: Extending Regulatory Focus Theory to Faith-Based Services
Clark Johnson, Saint Louis University
Brittney Bauer, Saint Louis University
Christine Ascencio, Saint Louis University
Yunmei Kuang, Saint Louis University

Session 12E. SPECIAL SESSION: Better Food, Better Life: Applying Marketing to Achieve Social Changes
Room: Quarterdeck B
Discussion Leader: Sharyn Rundle-Thiele, Griffith University
Penalists: Patricia Gurviez, UMR GENIAL, AgroParisTech, INRA, Université Paris-Saclay
Sharyn Rundle-Thiele, Griffith University

Session 12F. Data and Technology in Sales
Room: Quarterdeck C
Discussion Leader: Michael Rodriguez, SKEMA Business School

Best Practices for Inside Sales Professionals: An Historical Analysis
Alhassan Ohiomah, University of Ottawa
Morad Benyoucef, University of Ottawa
Pavel Andreev, University of Ottawa
Craig Kuziemsky, University of Ottawa
David Hood, VanillaSoft
Joël Le Bon, University of Houston
Exploring the Role of Technology in Promoting CRM Capabilities in Direct-Selling Marketing Channels
Haya Ajjan, Elon University
Dana Harrison, East Tennessee State University
Joe Hair, South Alabama University

The Impact of Mobile CRM (mCRM) on Sales Productivity and Performance
Michael Rodriguez, Skema Business School
Kevin Trainor, Northern Arizona University

Friday, 10:00 am - 10:30 am

Refreshment Break
River/Port/Starboard

Friday, 10:30 am - 12:00 pm

Session 13A. Price is What You Pay; Value is What You Receive.
Creating Price Value in Today’s Competitive Environment
Room: Steering
Discussion Leader: Stephanie Noble, University of Tennessee

When It’s Too Good to be True: Examining Consumers’ Reactions and Firms’ Responses to Price Mistakes
Lan Xia, Bentley University
Anne Roggeveen, Babson College

You Deserved That: The Roles of Purchase Effort and Loyalty in Explaining Price Inequality Outcomes
Matthew Lastner, Illinois State University
Patrick Fennell, Salisbury University
Judith Folse, Louisiana State University
Dan Rice, Louisiana State University
Mcdowell Porter, Fresno State University

You Get What You Pay for – Physical Placebo Effects of Price Discounts
Gerrit Cziehso, TU Dortmund University
Amelie Wobker, TU Dortmund University
Andreas Kessenbrock, TU Dortmund University

How Shelf Space Allocation of Terroir Products Improve the Financial Performance of Grocery Stores?
Touiti Takoi, EM Strasbourg, University of Strasbourg, France
Dekhili Sihem, EM Strasbourg, University of Strasbourg, France
Session 13B. **Services and Customer Engagement**  
Room: Bridge  
Discussion Leader: Xiucheng Fan, Fudan University

**Social Customer Relationship Management and Company Intervention: A Strategy to Build Trust**  
Monika Rawal, Southern Illinois University Carbondale  
Jose Saavedra Torres, *Southern Illinois University Carbondale*

**Differentiating Customer Engagement and Customer Participation in Services Marketing**  
Wendy Gillis, Jacksonville University  
Doug Johansen, Jacksonville University  
Shiri Vivek, *Eastern Michigan University*

**Intercultural Accommodation and Service Quality Perceptions: What Moderating Factors Really Matter to Ethnic Minority Consumers**  
Sarah Mady, American University  
John Ford, Old Dominion University  
Tarek Mady, *University of Prince Edward Island*

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Session 13C. **Service Innovation and Crowd-sourcing**  
Room: Pelican  
Discussion Leader: Xiaoyun Zheng, Michigan State University

**R&D Information Disclosure in the Service-Providing Sector**  
Cong Feng, University of Mississippi  
K. Sivakumar, *Lehigh University*

**Building a Service Innovation Platform from the Service–Dominant Logic (S-D Logic) Perspective**  
Susan Wakenshaw, Warwick University  
Xiao Ma, Warwick University  
Nick K. T. Yip, *University of East Anglia*

**The Efficacy of Crowd-Sourcing for Early-Stage New Product Development**  
Debra Zahay, St. Edward's University  
Debika Sih, Southwestern University  
Nick Hajli, Swansea University  
Wes Pollitte, St. Edward's University
Session 13D. **Food & Beverage Consumption and Product Interactions**  
Room: Winward  
Discussion Leader: Annika Lueth, University of South Florida

- **On the Influence of Future Time Perspective on Wine Consumption**  
  Doreen Neubert, Otto-von-Guericke-University  
  Victor Schliwa, Otto-von-Guericke-University

- **Manipulating Context Dependence Changes Susceptibility to the Social Eating Environment**  
  Alyssa Reynolds, Winston-Salem State University  
  Collin Payne, NMSU

- **Intersections of Meaning Making: Boundary Objects at the Box**  
  Abigail Nappier Cherup, University of Nebraska  
  Alexander S. Rose, Idaho State University  
  Susan Dobscha, Bentley University

- **A Glass Wide Open: How Glass Rim Width Influences Extroversion and Happiness**  
  Nathalie Spielmann, NEOMA Business School  
  Patricia Rossi, IÉSEG School of Management

Session 13E. **Marketing Analytics in Digitized Environments**  
Room: Quarterdeck A  
Discussion Leader: Jamie Carlson, University of Newcastle

- **Measuring Attitudes Towards Customer Surveillance**  
  Kirk Plangger, King's College London, University of London  
  Elsamari Botha, University of Cape Town

- **Immersive Virtual Environments: A Whole New World**  
  Luke Liska, University of South Florida

- **Understanding Consumer-Generated Content About Luxury Brands: Big Data Analysis**  
  Xia Liu, Rowan University  
  Alvin Burns, Louisiana State University
Session 13F. The Role of Customers in Innovation  
Room: Quarterdeck B  
Discussion Leader: Yazhen Xiao, University of Tennessee, Knoxville  

**Consumer’s Acceptance of Food Innovations - Effects on Product Perception and Consumer Behavior**  
Levke Albertsen, Leibniz University of Hannover, Institute of Marketing and Management  
Klaus-Peter Wiedmann, Leibniz University of Hannover, Institute of Marketing and Management  
Evmorfia Karampournioti, Leibniz University of Hannover, Institute of Marketing and Management  
Sascha Langner, Leibniz University of Hanover, Institute of Marketing and Management  

**Developing Customer Discovery: A Conceptual Framework and Research Implications**  
Stern Neill, California Polytechnic State University  
Jingwei Zhang, Yanshan University  

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

AMS Board of Governors Meeting  
Bridge  

Session 13G. Vacation, Well-being, and Humor  
Room: Quarterdeck C  
Discussion Leader: Brent Smith, Saint Joseph’s University  

**Front-Line Service Roles Engagement and Subjective Well-Being of Socially-Disadvantaged Employees**  
Darren Garvey, Curtin University  
Piyush Sharma, Curtin University  
Russel Kingshott, Curtin University  

**Humor and International Ads: The Impact of Culture and Emotions on Advertising Effectiveness in France, USA and China**  
Dragana Medic, CRM  
Jean Marc Decaudin, CRM  

**Family Vacation Travel: An Application of the Theory of Reasoned Action**  
Mary Runte, University of Lethbridge  
Debra Basil, University of Lethbridge  

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

AMS Board of Governors Meeting  
Bridge
Friday, 1:30 pm - 3:00 pm

Session 14A. Making CSR and Sustainability Work: Organizational Strategizing and Decision-Making
Room: Quarterdeck A
Discussion Leader: Gary Ottley, Babson College

Managing Stakeholder Interests in a Non-Profit Setting: Who Matters Most?
Kelly Weidner, Saint Mary’s College
Anjali Bal, Babson College

How to Connect Producer and Consumer Values? The Case of Heirloom Seeds
Patricia Gurviez, UMR GENIAL, AgroParisTech, INRA, Université Paris-Saclay
Marine Masson, UMR GENIAL, AgroParisTech, INRA, Université Paris-Saclay

Positioning and Planning of Sustainability Initiatives
Rocio Rodriguez, Kristiania University College
Göran Svensson, Kristiania University College
David Eriksson, Jönköping University

Session 14B. Shapes, Labeling, and Packaging Effects
Room: Quarterdeck B
Discussion Leader: Ruta Ruzeviciute, Vienna University of Economics & Business

The Role of Label-Flavor Color Congruence on Consumer Judgements of Appropriateness and Visual Appeal
Felipe Pantoja, ISEG School of Management
José Augusto Lacerda Fernandes, Universidade Federal do Pará

Tales of Food Labelling: Experimental Studies on the Effects of Advertisings and Warnings on Food Labels in Brazilian Context
Rita Pereira, UFPB/UNCG
Josueliton Costa, UFPB

Feel the Grip and Smell the Freedom – Assessing the Impact of Sensory Packaging on Implicit and Explicit Brand Knowledge
Sascha Langner, University of Hannover
Steffen Schmidt, Leibniz University Hannover, Institute of Marketing and Management
Gesa Lischka, Kochstraße GmbH
Evmorfia Karampournioti, Leibniz University of Hannover
Levke Albertsen, Leibniz University of Hanover, Institute of Marketing and Management
Session 14C. **EWOM: Positive and Negative Impact**
Room: Quarterdeck C
Discussion Leader: Julia Wolny, University of Southampton

**User-to-Brand Social Media Behavior Directed at Brands and Its Impact on Electronic Word-of-Mouth and Purchase Intentions**
Youngtae Choi, University of North Florida
Michael Kroff, Southern Utah University

**How Can the Ratings Be so Different? Reasoning to Identify Factors Explaining Airbnb's Satisfaction Rating Advantage over Hotels**
Christine Pitt, KTH
Theresa Eriksson, Lulea University of Technology
Andrew Flostrand, Lulea University of Technology
Philip Grant, Langara College

**Customer-to-Customer Interactional Justice: A New Challenge for Service Recovery via Social Media**
Todd Bacile, Loyola University New Orleans
Jeremy Wolter, Auburn University
Alexis Allen, University of Kentucky
Pei Xu, Auburn University
Tara Luck Mariano, Loyola University New Orleans

**Negative EWOM in Social Media and Stock Evolution**
Maria Petrescu, Nova Southeastern University

Session 14D. **Consumption and Social Media**
Room: Pelican
Discussion Leader: Debra Zahay, St. Edward’s University

**Social Media Usage and Status Consumption: An Abstract**
Ali Heydari, Concordia University
Michel Laroche, Concordia University

**The Role of Audience Comments in YouTube Vlogs**
Devdeep Maity, Delaware State University
Margot Racat, EDHEC Business School

**Small Wineries’ Entrepreneurial Marketing Practices and Social Media Use**
James Stoddard, Appalachian State University
Pia A. Albinsson, Appalachian State University
G. David Shows, Appalachian State University
Session 14E. Salesperson's Perception of the Manager
Room: Winward
Discussion Leader: Nawar Chaker, Elon University

Is Your Sales Manager Attractive? Examining the Impact of Attractiveness on Credibility
Edward Nowlin, Kansas State University
Doug Walker, Kansas State University
Nawar Chaker, Elon University
Nwamaka Anaza, Southern Illinois University Carbondale

Sales Managers’ Ethical Leadership and Salesperson Outcomes: The Role of Emulation Intentions
Vishag Badrinarayanan, Texas State University
Indu Ramachandran, Texas State University
Sreedhar Madhavaram, Cleveland State University

Person-Supervisor Fit in Sales: An Application of Self Determination Theory
Ilgım D. Benoit, Appalachian State University
Ceren Ekebas-Turedi, Purdue University Northwest
Thomas G. Brashear, University of Massachusetts Amherst

Session 14F. Retail Advertising and Promotion: Building the Retail Brand
Room: Leeward
Discussion Leader: Adam Mills, Loyola University New Orleans

One for Me, One for You: Exploring Consumers’ Motivations to Share Referral Coupons
Sara Hanson, University of Richmond
Monika Kukar-Kinney, University of Richmond
Hong Yuan, University of Oregon

Consumer Perceived Probability of Food Waste and Attitudes Towards Sales Promotions
Guillaume Le Borgne, Montpellier SupAgro
Lucie Sirieix, Montpellier SupAgro
Sandrine Costa, INRA Montpellier

Mobile in-Store Advertising: Exploring the Effects of Location-Based Mobile Promotions on Shopping Behavior
Stefan Brinkhoff, TU Dortmund
Tobias Schaefer, TU Dortmund

How to Simplify Consumers’ Product Choice: An Exploration of Different Information Sources at the Point of Sale
Andreas Kessenbrock, TU Dortmund University
Gerrit Cziehso, TU Dortmund University
Friday, 3:00 pm - 3:30 pm

Refreshment Break
River/Port/Starboard

Friday, 3:30 pm - 5:00 pm

Session 15A. Advertising Effectiveness in Emerging Media Platforms
Room: Steering
Discussion Leader: William Bergman, University of Richmond

How Augmented Reality Affects Advertising Effectiveness: The Mediating Effects of Curiosity, Attention, and Attitude Toward the Ad
Shuai Yang, Donghua University
Sixing Chen, Hunan University
Jeffrey Carlson, University of Richmond

Are Those Immersive Online Ads Really Effective? Consumers’ Responses to 360 Degree Video Ads in Different Media Platforms
Doyle Yoon, University of Oklahoma
Seunghyun Kim, University of Oklahoma
Fuwei Sun, University of Oklahoma

Developing a Typology of Native Advertising
Rebecca Leung, Ramapo College of New Jersey
Roberto Saldívar, The University of the Incarnate Word
Adesegun Oyedele, The University of the Incarnate Word

Towards an Analytical Framework to Understand Consumer Disengagement with Digital Advertising
Varsha Jain, MICA
Altaf Merchant, Milgard School of Business, University of Washington, Tacoma
Siddharth Deshmukh, MICA
Ganesh B.E., MICA

Session 15B. Should I Stay of Should I Go? Decision Making and Choice
Room: Bridge
Discussion Leader: Cat Armstrong-Soule, Western Washington University

Unpacking Effects in Consumer Judgments
Constantinos Hadjichristidis, University of Trento
Janet Geipel, VU University
Kishore Gopalakrishna Pillai, Norwich Business School, University of East Anglia, U.K.
Induction of Construal-Level Mindset via Experience of Surprise and the Follow-up Effect on Consumer Evaluations and Judgments
Atul Kulkarni, University of Missouri-KC
Joëlle Vanhamme, EDHEC Business School

Exploring the Role of Attitudinal vs. Situational Ambivalence in Consumer Choice
Piyush Sharma, Curtin University
Cheryl Leo, Murdoch University
Anish Nagpal, The University of Melbourne
Yuwei Jiang, The Hong Kong Polytechnic University

Session 15C. Stand in the Place Where You Live: Cultural Dimensions
Room: Pelican
Discussion Leader: Thomas Burnham, University of Nevada, Reno

A Review of Cognitive and Affective Country-of-Origin’s Effects and Their Influence on Organisational Attribution of Blame Post-Crisis Event
Muhammad Irfan Tariq, The University of Adelaide
Roberta Crouch, The University of Adelaide
Pascale Quester, The University of Adelaide

The Impact of Power Distance Belief and Psychological Distance on Decision-Making
Miguel Angel Zúñiga, Morgan State University
Ivonne M. Torres, New Mexico State University

Conceptualising Beauty in Consumer Research: A Framework and Research Agenda
Marina Leban, ESCP Europe
Benjamin Voyer, ESCP Europe

Session 15D. Managing the Customer Journey and Shopper Experience
Room: Winward
Discussion Leader: Lauren Beitelspacher, Babson College

Innovation In Retail Business Models - How Adding Bricks To Clicks Affects Customers’ Purchase Intention
Agnes Sophie Roggentin, Westfälische Wilhelms-Universität
Münster, Marketing Center Münster, Institut für Marketing

Anonymity, Anxiety, and Abandonment: How Product Packaging and Location Impact the Shopper
Christian Barney, Mississippi State University
Carol Esmark Jones, Mississippi State University
Adam Farmer, Mississippi State University

The Cost of Control: How Participative Pricing Shapes Attitudes and Purchases
Cindy Wang, McMurry University
Joshua Beck, University of Oregon
Hong Yuan, University of Oregon
Session 15E. Technology in Services Marketing
Room: Kabacoff
Discussion Leader: Shuai Yang, Donghua University

Internet Killed the Radio Star?
Yang He, Belmont University
Atanas Nikolov, Washington State University

Self-Service Technology Investment and Firm Performance: A Theoretical Model
Fengxia Zhu, Cleveland State University

Evaluating the Effectiveness of Brand Communication on Implicit and Explicit Brand Knowledge in Virtual Spaces: The Case of Sports Sponsorship Exposure in Video Games
Steffen Schmidt, Leibniz University of Hannover
Matthias Limbach, Europafachakademie Dr. Buhmann
Sascha Langner, Leibniz University of Hannover
Philipp Reiter, Eye Square GmbH, Germany

Session 15F. Internationalization Strategies
Room: Quarterdeck A
Discussion Leader: Maria Petrescu, Nova Southeastern University

Da Huo, Central University of Finance and Economics

E-Commerce Corporations (ECCs) Internationalization: A Case Exploration
Mamoun Benmamoun, Saint Louis University
Nitish Singh, Saint Louis University
Kevin Lehnert, Grand Valley State University
Sang Bong Lee, Saint Louis University

International Marketing and the Migrant-Owned Enterprise: Research Propositions
Gary Knight, Willamette University
Michael Czinkota, Georgetown University
Zaheer Khan, University of Kent, Canterbury

What Drives Green Product’s Consumption in Vietnam? A Moderating and Mediating Effects Analysis
Thuy-Phuong Nguyen, EM Strasbourg, University of Strasbourg
Sihem Dekhili, EM Strasbourg, University of Strasbourg
Session 15G. **Tell Me More - Advertising and Sales Approaches in B2B Marketing**
Room: Quarterdeck B
Discussion Leader: Mark Groza, Northern Illinois University

**Investigating Relationship Dependence in International B2B Channel Relationships**
Daniel Padgett, Auburn University
Christopher Hopkins, *Auburn University*

**Storytelling in Business-to-Business Advertising**
Nwamaka Anaza, Southern Illinois University Carbondale
Christopher Hopkins, Auburn University
Elyria Kemp, University of New Orleans
Leila Borders, *Kennesaw State University*

**Effects of B2B Customers' Perceived Benefits on Willingness to Disclose Information in an Online Exchange: An Individual Level Perspective**
Jose Saavedra Torres, Southern Illinois University
Monika Rawal, *Southern Illinois University*

**Examining Sales and Purchase Approaches in Complex Business Relationships**
Rocio Rodriguez, Kristiania University College
Göran Svensson, Kristiania University College
Sergio Román, Murcia University
Greg Wood, *Kristiania University College*

Session 15H. **SPECIAL SESSION: Understanding and Managing Value... When Customers Create It**
Room: Quarterdeck C
Discussion Leader: Emily Treen, Simon Fraser University
Penalists: Leyland Pitt, Simon Fraser University
Emily Treen, Simon Fraser University
Kristina Heinonen, Hanken School of Economics
Adam Mills, Loyola University New Orleans
Kirk Plangger, King's College London, University of London
Richard Hanna, Babson College
Friday, 5:00 pm - 6:00 pm

**AMS Business Meeting**
Kabacoff

Friday, 6:00 pm - 7:00 pm

**President's Reception**
River/Port/Starboard Atrium

Friday, 7:00 pm

**President's Banquet**
River/Port/Starboard

*Entertainment sponsored in-part by Marketplace Simulations®*
Saturday, 8:00 am - 8:30 am

**Doctoral Consortium Breakfast**
Compass, 8:00 am - 8:30 am

Saturday, 8:30 am - 12:00 pm

**Doctoral Consortium**
Compass
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