The Academy of Marketing Science Honors:

2022 AMS Cutco/Vector

Outstanding Marketing Educator

Dr. Eli Jones

Dr. Eli Jones is a Professor of Marketing, Peggy Mays Eminent Scholar, and the former Dean of Mays Business School at Texas A&M University. He served as Dean of three flagship business schools over 13 years - Mays Business School, the Sam M. Walton College of Business at University of Arkansas, and the E. J. Ourso College of Business at Louisiana State University. Before becoming a dean, he served at the University of Houston, which included directing the Program for Excellence in Selling. He is also the founding Executive Director of the Sales Excellence Institute. He has published sales and sales management research in top academic journals and co-authored two professional books. In 2016, the American Marketing Association's Sales Special Interest Group awarded him the Lifetime Achievement Award for sustained contributions to the sales and sales management discipline, and the PhD Project inducted Eli into the Hall of Fame.

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Optimistic Marketing in Challenging Times:
Serving Ever-Shifting Customer Needs

Marketing is the most optimistic business discipline. Integrating concepts developed by social sciences, such as psychology, sociology, anthropology, marketing combines them with finance, accounting, and operations management practices – all of that with the goal of serving consumers or organizations and increasing happiness and customer satisfaction. To say that we live in trying times would be a gross understatement. In fact, the scope and depth of the global crisis caused by the COVID-19 pandemic by far exceed the boundaries of the contemporary marketing theory. At no time since World War II, marketers had to deal with such a comprehensive and pervasive global crisis. Amid the gloomy present times and pessimistic predictions for the future, marketers need to find ways to serve customers, satisfy their needs, and help them look forward with optimism.

The upcoming conference is designed to provide a forum suitable for free exchange of pioneering ideas developing and expanding marketing theory and practice. As a return to normalcy, we are planning the event to allow leading marketing thinkers to gather as the crisis subsides, thereby providing the space for the structured and free-wheeling discussions aiming the recognition of the current challenges and search of the paths to solve problems. The conference is comprised of multiple tracks focusing on particular topics, and each of them serves as a pillar supporting the overall structure of contemporary marketing built with shared knowledge and aiming towards the future with informed optimism.

2022 Conference Co-Chairs:
Gregory Kivensor, University of Connecticut
Weiling Zhuang, Eastern Kentucky University
The Academy of Marketing Science (the “Academy”) began at C. W. Post Center of Long Island University in 1971. Under the directorship of founder Dr. Harold W. Berkman, the Academy grew into a substantial regional association. In 1972 he established the Journal of the Academy of Marketing Science (JAMS). As the Academy expanded nationally in both scope and recognition, it became evident that more structure was needed. The Academy currently has elected officers and a Board of Governors, with elections held on a biennial basis. The first annual conference took place in Akron, Ohio. Subsequent annual conferences have been held in nearly a dozen U.S. states and in Canada. World Marketing Congresses have been held in such diverse locations as Australia, Malaysia, and Turkey. Presently the Academy of Marketing Science is a full-service, scholarly professional organization. It offers a wide range of services, including a series of conferences and special interest programs and symposia, refereed scholarly journals, a quarterly member newsletter, and conference proceedings.

The Academy is an international, scholarly, professional organization. It is dedicated to promoting high standards and excellence in the creation and dissemination of marketing knowledge and the furtherance of marketing practice through a role of leadership within the discipline of marketing around the world. The Academy is committed to the highest of ethical standards in the pursuit of this mission.

As fellows of the Academy of Marketing Science Foundation, we recognize that fellowship carries with it special responsibilities. As researchers, we are guided by the desire to advance knowledge of marketing. Consequently, we devote much energy toward developing and improving ourselves as marketing scholars.
As teachers, we are intellectual guides and do our best to convey information about marketing. As colleagues, we have certain obligations to marketing educators and the marketing discipline. We respect and nurture one another. We help one another promote the discipline through the creation, dissemination, and utilization of marketing knowledge. We do this with the highest ethical standards to ensure that marketing contributes to society in significant and substantive ways.

We have certain professional obligations that include

- maintaining the highest standards of intellectual honesty, professionalism, and objectivity
- defending the principles and practice of academic freedom
- avoiding conflicts of interest
- being selfless in contributing to the marketing discipline and society at large
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2022 AMS CONFERENCE TRACKS & TRACK CHAIRS

Advertising and IMC
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Big Data, AI, AR, and Digital Marketing
Sigitas Urbonavičius, Vilnius University, Lithuania
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Branding and Brand Management
Klaus-Peter Wiedmann, Leibniz Universität Hannover, Germany
Maria Rodas, University of Southern California, USA
Mark Arnold, Saint Louis University, USA

Consumer Behavior
Diana Haytko, East Carolina University, USA
Erik Kostelijk, Amsterdam University of Applied Sciences, The Netherlands

Consumers in the Age of the Internet
Ainsworth Bailey, University of Toledo, USA
Dan Rice, Louisiana State University, USA
Grace Lixuan Zhang, Weber State University, USA

Cross-Cultural, Diverse, and Inclusive Marketing
Catherine Demangeot, IESEG School of Management, France
Cheryl Nakata, University of North Carolina Greensboro, USA

Innovations and Entrepreneurial Marketing
Antonio Hyder, Hackers and Founders Research
Ronjon Nag, Stanford University, USA

International Marketing
Paurav Shukla, Southampton University, UK
Sandra Awanis, Lancaster University, UK

Luxury Marketing
Hongfei Liu, Southampton University, UK
Steve Chen, Southampton University, UK
Weisha Wang, Southampton University, UK

Marketing in Emerging Markets
Mona Sinha, Kennesaw University, USA
Piyush Sharma, Curtin University, Australia
Marketing Pedagogy and Education
Marco Wolf, University of Southern Mississippi, USA
Wendy Ritz, Florida State University, USA

Christopher Hopkins, Auburn University, USA
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Omni-Channel and Supply Chain Management
Nic Terblanche, Stellenbosch University, South Africa
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Pricing, Retailing, and Personal Selling
Cong Feng, University of Mississippi, USA
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Public Policy, Sustainability, and Social Responsibility
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Services Marketing
Hyunju Shin, Georgia Southern University, USA
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Social Media Marketing
Christina Chung, Ramapo College of New Jersey, USA
Iryna Pentina, University of Toledo, USA
Kirk Plangger, King's College London, UK

Tourism and Leisure Marketing
Anahit Armenakyan, Nipissing University, Canada
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Wine, Food, and Sensory Marketing
Benoit Lecat, California Polytechnic University, USA
Nathalie Spielmann, NEOMA Business School, France
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Doctoral Colloquium
John B. Ford, Old Dominion University, USA
Mathieu Kacha, University of Lorraine, France

Mary Kay Inc. Doctoral Dissertation
Victoria Bush, University of Mississippi, USA
Joyce Zhou, University of Louisiana at Monroe, USA
Special Sessions
Gregory Kivenzor, University of Connecticut, USA
Weiling Zhuang, Eastern Kentucky University, USA
Nina Krey, Rowan University, USA

Proceedings Editors
Juliann Allen, Nicholls State University, USA
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2023 CONFERENCES

Annual Conference
May 17-19, 2023
Hilton Riverside
New Orleans, Louisiana, USA

World Marketing Congress
July 11-14, 2023
University of Kent
Canterbury, UK
DAILY HIGHLIGHTS • Tuesday, May 24, 2022

AMS Executive Committee Meeting
Executive Boardroom, 8:00 AM – 5:00 PM

Registration
De Anza Foyer, 3:00 PM - 6:00 PM

Pre-Conference Reception
Club Room, 5:00 PM - 6:00 PM

Pre-Conference Activities
Tuesday, 8:00 AM - 5:00 PM

AMS Executive Committee Meeting
Executive Boardroom

Tuesday, 5:00 PM - 6:00 PM

Pre-Conference Reception
Club Room

DAILY HIGHLIGHTS • Wednesday, May 25, 2022

Registration
De Anza Foyer, 8:00 AM - 5:00 PM

Refreshment Break
Sponsored by Marketplace Simulations
De Anza Foyer, 10:00 AM - 10:30 AM

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

Teaching Digital Marketing Certificate Program
Bonsai II, 1:30 PM - 5:00 PM

Refreshment Break
Sponsored by Stukent
De Anza Foyer, 3:00 PM - 3:30 PM

Welcome Reception
Club Room, 6:00 PM - 7:00 PM

Dinner
On Your Own
2022 AMS PROGRAM SCHEDULE

Wednesday, 8:30 AM - 10:00 AM

Session 1.1: AMS-AFM Session - Presentations from Grant Awardees
Room: Bonsai I
Chairs: Barry J. Babin and Jean-Luc Herrmann

Leveraging Similarity and Congruency for Persuasive Sensory-Based Communication
Margot Racat, IDRAC Business School
Mathieu Kacha, University of Lorraine
Brad Carlson, Saint Louis University
Sonia Capelli, University of Lyon

The Effect of Immersive Technology on Second Chance Tourism - AFM/AMS Grant Winner
Amela Dizdarevic, Aston University
Alice Crepin, ESSCA School of Management

From Eerie to Aww: Embracing the Imperfect Side of Humans can Improve the Consumer-Robot Interaction
Rae Yule Kim, Montclair State University
Nina Belei, Radboud University
Rajiv Vaidyanathan, University of Minnesota, Duluth
Sandrine Heitz-Spahn, Université de Lorraine

Session 1.2: Sales Management and Personal Selling I
Room: Cottonwood I
Chair: Kirby Shannahan

Perceived Quota Difficulty and its Relevance to Ethical Decision-Making and Sales Performance
Ashmita Lamichhane, Memorial University of Newfoundland
Kirby Shannahan, Memorial University of Newfoundland
Rachelle Shannahan, Memorial University of Newfoundland

Sales Management Just Got Brighter and More Resilient during COVID
Rajeshwari Krishnamurthy, Great Lakes Institute of Management

Purchasing the Threat Away: Emotional Consumption and Behavioral Responses to an Ongoing Crisis
Shuang Wu, Rowan University
Nina Krey, Rowan University
Ye Han, University of Wisconsin, La Crosse

The Impact of Salesperson Intentions on Sales Training Transfer
Blake Runnalls, University of Nebraska, Lincoln
Douglas E. Hughes, University of South Florida
Pinar Kekec, University of Nebraska, Lincoln
Session 1.3: **Learning Materials and Student Outcomes**  
Room: Cottonwood II  
Chair: Wendy Ritz

- **Using Macromarketing to Teach Business Sustainability**  
  Mark Peterson, *University of Wyoming*

- **A Taxi Analysis of a Retailing Management Multiple-Choice Question Bank**  
  John Dickinson, *University of Windsor*

- **The Role of Entrepreneurial Competencies in Enterprise and Marketing Pedagogy: Lessons from Business Start-Ups**  
  Vita Kadile, *University of Leeds*
  Nicky Kinsey, *University of Leeds*

Session 1.4: **Branding and Advertising in the Global Market**  
Room: Ironwood I  
Chair: Francesca Bonetti

- **Business Ties, National Institutions, and Firm Performance: A Multilevel Investigation**  
  Joao Oliveira, *University of Essex*
  Eleni Lioliou, *Queen Mary University of London*
  John Cadogan, *Loughborough University*

- **“Come to Us, We Have Scooters” – Electric Scooter Sharing and Closed-Campus Micromobility: An Empirical Study on Usage Patterns in Different Lockdown Scenarios**  
  Meike Grimme, *Baden-Wuerttemberg Cooperative State University Stuttgart*
  Gabriel Yuras, *Baden-Wuerttemberg Cooperative State University Stuttgart*

- **Does Lego “Build” Reputation for Denmark? Consequences of Brand Performance on Country Brand Reputation**  
  Abhishek Borah, *INSEAD*
  Francesca Bonetti, *London College of Fashion*
  Shahpar Abdollahi, *London College of Fashion*

- **Nurturing versus Natural Meanings of Colors**  
  Lixun Su, *Eastern Kentucky University*
  Annie Cui, *West Virginia University*
  Dan Zhao, *Jilin Agricultural University*
  Sheng Wei, *Harbin University of Commerce*
Session 1.5: **Conversational Agents**  
Room: Ironwood II  
Chair: Iryna Pentina

- **Emotional and Cognitive Trust in Social Conversational Agents**  
  Tianling Xie, *University of Toledo*  
  Benjamin George, *University of Toledo*  
  Iryna Pentina, *University of Toledo*

- **Information Overload in Voice-Based Alexa Shopping: Does Customer Involvement Play a Role?**  
  Zhezhu Wen, *Winona State University*  
  Iryna Pentina, *University of Toledo*

- **Shopping with Voice Assistants: How Empathy Affects Decision-Making Outcomes**  
  Alex Mari, *University of Zurich*  
  Andreina Mandelli, *SDA Bocconi*  
  René Algesheimer, *University of Zurich*

- **“Hey Google, can I Text You?” Investigating AI Digital Assistants Modality to Serve Emerging Customer Needs**  
  Hannah Marriott, *Cardiff Metropolitan University*  
  Valentina Pitardi, *University of Surrey*

Session 1.6: **Designing Customer Journey**  
Room: Redwood I  
Chair: Amanda Garrison

- **Digitalization through Technology and Sales Performance: Extended Framework**  
  Rocío Rodríguez, *University of Murcia*  
  Nils Høgevold, *Kristiania University College*  
  Göran Svensson, *Kristiania University College*  
  Carmen Otero-Neira, *University of Vigo*

- **The Service Provider Guided Consumer Milestone Journey**  
  Amanda Garrison, *University of Wyoming*  
  Linda Price, *University of Wyoming*

- **Disentangling Service Reliability from Service Excellence and Assessing their Impact on Likelihood to Recommend**  
  Andrew Gallan, *Florida Atlantic University*  
  Rakesh Niraj, *Case Western Reserve University*  
  Cheryl Burke Jarvis, *Florida Atlantic University*
Wednesday, 10:00 AM - 10:30 AM

Refreshment Break
Sponsored by Marketplace Simulations
Room: De Anza Foyer

Wednesday, 10:30 AM - 12:00 PM

Session 2.1: Special Session: Scale Measurements Review 101: Understanding the Problematic Issues and Insights in Developing and Using Scale Measures in Academic Research
Room: Bonsai I
Chair: David J. Ortinau

Special Issue: Scale Measurements Review 101: Understanding the Problematic Issues and Insights in Developing and Using Scale Measures in Academic Research
David J. Ortinau, University of South Florida
Barry J. Babin, University of Mississippi
John B. Ford, Old Dominion University
Nina Krey, Rowan University
David Locander, University of Tennessee at Chattanooga

Session 2.2: Marketing Strategies in Emerging Markets
Room: Cottonwood I
Chair: Mona Sinha

I Got it from My Parents! How Entrepreneurs from Emerging Markets Become Innovators
Mirco Bolten, RWTH Aachen University

Marketing and the Sustainable Development Goals: Case Studies from Egypt
Yasmin Anwar, Universities of Canada in Egypt
Noha El-Bassiouny, German University in Egypt

Disruptive Consumption Practices in Emerging Markets
Marcia Christina Ferreira, Brunel University London
Daiane Scaraboto, University of Melbourne
Adriana Schneider Dallolio, Fundação Getúlio Vargas
Eliane Zamith Brito, Fundação Getúlio Vargas
Bernardo Figueiredo, RMIT University

Managerial Perspectives on Export Pricing Adaptation Decisions: An Experimental Investigation
Christina Papadopoulou, University of Leeds
Magnus Hultman, Brock University
Aristeidis Theotokis, University of Leeds
Pejvak Oghazi, Södertörn University
Session 2.3: **Effectiveness of Social Media Influencers**  
Room: Cottonwood II  
Chair: Emna Cherif

**Can Polarization on Social Media Affect Influencer Effectiveness?**  
Mediating Role of Motivated Reasoning  
Mohammadali Koorank Beheshti, *Old Dominion University*  
Mahesh Gopinath, *Old Dominion University*  
Sama Ashouri, *Old Dominion University*  
Saeed Zal, *Old Dominion University*

**New Social Media Cinderella’s: On the Double Effect of Underdog Status and Homophily on SMI Perceptions and Buying Intentions**  
Oula Bayarassou, *South Champagne Business School*  
Emna Cherif, *IAE Clermont Auvergne*  
Imene Becheur, *Qatar University*  
Haithem Guizani, *IEPG*

**The Impact of Influencer Video Characteristics on Electronic Word-of-Mouth**  
Jason Weismueller, *University of Western Australia*  
Paul Harrigan, *University of Western Australia*  
Richard L. Gruner, *University of Western Australia*

**Do You Think I’m Real?: A Mixed Reality Approach to the Effects of the Virtual Influencer Engagement on Attitude and Brand Attachment**  
Jeongmin Ham, *University of Texas, Austin*  
Pratik Shah, *University of Texas, Austin*  
Matthew Eastin, *University of Texas, Austin*

**The Effect of Product and Brand Personalization of Online-Personalized Ads: An Eye-Tracking Study**  
Emna Cherif, *IAE Clermont-Auvergne*  
Oula Bayarassou, *South Champagne Business School*

Session 2.4: **Consumer Decision Making in Green, Food, and Health Marketing**  
Room: Ironwood I  
Chair: Benjamin Österle

**Fast Meal = Fast Food Intuition: The Effect of Time Pressure on Food Choice**  
Nico Heuvinck, *IESEG School of Management*  
Yi Li, *Macquarie Business School*
What Advertising Levers can be Used to Encourage Children to Eat Insects? An Approach Based on Drawings
Joël Bree, ESSCA School of Management & IAE de Caen
Coralie Damay, ISC Paris
Mathilde Gollety, University of Paris II Pantheon Assas
Nathalie Guichard, University of Paris Saclay
Khaouli Jellouli, IAE de Caen

The Impact of Carbon Footprint and Nutritional Information on the Perceived Quality of a Food Product
Jana Maria Weinand, RWTH Aachen University

Hit the Road: Micromobility Solutions from the User's Perspective
Vanessa Reit, Baden-Wuerttemberg Cooperative State University Stuttgart
Benjamin Österle, University of Twente

Session 2.5: Methodological Approaches
Room: Ironwood II
Chair: Girish Punj

Predictive Model Assessment in PLS-SEM: Extensions and Guidelines
Pratyush Sharma, University of Alabama
Benjamin Liengaard, Aarhus University
Joseph F. Hair, Jr., University of South Alabama
Marko Sarstedt, Ludwig-Maximilians-University Munich
Christian Ringle, Hamburg University of Technology

Model Evaluation Practices in PLS-SEM: A Review of Recent Research and Best Practice Recommendations
Marko Sarstedt, Ludwig-Maximilians-University Munich
Joseph F. Hair, Jr., University of South Alabama
Mandy Pick, Otto-von-Guericke-University Magdeburg
Benjamin Liengaard, Aarhus University
Lăcrămioara Radomir, Babes-Bolyai University
Christian Ringle, Hamburg University of Technology

Session 2.6: New Venture Performance
Room: Redwood I
Chair: Antonio Hyder

Eureka Moments: A Study of Nascent Entrepreneur Idea Generation
Stern Neill, California Polytechnic State University
Mark Bieraugel, California Polytechnic State University

Market Orientation, Entrepreneurial Orientation, Entrepreneurial Marketing, and Firm Performance: A Comparative Analysis
Nasser Alqahtani, King Fahd University of Petroleum & Minerals
Can Uslay, Rutgers University
Sengun Yeniyurt, Rutgers University
Quick Diversification: Deciding the Scaling Strategies of a Digital News Startup Using Marketing Science
Joey Chung, TNL Media Group
Antonio Hyder, Hackers and Founders Research

Wednesday, 12:00 PM - 1:30 PM

Lunch
On Your Own

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Students live and breathe the 4Ps as they experiment with marketing strategies in an exciting, competitive marketing simulation.
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Wednesday, 1:30 PM - 3:00 PM

Session 3.1: **ADCCA I - AMS Review / Sheth Foundation Doctoral Competition for Conceptual Articles**
Room: Bonsai I
Chair: Hope Schau

**Environmentally Friendly but Perceptually Futile? A Comprehensive Review of Green Initiatives and Customer Responses**
Dan Bradbury, *Florida State University*

Session 3.2: **Social Media Influencer Characteristics**
Room: Cottonwood I
Chair: Carmen Lopez

**Virtual Tipping: Giving Back to Social Media Influencers**
Farnoush Reshadi, *Worcester Polytechnic Institute*
Mehrnoosh Reshadi, *Texas Tech University*

**How are Peer Endorser Characteristics Related to Brand Selfie Attitude?**
Yufei Huang, *University of York*
Fernando Fastoso, *Pforzheim University*
Héctor González Jimenez, *ESCP Business School*
Snehasish Banerjee, *University of York*

**Rethinking Authenticity: An Investigation of Virtual Influencers**
Carmen Lopez, *University of Southampton*
Ellis Chefor, *Illinois State University*
Barry J. Babin, *University of Mississippi*

**Social Media Influencers and Authenticity: The Effect of Partnership Disclosure and Attachment Strength**
Cassie Ditt, *McNeese State University*
Julie Moulard, *Louisiana Tech University*
Kate Pounders, *University of Texas at Austin*
Louis J. Zmich, *Louisiana Tech University*

Session 3.3: **Corporate Social Responsibility**
Room: Cottonwood II
Chair: Kyoungmi Kate Kim

**Shaped by the Media: How Internal and External CSR Information Sources Affect the Employees’ CSR Awareness and Perceived CSR Performance**
Sven Engelhardt, *RWTH Aachen University*

**A CEO’s Childhood Experience of Natural Disaster and Corporate Social Responsibility**
Daewoung Choi, *Louisiana State University, Shreveport*
Hyunju Shin, *Georgia Southern University*
Kate Kyoungmi Kim, *University of Wisconsin, Eau Claire*
Corporate Social Responsibility and Consumer-Brand Relationships: The Role of Culture
Khaled Aboulnasr, Florida Gulf Coast University
Taehoon Park, Florida Gulf Coast University
Amro Maher, Florida Gulf Coast University

Session 3.4: Advertising and IMC: Stern, Reviews, and More!
Room: Ironwood I
Chair: Jose-Domingo Mora

Grammar and Text Position as Drivers of Review Usefulness
Jose-Domingo Mora, University of Massachusetts, Dartmouth

Feature the Benefactor or the Victim? How Charity Advertisements with Different Protagonist Foci Affect Donation Behavior
Bingqing Yin, California Polytechnic State University

Barara Stern: Literary Theory and Criticism in Advertising and Consumer Research
Jie Fowler, Valdosta State University
Arindam Das, Alliance University
Aubrey Fowler, Valdosta State University

Bilateral Opportunism in Agency-Client Relationships
Raeesah Chohan, University of Cape Town
Cai Mitsu Feng, Simon Fraser University

Session 3.5: Special Session: Marketing Science at the Service of Innovative Startups and Vice Versa
Room: Ironwood II
Chair: Antonio Hyder

Special Session: Marketing Science at the Service of Innovative Startups and Vice Versa
Antonio Hyder, Hackers and Founders Research

Session 3.6: Firm-Level Strategic Marketing Concerns
Room: Redwood I
Chair: Stacey-Ann Sharpe

Exploring the Strategic Bond between Economic Geography and Firm-Level Advertising Spending
Stacey-Ann Sharpe, California State University, Los Angeles

Value Co-Creation as a Marketing Practice: Performance and Firm-Level Antecedents
Carole Charbonnel, Lyon University

Influence of Online Brand Community Management Capability on Firm Performance
Plavini Punyatoya, University of Nebraska, Lincoln
Amit Saini, University of Nebraska, Lincoln
Exploring Firm Heterogeneity in Category-Level Product Performance: The Case of Motion Pictures
Kate Karniouchina, Lorry I. Lokey School of Business and Public Policy
William Moore, University of Utah
Can Uslay, Rutgers University
Steve Carson, University of Utah

Session 3.7: Sharing Experiences with People and Things
Room: Redwood II
Chair: Nawar Chaker

Persuasion Using Video Narratives: Case of Engagement with Videos on YouTube about COVID-19
Anil Mathur, Hofstra University

Virtual Try-Before-You-Buy: The Impact of Virtual Try-Ons on Consumer Purchases
Luisa Thomas, RWTH Aachen University

The Show Must Go on: Young Consumers’ Virtual Live Music Event Experiences during COVID-19
Caroline Ducarroz, Catholic University of Louvain
Pia A. Albinsson, Appalachian State University

Whose Role is it Anyway? A Consideration of Responsibility in Digital Addiction
Mignon Reyneke, University of Cape Town
Robertson Jeandri, Luleå University of Technology
Caitlin Ferreira, Luleå University of Technology
Anna Näppä, Luleå University of Technology

Wednesday, 3:00 PM - 3:30 PM

Refreshment Break
Sponsored by Stukent
Room: De Anza Foyer
Wednesday, 1:30 PM - 5:00 PM

Session 3.8: Workshop: Teaching Digital Marketing
Room: Bonsai II
Chairs: Janna Parker, Debra Zahay-Blatz, and Kevin James

Wednesday, 3:30 PM - 5:00 PM

Session 4.1: Special Session: Marketing Research Impact and Relevance: Methods, Craft, and Frameworks
Room: Bonsai I
Chair: Martin Key

Special Session: Marketing Research Impact and Relevance: Methods, Craft, and Frameworks
Martin Key, University of Colorado, Colorado Springs
Terry Clark, Southern Illinois University, Carbondale
O.C. Ferrell, Auburn University

Session 4.2: Social Media Marketing Effectiveness and Outcomes
Room: Cottonwood I
Chair: Valeria Penttinen

Social Media Influence on Customer's Adoption of 5G Services: The Mediating Role of Customer-Based Brand Equity and Technology Adoption
Wenjin Huo, Greenwich University
Raffaele Filieri, Audencia Business School

Hi, I'm Taking over this Account! Leveraging Social Media Takeover in Fostering Parasocial Interaction with Brands
Valeria Penttinen, Hanken School of Economics

The Extended Arousing Effect or the Exciting Power of Social Media on Offline Consumption Behaviors
Laura Lavertu, University of Edinburgh
Ben Marder, University of Edinburgh
Kirsten Cowan, University of Edinburgh

Social Media and Service Quality in Internet Retailing
Jacob Cho, Metropolitan State University of Denver
Session 4.3: **Strategic Issues in Personal Selling and Sales Management**
Room: Cottonwood II
Chairs: Maria Rouziou and Dana Harrison

- **How Successful Firms Manage the Power Between Sales and Marketing Functions**
  Hao Wang, *University of South Florida*
  Douglas E. Hughes, *University of South Florida*

- **The Importance of Design Thinking for Salespeople in Cocreating Innovative Solutions with Business Customers**
  Mohammed Alzanbagi, *Umm Al-Qura University*

- **The Dynamic Relationship between Organizational Identification and the Social Capital Amongst Sales, Marketing, and R&D**
  Ali Anwar, *Wilfrid Laurier University*
  Maria Rouziou, *HEC Montreal*
  Nicole Coviello, *Wilfrid Laurier University*

- **Mapping Literature on Cause-Related Marketing Using Bibliometric and Thematic Analyses**
  Yukti Sharma, *Goa Institute of Management*
  Prakrit Silal, *Indian Institute of Management, Calcutta*

Session 4.4: **Actions and Behaviors in Leisure**
Room: Ironwood I
Chair: Anahit Armenakyan

- **Natural Language Processing of Negative Reviews to Improve Service in Hospitality**
  Sergey Kazakov, *National Research University Higher School of Economics*
  Vera Butkouskaya, *National Research University Higher School of Economics*
  Daniil Muravskii, *National Research University Higher School of Economics*

- **The Influence of Club Leadership in the Behavioral and Attitudes of Soccer Club Supporters**
  Ana Costa, *University of Minho*
  Cláudia Simões, *University of Minho*
  Marcelo Perin, *Fundação Getúlio Vargas*

- **Choral Music Making in Challenging Times**
  Adam Adler, *Nipissing University*
  Natalya Brown, *Nipissing University*
  Anahit Armenakyan, *Nipissing University*

- **Digital Tourism Consumption: The Role of Virtual Reality (VR) Vacations on Consumers’ Psychological Wellbeing**
  Graeme McLean, *University of Strathclyde*
  Mohammed Aldossary, *King Faisal University*
Rethinking Destination Branding Frameworks for the Age of Digital Nomads and Telecommuters
Sari Silvanto, California State University Dominguez Hills
Jason Ryan, California State University, San Bernardino

Session 4.5: Doctoral Colloquium
Room: Ironwood II
Chairs: Mathieu Kacha and John B. Ford

AI Capabilities and Organizational Performance: The Role of Institutional Pressures and AI Orientation Use and Climate
Nedjib Benleulmi, Léonard de Vinci Pôle Universitaire

The Backfire Effects of Website Filtering Tools
Mikyoung Lim, University of South Florida

Influencers’ Use of Active vs. Passive Sponsored Content and the Impact on Consumer Perception
Melanie Moore Koskie, Louisiana Tech University
Brittany B. Beck, Louisiana Tech University
Louis J. Zmich, Louisiana Tech University
Breanne A. Mertz, Louisiana Tech University

New Forms of Connected Customers/Connected Salespersons Communication: Exploration of the Effects on Customer Experience
Madiha Bendjaballah, CERFIGE University of Lorraine

Session 4.6: COVID, Consumers, and Consumption
Room: Redwood I
Chair: Gregory Kivenzor

The Effect of Changing the Logo on Accepting Social Distancing Guidelines due to COVID-19 with Moderation Effect of Product Involvement
Rozbeh Madadi, Middle Georgia State University
Ivonne M. Torresa, New Mexico State University
Reza Fazli-Salehi, St. Cloud State University
Miguel Ángel Zúñiga, Morgan State University

The Pandemic Crisis Effects on Subjective Well-Being and Consumer Behavior
Gregory Kivenzor, University of Connecticut
Jose Marcos Carvalho de Mesquita, University of Connecticut
Erik Kostelijik, Amsterdam University of Applied Sciences
Elena Reutskaja, IESE Graduate School, University of Navarra
Andriy Ivchenko, University Pompeu Fabra

COVID, Loneliness, and Consumer Need for Control
Yang He, Belmont University
Welcome Reception
Room: Club Room

Dinner
On Your Own

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DAILY HIGHLIGHTS • Thursday, May 26, 2022

**Registration**
De Anza Foyer, 8:00 AM - 5:00 PM

**Mary Kay Inc. Dissertation Proposal Competition**
Cottonwood I, 8:30 AM – 10:00 AM

**Meet the Editors I**
Bonsai I, 8:30 AM – 10:00 AM

**Refreshment Break**
**Sponsored by Hubro Education, Norway**
De Anza Foyer, 10:00 AM - 10:30 AM

**Mary Kay Inc. Dissertation Competition**
Cottonwood I, 10:30 AM - 12:00 PM

**Meet the Editors II**
Bonsai I, 10:30 AM – 12:00 PM

**Awards Luncheon**
De Anza I & II, 12:00 PM - 1:30 PM

**Teaching Marketing Analytics Certificate Program**
Bonsai II, 1:30 PM – 5:00 PM

**Refreshment Break**
De Anza Foyer, 3:00 PM – 3:30 PM

**AMS Reception**
Club Room, 6:00 PM - 7:00 PM

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

Session 5.1: Meet the Editors I
Room: Bonsai I
Chair: O.C. Ferrell
   Jisu Huh, *Journal of Advertising*
   John B. Ford, *Journal of Advertising Research*
   Ajai Gaur, *Journal of World Business*
   Varsha Jain, *Journal of Consumer Behavior*
   Cleopatra Veloutsou, *Journal of Product and Brand Management*
   Barbara Caemmerer, *Research and Marketing Applications*

Session 5.2: Mary Kay Dissertation Proposal Competition
Room: Cottonwood I
Chairs: Victoria Bush and Joyce Zhou
   Questioning the Intuitive Preference for Intentionality
   Alexander G. Fulmer, *Yale University*
   Sales Enablement in Young Ventures: Essays on the Role of Resilience and Internal Social Capital in Coping with Adverse Disruptions
   Ali Anwar, *Wilfrid Laurier University*
   Evaluating the Impact of Technology on Professional Sales: An Analysis of Social Selling Effectiveness
   Jen Riley, *Kansas State University*

Session 5.3: Special Session: Tackling the Academic Job Market: Advice from Search Committee Members
Room: Cottonwood II
Chair: Shuang Wu
   Tackling the Academic Job Market: Advice from Search Committee Members
   Nina Krey, *Rowan University*
   Shuang Wu, *Rowan University*
   Sabinah Wanjugu, *University of Southern Indiana*
   Mona Sinha, *Kennesaw State University*
   Weiling Zhuang, *Eastern Kentucky University*

Session 5.4: Privacy and Personal Data
Room: Ironwood I
Chair: Sigita Urbansavicius
   A Cross Cultural Study on Customers` Engagement on Value Co-Creation in Big Data Concept: The Moderating Effect of Privacy Concerns
   Gözde Erdogan, *Universidad de Deusto*
   Melisa Mete, *University of Reading*
Mining CEOs’ Big Five Personality Traits from Twitter
Giovanni Visentin, ESCP Business School
Fabrizio Zerbini, ESCP Business School
Sandrine Macé, ESCP Business School

Three Steps towards the Deeper Insights into Willingness to Disclose Personal Data in Online Shopping
Sigita Urbanavicius, Vilnius University
Mindaugas Degutis, Vilnius University
Vaida Kaduskeviuciute, Vilnius University
Ignas Zimaitis, Vilnius University
Vatroslav Skare, University of Zagreb

Session 5.5: Customer Experience and Value Creation in Services
Room: Ironwood II
Chair: Agnieszka Chwialkowska

Consumer Willingness to Invest Effort in Complex Technology-Based Self-Service
Orsolya Sadik-Rozsnyai, ESSCA School of Management
Barbara Caemmerer, ESSCA School of Management
Laurent Bertrandias, Toulouse Business School

The Influence of Cultural Values on Value Co-Creation
Agnieszka Chwialkowska, University of West Georgia
Mario Glowik, Berlin School of Economics and Law
Waheed Akbar Bhatti, Aalborg University

Development of a Measuring Scale in Higher Education Experience under Pandemic
Raksmey Sann, Khon Kaen University
Pei-Chun Lai, National Pingtung University of Science and Technology

Customer Motives and Influence Tactics in Special-Request Service Encounters
Sijun Wang, Loyola Marymount University
Liliana Bove, University of Melbourne
Sharon E. Beatty, University of Alabama
Betsy Holloway, Samford University

Session 5.6: Green Consumer Behavior I
Room: Redwood I
Chair: Carl Hieronymi

The Role of Self-Construal Level in the Relationship Between Norms and Pro-Environmental Consumer Behavior: A Cross-Country Comparison
Selma Saracevic, WU Vienna
Bodo B. Schlegelmilch, WU Vienna
Tong Wu, Sun Yat-sen University
It isn’t My Fault: The Influence of External Environmental Locus of Control on the Willingness to Pay for Remanufactured Products
Carl Hieronymi, RWTH Aachen University

Recycled Plastic Packaging on the Upswing
Joyce De Temmerman, Ghent University
Nico Heuvinck, IESEG School of Management
Hendrik Slabbinck, Ghent University
Iris Vermeir, Ghent University

Thursday, 10:00 AM - 10:30 AM

Refreshment Break
Sponsored by Hubro Education, Norway
Room: De Anza Foyer

Thursday, 10:30 AM - 12:00 PM

Session 6.1: Meet the Editors II
Room: Bonsai I
Chair: O.C. Ferrell
  John Hulland and Mark Houston, Journal of the Academy of Marketing Science
  Stephen L. Vargo, AMS Review
  Tom Kramer, Journal of Consumer Psychology
  Alina Sorescu, International Journal of Research in Marketing

Session 6.2: Mary Kay Dissertation Competition
Room: Cottonwood I
Chairs: Victoria Bush and Joyce Zhou
  Essays on the Use of Probabilistic Machine Learning for Estimating Customer Preferences with Limited Information
  Nicolas Padilla, London Business School
  Attribute Sentiment Scoring with Online Text Reviews: Accounting for Language Structure and Missing Attributes
  Ishita Chakraborty, University of Wisconsin, Madison

Session 6.3: Advertising and IMC: Brands and Endorsers
Room: Cottonwood II
Chair: Subhadip Roy
  Forgiving Celebrity Endorser Transgressions: A Cross-Cultural Perspective
  Subhadip Roy, Indian Institute of Management, Ahmedabad
  Astrid Keel, University of Laverne
The Effect of Advertising a Product with its Reflection on Product Aesthetics
Nazuk Sharma, Fairfield University
Anand Kumar, University of South Florida

Drop Shadows and Product Lightness Perceptions
Nazuk Sharma, Fairfield University

Do Sad-Looking Endorsers Indeed Work Better in Charity Advertising? The Relevance of Consumers’ Brand Awareness and Empathy
Verena Hofmann, University of Innsbruck
Nicola E. Stokburger-Sauer, University of Innsbruck

Session 6.4: Digital Assistants
Room: Ironwood I
Chair: Valentina Pitardi

Text Me if You can! The Influence of Modality in Consumers' Interactions with AI Digital Assistants
Valentina Pitardi, University of Surrey
Hannah Marriott, Cardiff Metropolitan University
Graeme McLean, University of Strathclyde

Toward a Theoretical Model of Brand Chatbot Adoption, a Bibliometric and Machine Learning Perspective
Camilo Rojas-Contreras, Grenoble-Alpes University
Pierre Valette-Florence, IAE de Grenoble and CERAG

We all Make Mistakes, but We're Not All Human… The Influence of Voice Assistant’s Mistake on Anthropomorphism
Ripinka Patil, Louisiana State University
Dan Rice, Louisiana State University

Robots for Good: How Robo Advisors and Behavioral Finance Training Impact the Disposition Effect
Patricia Rossi, IESEG School of Management
Alexandre Alles Rodrigues, IESEG School of Management
Daniel Fernandes, Católica-Lisbon School of Business and Economics

Session 6.5: Linking Marketing Education and Professional Practice
Room: Ironwood II
Chair: Kevin McEvoy

An Innovation Creating a Bridge between Marketing Education and Professional Practice
Kevin McEvoy, University of Connecticut
The Role of Formative Experiential Learning in Addressing the Multifaceted Nature of Skills Required by Future Marketers
Christina O’Connor, University of Limerick
Gillian Moran, Maynooth University
Grace Carson, Queens University Belfast

An Experiential Learning Framework for Retail: Creative Authentic Skill Development
Inci Toral, University of Birmingham
Sarah Montano, University of Birmingham

Quantitative Anxiety and Insights for Preparing Students for Data-Driven Marketing Jobs
Pui Ying Tong, Illinois State University
Chiharu Ishida, Illinois State University
Peter Kaufman, Illinois State University

Session 6.6: Product Design, Sports, and Consumer Response
Room: Redwood I
Chair: Janina S. Kuhnle

Designed for Success: The Role of Long-Term User-Product Interaction for Product Design Success
Janina S. Kuhnle, University of Innsbruck
Nicola E. Stokburger-Sauer, University of Innsbruck
Verena Hofmann, University of Innsbruck
Heike Hebborn, University of Innsbruck

Do You Feel Bored? The Role of Positive and Negative Emotions for Product Design Success
Heike Hebborn, University of Innsbruck
Janina S. Kuhnle, University of Innsbruck
Nicola E. Stokburger-Sauer, University of Innsbruck

Towards a Better Understanding of Extreme Response Style: The Influence of Self-Regulatory Focus
Elke Cabooter, IESEG School of Management
Bert Weijters, Ghent University
Luk Warlop, BI Norwegian Business School

Is that a Sport?: Conceptualization, Measurement and Consumer- and Brand-Related Outcomes of Perceived Sportivity
Reynald Brion, KEDGE Business School
Renaud Lunardo, KEDGE Business School
Jean-François Trinquecostet, Université de Bordeaux

Session 6.7: Approaches on Entrepreneurial Marketing
Room: Redwood II
Chair: Nestor U. Salcedo

The Contribution of Adaptive Marketing Capabilities on SME’s Business Model Adaptation during the Pandemic Crisis
Philippe Massiéra, ESG-UQAM
“Lime, Bird or Campus Drive? Where Institutions can be Ahead of Markets” an Empirical Study About Consumers’ Intention to Use Closed-Campus Micromobility
Maximilian Schwing, University of Toulouse 1
Marc M. Kuhn, Baden-Wuerttemberg Cooperative State University Stuttgart
Lars Meyer-Waarden, University of Toulouse 1

The Role of Government Policy Communications (GPC) Quality and Consistency in Promoting Entrepreneurship: An Approach from Integrated Marketing Communication
Vera Butkouskaya, HSE Graduate School of Business
Nestor U. Salcedo, UAB | ESAN

Crisis Initiated Changes in the Business Model of Small and Medium Enterprises
Björn Schäfer, WFI Ingolstadt School of Management
Barbara Caemmerer, ESSCA School of Management
Leonard Constantin Fuchs, WFI Ingolstadt School of Management

Thursday, 12:00 PM - 1:30 PM
AMS Annual Conference Awards Luncheon
Room: De Anza I & II

Thursday, 1:30 PM - 3:00 PM
Session 7.1: Consumers, CSR, and Diversity
Room: Bonsai I
Chair: Ryan Langan

An Examination of CEO Pay Transparency on Consumers’ CSR Evaluations
Ryan Langan, University of San Francisco
Carlin Nguyen, California State University, Los Angeles
Bhavya Mohan, University of San Francisco

Marketer and Consumer Mismatch of STEM and Gender Based Toys
Janis Crow, Kansas State University
Esther Swilley, Kansas State University

Brand Hate and Diversity
Shirley Mai, East Carolina University
Brian Taillon, East Carolina University
Diana Haytko, East Carolina University
A Cross-Cultural Investigation on Second-Hand Online Shopping Behaviour
Naser Valaei, Liverpool John Moores University
Gregory Bressolles, KEDGE Business School
Hamidreza Panjehfouladgaran, Liverpool John Moores University
Azar Shahgholian, Liverpool John Moores University

Session 7.2: Brands and Perceptual Processes
Room: Cottonwood I
Chair: Annika Abell

What’s in a “Happy” Meal? The Effect of Smiley Faces in Restaurant Logos on Price and Healthfulness Perceptions
Annika Abell, University of Tennessee, Knoxville
Leah Smith, University of Tennessee
Dipayan Biswas, University of South Florida

Augmented Reality Experiences: Exploring the Sensory and Cognitive Aspects that Foster Loyalty
Jennifer Barhorst, College of Charleston
Graeme McLean, University of Strathclyde
Nina Krey, Rowan University

I don’t like What I See: When User Generated Images (UGI) Distorts the Brand Image
Sabinah Wanjugu, University of Southern Indiana
Juliann Allen, Nichols State University
Amy Mings, University of Southern Indiana

Love is all Around Us, Love is Global: It Turns out it’s not Expressed the Same for All Brands
Ebru Ulusoy, Farmingdale State College SUNY
Arne Baruca, Texas A&M University, San Antonio
Roberto Saldivar, University of the Incarnate Word

Session 7.3: Luxury Marketing in the Ever-Changing Time: Challenges and Opportunities
Room: Cottonwood II
Chairs: Steve Chen, Hongfei Liu and Weisha Wang

Race and Status Evaluations
Jared Wong, Yale University
Glen Brodowsky, California State University, San Marcos
Foo Nin Ho, San Francisco State University

Specialized Social Media and Luxury Brands
Tan Tran, ICD Business School
Rania Serhal, ICD Business School

Gem or Lemon? Reducing Information Asymmetry in Secondhand Luxury Markets
Alex Yao Yao, San Diego State University
Ying Bao, University of Illinois, Urbana-Champaign
Luxury Experience and Consumer Behavior: A Systematic Literature Review and Future Research Agenda
Damini Goyal Gupta, MICA, Ahmedabad
Varsha Jain, MICA
Hyunju Shin, Georgia Southern University

Session 7.4: Managing Customer Engagement and Loyalty
Room: Ironwood I
Chair: Mohammad Rahman

Exploring Business Actor Engagement Dynamics
Elena Anastasiadou, Mälardalen University

Increasing Short- and Long-Term Blood Donations: A Longitudinal Field Comparison of Public and Private Events
Riley T. Krotz, Texas Tech University
Carl-Philip Ahlbom, University of Bath
Stephanie M. Noble, University of Tennessee
Dhruv Grewal, Babson College

Keeping the Ball Rolling: Using the S-O-R Framework to Investigate the Determinants of Football Fan Loyalty
Mohammad Rahman, Shippensburg University of Pennsylvania
Philip Rosenberger III, University of Newcastle, Central Coast
Mauro Oliveira, Centro Universitário da FEI
Sören Köcher, TU Dortmund University
Jin Yun, Sungkyunkwan-ro, Jongno-gu

Tip Framing and the Appropriate Context
Haley Hardman, Mississippi State University
V. Myles Landers, Mississippi State University
Frank G. Adams, Mississippi State University
Paulo Gomes, Mississippi State University

Session 7.5: Brand Loyalty and Engagement
Room: Ironwood II
Chair: Christo Bisschoff

Identifying Generic and Industry-Specific Antecedents to Measure Brand Loyalty
Christo Bisschoff, North-West University

How Brand Authenticity Drives Brand Engagement
Christopher Campagna, Georgia State University
Naveen Donthu, Georgia State University
Boonghee Yoo, Hofstra University

Negative Online Brand Engagement Scale Development Process
Xinyu Dong, University of Glasgow
Cleopatra Veloutsou, University of Glasgow
Anna Morgan-Thomas, University of Glasgow
Designing for User and Brand Experience: Implementing Parallax Scrolling in Online Shops to Explicitly and Implicitly Affect UX, Brand Sustainability and Behavioral Intentions
Evmorfia Karampournioti, Leibniz University of Hannover
Levke Walten, Leibniz University of Hannover
Klaus-Peter Wiedmann, Leibniz University Hannover
Steffen Schmidt, LINK Marketing Services AG
Julia Asseburg, LINK Marketing Services AG

Thursday, 1:30 PM - 5:00 PM

Session 7.8: Workshop: Teaching Analytics
Room: Bonsai II
Chair: Haya Ajjan, Dana Harrison and Scott Ryan

Thursday, 3:00 PM - 3:30 PM

Refreshment Break
Room: De Anza Foyer

Thursday, 3:30 PM - 5:00 PM

Session 8.1: Theory Forum I
Room: Bonsai I
Chairs: Stephen L. Vargo, Melissa Archpru Akaka and Heiko Wieland Wieland

Marketing Impact through Market Theory
Melissa Archpru Akaka, University of Denver
Heiko Wieland, California State University, Monterey Bay
Stephen L. Vargo, University of Hawaii at Manoa
Hope Schau, University of Arizona
Martin Key, University of Colorado, Colorado Springs

Session 8.2: Advertising and IMC: All About Consumers
Room: Cottonwood I
Chair: Kirk Plangger

The Impact of Anthropomorphism on Consumer Satisfaction
George Panton, King’s College London
Zixuan Cheng, King’s College London
Anouk de Regt, King’s College London
Matteo Montecchi, King’s College London
Kirk Plangger, King’s College London, University of London
When does a Goal-Appeal Match Affect Customer Satisfaction? 
Examining the Work and Play Context 
Kyung-Ah Byun, University of Texas, Tyler 
Junghwa Hong, University of Texas, Tyler 
Kevin James, University of Texas, Tyler

Young People Under ‘Finfluence’, the Rise of Financial Influencers on Instagram 
Anouk de Regt, King’s College London 
Zixuan Cheng, King’s College London 
Rayan Fawaz, King’s College London

Competing Construals in Advertising: Consumer-Brand Relationships versus Temporal Effects 
Brittney C. Bauer, Loyola University, New Orleans 
Clark Johnson, Pepperdine University

Session 8.3: Omni-Channel Perplexities and Challenges 
Room: Cottonwood II 
Chairs: Virginia Vannucci

The Effect of Secondhand Extension on Online and Offline Traditional Retailing Environments 
Aikaterini Manthiou, NEOMA Business School 
Bruno Godey, NEOMA Business School 
Daniele Pederzoli, NEOMA Business School

The Power of the Omnichannel Strategy and the Role of Marketing in this Challenge 
Anna Claudia Pellicelli, University of Turin 
Carola Romana Garrone, University of Turin

Authentic Omnichannel: Providing Consumers with a Seamless Brand Experience through Authenticity 
Marta Massi, Trent University 
Andrea Vocino, Deakin University 
Chiara Piancatelli, SDA Bocconi

Communication of Sustainability in Omnichannel Retailing as a Tool to Increase Brand Engagement 
Gaetano Aiello, University of Florence 
Costanza Dasmi, University of Pisa 
Olga Nechaeva, University of Pisa

Session 8.4: Digital Marketing Strategy 
Room: Ironwood I 
Chair: Christian Barney

Once upon a Product: Storytelling with Online Product Descriptions 
Christian Barney, Georgia Southern University 
Michael Breazeale, Mississippi State University 
Joel Collier, Mississippi State University
An Empirical Examination of Digital and Print Magazine Pricing
Astrid Keel, University of La Verne

I, Chatbot! The Impact of Anthropomorphism and Gaze Direction on Willingness to Disclose Personal Information and Behavioral Intentions
Gabriele Pizzi, University of Bologna
Virginia Vannucci, University of Verona
Valentina Mazzoli, University of Florence
Raffaele Donvito, University of Florence

Enhancing Solution Effectiveness: The Role of Customer Adaptiveness
Victoria Kramer, University of Muenster
Manfred Krafft, University of Muenster
Sundar Bharadwaj, University of Georgia
Stefan Worm, BI Oslo

Session 8.5: Sensory Influences on Perception and Consumption
Room: Ironwood II
Chair: Patricia Rossi

Scents, Shapes, and Sentiments
Felipe Pantoja, IESEG School of Management
Bruna Jochims, SKEMA Business School

Starting the Party Early: An Abstract on How Anticipating Indulgence Catalyzes Indulgent Behavior in the Present
Courtney Szocs, Louisiana State University
Rajesh Bagchi, Virginia Tech
Dipayan Biswas, University of South Florida

Temperature Influences on Sexual Attractiveness: A not so Clear Connection
Bruna Jochims, SKEMA Business School
Felipe Pantoja, IESEG School of Management
Patricia Rossi, IESEG School of Management
Dipayan Biswas, University of South Florida

Session 8.6: Brand Strategy
Room: Redwood I
Chair: Mark Cleveland

Does it Pay off to Disclose a Historical Transgression?
Fabien Pecot, TBS Business School
Renaud Lunardo, KEDGE Business School
Damien Chaney, EM Normandie

Exploring Political Ethnocentrism
Obinna Obilo, Central Michigan University
Savannah Fullmer, Central Michigan University
Hate Speech and Bad Language: The Ugly Face of Social Influencers and its Impact on Brands
Klaus-Peter Wiedmann, Leibniz University Hannover
Walter von Mettenheim, Leibniz University Hannover

Brand Polarization Scale Development
Sergio Andrés Osuna Ramírez, Universidad EIA
Cleopatra Veloutsou, University of Glasgow
Anna Morgan-Thomas, University of Glasgow

Thursday, 5:00 PM - 6:00 PM
Session 8.7: Special Session: Looking Back and Looking Ahead: 50 Years of the Academy of Marketing Science
Room: Cottonwood I
Chair: David J. Ortinau

A bridge to relevance: On the history of the Academy of Marketing Science (AMS)
Barry J. Babin, University of Mississippi
Julie Moulard, Louisiana Tech University
Jay Lindquist, Western Michigan University

Thursday, 6:00 PM - 7:00 PM
AMS Reception
Room: Club Room

Dinner
On Your Own
DAILY HIGHLIGHTS • Friday, May 27, 2022

Registration
De Anza Foyer, 8:00 AM - 5:00 PM

AMS Review Editorial Review Board Meeting
Executive Boardroom, 8:30 AM – 10:00 AM

Refreshment Break
De Anza Foyer, 10:00 AM - 10:30 AM

JAMS Editorial Review Board Meeting
Executive Boardroom, 10:30 AM – 12:00 PM

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

AMS Board of Governors Meeting
Executive Boardroom, 12:00 PM – 2:00 PM

Refreshment Break
De Anza Foyer, 3:00 PM - 3:30 PM

President’s Reception
Club Room, 6:00 PM - 7:00 PM

President’s Banquet
De Anza I & II, 7:00 PM -11:30 PM
Friday, 8:30 AM - 10:00 AM

Session 9.1: **Special Session: Creating Synergies**
Room: Bonsai I
Chair: Meng-Hsien Lin

- **Creating Synergies: Interviews as Connector, Corroborator and Complementor**
  Meng-Hsien Lin, *California State University, Monterey Bay*
  Samantha Cross, *Iowa State University*
  Akon Ekpo, *Loyola University, Chicago*

- **Creating Synergies: The Role of Mother’s Autonomy and Use of Media on Children’s Education: A Multi-Method Study Conducted in India**
  Meng-Hsien Lin, *California State University, Monterey Bay*
  Akshaya Vijayalakshmi, *India Institute of Management, Ahmedabad*
  Karla Corres, *University of Massachusetts, Boston*

- **Creating Synergies: Understanding the Impact of Olfactory Ability on Sensory Identity**
  Samantha Cross, *Iowa State University*
  Meng-Hsien Lin, *California State University, Monterey Bay*

- **Creating Synergies: Discourses of Disability: A Synergistic Approach to Understanding Consumer Resiliency**
  Samantha Cross, *Iowa State University*
  Akon Ekpo, *Loyola University, Chicago*

Session 9.2: **The Effects of COVID on Shopping**
Room: Cottonwood I
Chair: Cordula Cerha

- **We are all in this Together! Instore-Interactions in a Shopping Environment Disrupted by COVID-19**
  Cordula Cerha, *WU Vienna*
  Fabian Nindl, *WU Vienna*

- **Online Shopping Adoption during the Covid-19 Pandemic: Construing Disconfirmation and Continuance Intention**
  Tai Anh Kieu, *HCMC Open University*

- **Understanding Consumer Usage and Adoption of Mobile Services at the Bottom of the Pyramid**
  Satyam S, *Indian Institute of Management, Ranchi*
Session 9.3: Social Marketing Concerns for Marketing Strategy  
Room: Cottonwood II  
Chair: George D. Deitz

**The Relationship Between Eco-Labeling Claims and Abnormal Stock Returns to New Product Launches: Empirical Evidence from Food and Beverage Industries**  
Billur Akdeniz, University of New Hampshire  
Debra Lee Surface, University of Massachusetts, Lowell  
Berk Talay, University of Massachusetts, Lowell

**Examining Spillover Effects of NHTSA Safety Investigation Announcements on Automotive Suppliers’ Shareholder Wealth**  
Muhammad M.H. Mollah, Saint Louis University  
George D. Deitz, University of Memphis

**Top Manager’s Negative Emotions and SME’s Marketing Retrenchment during Economic Crisis: The Moderating Role of Crisis Severity and Strategic Orientations**  
Dario Miocic, University of Split

Session 9.4: Customer Engagement  
Room: Ironwood I  
Chair: Denise Pape

**Breaking the Barriers Between Online and Offline Retail: The Effect of in-Store Augmented Reality on Customers’ Patronage Intentions**  
Denise Pape, University of Goettingen  
Waldemar Toporowski, University of Goettingen

**Using Gestural Interaction Technology to Improve the Consumer Experience**  
Quentin Sellier, UCLouvain  
Ingrid Poncin, UCLouvain  
Jean Vanderdonckt, UCLouvain

**The Transformative Power of Artificial Intelligence for Managing Customer Relationships**  
Paul Hopkinson, Heriot-Watt University Dubai Campus  
Aishwarya Singhal, Heriot-Watt University Dubai Campus  
Rodrigo Perez Vega, Kent Business School  
Kathryn Waite, Heriot-Watt University

**Differences in Online Review Content Between Old and New Products**  
Amrita Dey, University of Utah  
Stephen J Carson, University of Utah
Session 9.5: Innovative Learning Approaches in Challenging Times  
Room: Ironwood II  
Chair: Suzanne Makarem

**Relationship Marketing in Higher Education in Uncertain Times: A Multi-Stakeholder Perspective**  
Emmanuel Mogaji, *University of Greenwich*  
Varsha Jain, *MICA*  
Himani Sharma, *MICA*  
Anantha Babbili, *Texas A&M University, Corpus Christi*

**Regular Creative Practice**  
Suzanne Makarem, *Virginia Commonwealth University*  
Mica Scalin, *Another Limited Rebellion*

**Rethinking Online Marketing Education: Process as a Critical Strategic Consideration**  
Adam Mills, *Loyola University, New Orleans*  
Matthew Wilson, *Central Michigan University*  
Karen Robson, *University of Windsor*

Session 9.6: Managing for Sustainability  
Room: Redwood I  
Chair: Mark Cleveland

**Green Hotel Re-Patronage Intention: A BRT Perspective**  
Parvinder Arora, *MICA, Ahmedabad*  
Sigma Soni, *MICA, Ahmedabad*

**Strategic Marketing Solutions for the Climate Change Social Dilemma**  
Siavash Rashidi-Sabet, *Texas Tech University*  
Sreedhar Madhavaram, *Texas Tech University*

**Natural to Comply: How Plants in Servicescapes Encourage Compliance with Well-Being Recommendations**  
Bruna Jochims, *SKEMA Business School*  
Amanda Yamim, *Grenoble École de Management*  
Adilson Borges, *NEOMA Business School*

**Consumer Wisdom and Sustainable Product Purchase Intentions**  
Skyler Leonhardt, *University of Wyoming*

Friday, 10:00 AM - 10:30 AM

**Refreshment Break**  
Room: De Anza Foyer
Friday, 10:30 AM - 12:00 PM

Session 10.1: *Special Session: Toward a Research Agenda for the Future of Direct Selling*
Room: Bonsai I
Chair: Robert Peterson

*Special Session: Toward a Research Agenda for the Future of Direct Selling*
Robert Peterson, *University of Texas, Austin*
Kimberly Harris Bliton, *Direct Selling Education Foundation*
Gary Huggins, *Direct Selling Education Foundation*

Session 10.2: *Green and Sustainable Consumption of Food and Wine*
Room: Cottonwood I
Chair: Benoit Lecat

*The Attractiveness of Vegetarian Products to Men and Women: The Role of Gender and Type of Experience*
Magali Trelohan, *South Champagne Business School*
Jordy Stefan, *Askoria*

*The ‘Vegetarian Protein = Less Nourishing’ Intuition: When the Choice of Vegetarian Protein Increases Calorie Consumption*
Amanda Yamim, *Grenoble École de Management*
Sumayya Shaikh, *Grenoble École de Management*
Carolina O.C. Werle, *Grenoble École de Management*

*Plant-Based Diet in Consumer Research*
Apollo Demirel, *Dominican University of California*

Session 10.3: *Pandemics and Natural Disasters*
Room: Cottonwood II
Chair: Anna-Teresa Wanisch

*WIC Online Ordering during the COVID-19 Pandemic: Evidence from an Oklahoma Grocery Store Chain*
Qi Zhang, *Old Dominion University*
Junzhou Zhang, *Montclair State University*
Kayoung Park, *Old Dominion University*
Chuanyi Tang, *Old Dominion University*

*The Time is Now! Capturing the Momentum of Consumers’ Attitudinal and Behavioral Change towards Environmental Sustainability due to the Pandemic*
Bidisha Burman, *University of the Pacific*
Cecilia Ruvalcaba, *University of the Pacific*
The COVID-19 Life Event and Individual Well-Being: Do Coping Behaviors Matter?
Anna Teresa Wanisch, University of Innsbruck
Heike Hebborn, University of Innsbruck
Verena Hofmann, University of Innsbruck

Independent Restaurants’ Pandemic Survival Toolkit: Thriving on Community Resilience
Martha Troncoza, Kennesaw State University
Mona Sinha, Kennesaw State University
Perry Parke, Kennesaw State University
Candace McCain, Kennesaw State University

Session 10.4: Big Data, AI
Room: Ironwood I
Chairs: Haya Ajjan and Stella Tavallaei

Sounds like a Friend or an Expert? How Sound Symbolism Mitigates Resistance to Artificial Intelligence
Stella Tavallaei, Florida International University

The Role of AI Agents in Spreading and Detecting Fake Online Reviews: A Systematic Review
Maria Petrescu, Embry-Riddle Aeronautical University
Haya Ajjan, Elon University
Dana Harrison, East Tennessee State University

Early Adopters or Laggards: Political Ideology and Adoption of Artificial Intelligence
Stella Tavallaei, Florida International University

The Impact of Power Distance Beliefs on Resistance toward AI (vs. Human Service) Adoption
Tofazzal Hossain, Florida International University
Jaehoon Lee, Florida International University

Session 10.5: Sales Management and Personal Selling II
Room: Ironwood II
Chair: Joel Le Bon

Intention to Spread e-WOM about Dynamic Pricing for Goods and Services: The Roles of Feeling Exploited and Perceptions of Price Complexity
Silke Bambauer-Sachse, University of Fribourg
Ashley Young, University of Fribourg

Funny, so Manipulative? Disentangling the Effects of Aggressive Humor Usage by Salespeople on Inferences of Manipulative Intent and Relational Outcomes
Renaud Lunardo, KEDGE Business School
Laurent Bompar, KEDGE Business School
Camille Saintives, INSEEC Business School
Salespeople's Earned Social Media and Enablement: Understanding and Enhancing the Salespeople's Digital and Social Selling Influence
Joel Le Bon, *Johns Hopkins University*
Phil Lurie, *SAP*
Michel Beaulieu, *SEISMIC*
Steve Watt, *SEISMIC*

Session 10.6: **Robots and AI**
Room: Redwood I
Chair: Maher Georges Elmashhara

**Value Creation and Disruptive Innovation by Robots**
Nobuyuki Fukawa, *Missouri University of Science and Technology*
Naoto Onzo, *Waseda University*

**Conceptualising SERVBOT: A Service Quality Model for Humanoid Social Robots**
Isha Kharub, *Western Sydney University*
Michael Lwin, *Western Sydney University*
Aila Khan, *Western Sydney University*
Omar Mubin, *Western Sydney University*

**Emotions Effect on Shopper Behavioral Responses in AI-Powered Retail Stores**
Maher Georges Elmashhara, *Catholic University of Portugal*

**Chatbots and Service Failure: When does it Lead to Customer Aggression**
Yu-Shan Sandy Huang, *Texas A&M University, Corpus Christi*
Paula Dootson, *Queensland University of Technology*

Session 10.7: **Antecedents of Attitude and Choice**
Room: Redwood II
Chair: Susanne Adler

**A Bibliometric Analysis of Context Effects and a Research Agenda**
Susanne Adler, *Ludwig-Maximilians-University Munich*
Martina Schöniger, *Chemnitz University of Technology*
Marcel Lichters, *Chemnitz University of Technology*
Marko Sarstedt, *Ludwig-Maximilians-University Munich*

**Can Identity Duels Improve Consumers’ Brand Attitude?**
Frederik Férié, *University of Münster*
Nina Mack, *University of Münster*

**Do You like This Paper? Would You Agree with “I like This Paper”? The Impact of Formulating Items as Questions Versus Statements on Evaluations**
Elke Cabooter, *IESEG School of Management*
Anneleen Van Kerckhove, *Ghent University*
Mario Pandelaere, *Virginia Tech*
Elizabeth Cowley, *University of Sydney*
Friday, 12:00 PM – 1:30 PM

**Lunch**
On Your Own

Friday, 12:00 PM – 2:00 PM

**AMS Board of Governors Meeting**
Room: Executive Boardroom

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Friday, 1:30 PM - 3:00 PM

Session 11.1: Special Session: Marketing Research Automation and Robotization (M-RAR) - A Chance for Marketing Practice and a Risk for Marketing Science/Scientists?
Room: Bonsai I
Chair: Klaus-Peter Wiedmann, Evmorfia Karampournioti and Steffen Schmidt

Special Session: Marketing Research Automation and Robotization (M-RAR) – A Chance for Marketing Practice and a Risk for Marketing Science/Scientists?
Klaus-Peter Wiedmann, Leibniz University Hannover
Evmorfia Karampournioti, Leibniz University of Hannover
Steffen Schmidt, Swiss LINK Marketing Services AG
Thomas Fandrich, quantilope
Gesa Lischka, Kochstrasse Agentur fuer Marken
Philipp Reiter, eye square GmbH
Gerald-Alexander Beese, HDI
Frank Buckler, Success Drivers / Neusrel
Sascha Langner, University of Hannover

Session 11.2: Advertising and IMC: Exploring Ad Effectiveness
Room: Cottonwood I
Chair: Vera Butkouskaya

Variation of Customer Performance Influence on IMC Outcomes in Different Size Companies in Inter-Country Context
Vera Butkouskaya, HSE Graduate School of Business
Joan Llonch-Andreu, Universitat Autonoma de Barcelona
Maria-Del-Carmen Alarcón-del-Amo, University of Murcia

Explore Functional and Experiential Advertisement Construction from a Graphic Design Perspective
Yuanyuan Zhu, University of Western Australia
Paul Harrigan, University of Western Australia
Kristof Coussement, IESEG School of Management
Tina Tessitore, IESEG School of Management

Disentangling the Effect of Advertising on Online Reviews
Minghui Ma, York College of Pennsylvania
Jian Huang, Towson University
Kyung-Ah Byun, University of Texas, Tyler
Friday, 1:30 PM - 3:00 PM

Session 11.3: Emotional, Cognitive and Control Implications of Technology for Marketing
Room: Cottonwood II
Chair: Silke Bambauer-Sachse

Effects of Complaint Management Strategies in Social Networks on Observers’ Emotional Attachment and Brand Commitment
Silke Bambauer-Sachse, University of Fribourg
Sanja Maria Stuhldreier, University of Fribourg

Arousal, Pleasure, and Sentiment a Case of Consumer Recommendation and Repurchase on Airbnb
Sahar Karimi, University of Liverpool
Azar Shahgholian, Liverpool John Moores University

Constructing Young People’s Cognitive Hierarchies of APP Usage
Chin-Feng Lin, National Pingtung University
Chi-Yun Wu, National Pingtung University

The Effect of FOMO – in Relation to Involvement and Technology Usage
Julia Blose, College of Charleston
Henry Xie, College of Charleston
Robert Pitts, College of Charleston

Session 11.4: New Trends in Services Marketing
Room: Ironwood I
Chair: Yu-Shan Sandy Huang

Fostering Customer Adoption of Curbside Pick-up Service
Summer Kim, University of Kansas
Jonathan Beck, University of Kansas
Alexander Labrecque, University of New Hampshire
Slava Deniskin, University of Kansas

What Makes a Service Green? The Consumer’s Perspective
Birgit Leisen Pollack, University of Wisconsin, Oshkosh

Discovering AI-Driven Services for Service Well Being: An Insider Perspective
Jagdish Sheth, Emory University
Varsha Jain, MICA
Gourav Roy, MICA
Amrita Chakraborty, MICA
Session 11.5: Strategic Issues in Business-to-Business Marketing  
Room: Ironwood II  
Chair: Jen Riley  

Is Relationship Marketing Still Relevant? A Concept Analysis  
Jen Riley, Kansas State University  
Kate Nicewicz, Kennesaw State University  

Carolina Herrando Soria, University of Zaragoza  
Marc M. Kuhn, Baden-Wuerttemberg Cooperative State University Stuttgart  
Anne Köpsel, Baden-Wuerttemberg Cooperative State University Stuttgart  
Benjamin Österle, University of Twente  

An Unacknowledged Beneficiary of a Firm’s Online Reviews: The Firm’s Supplier  
Thanh Hans Nguyen, Oklahoma State University  
Justin Lawrence, Oklahoma State University  
Andrew Crecelius, Iowa State University  
Colleen Mcclure, Oklahoma State University  
Lisa Scheer, University of Missouri  

Signaling Trust Using B2B Firm Indicators  
Ying Liao, East Carolina University  
Shirley Mai, East Carolina University  

Session 11.6: Word of Mouth, Community and Engagement  
Room: Redwood I  
Chair: Manuel Sotelo-Duarte  

Should Reviewers and Website Moderators Censor Swearwords in Reviews?  
Katherine Lafreniere, University of Lethbridge  
Sarah Moore, University of Alberta  

How Consumers Process Online Reviews for Purchase Decision: A Grounded Theory Approach  
Robin Roy, Indian Institute of Management, Jammu  
Ateeque Shaikh, Indian Institute of Management, Jammu  

Effects of Uncertainty on Customer Engagement in Gamified Social Competition  
Jee Hyuk Wi, Wilfrid Laurier University  
Fang Wang, Wilfrid Laurier University  
Hae Joo Kim, Wilfrid Laurier University
The Writing is on the Wall: Using Lexical Analyses to Predict Service Quality
Caitlin Ferreira, Luleå University of Technology
Jeandri Robertson, Luleå University of Technology
Raeesah Chohan, University of Cape Town
Christine Pitt, KTH Royal Institute of Technology

Session 11.7: Identities in the Marketplace and Marketing Actions
Room: Redwood II
Chair: Mark Cleveland

Exploring the Boundary Conditions of the Power Distance Belief on DIY Preference
Yuan Li, Georgia Southern University
Matthias Rüfenacht, Baloise Insurance
Yinlong Zhang, University of Texas, San Antonio
Peter Maas, University of St. Gallen

Within and Between two Worlds: Mixed Ethnic Identity Scale Development and Nomological Validity
Mark Cleveland, University of Western Ontario
Sam Ghebrai, University of Western Ontario
Pankhuri Malik, University of Western Ontario

More than the Bottom Line: Does Socioemotional Wealth Impact the Marketing of Ethnic Minority Family Businesses?
Mcdowell Porter III, California State University, Fresno
Monique Bell, California State University, Fresno
Fernando Parra, California State University, Fresno
W. Keith Story, California State University, Fresno

Brand-Triggered Inclusion: A Theoretical Framework
Tana Cristina Licsandru, Queen Mary University of London
Charles Chi Cui, University of Westminster
Friday, 3:00 PM - 3:30 PM

**Refreshment Break**
Room: De Anza Foyer

Friday, 3:30 PM - 5:00 PM

Session 12.1: **Special Session: Direct Selling: Facts and Fallacies**
Room: Bonsai I
Chair: Lou Pelton

- Special Session: Direct Selling: Facts and Fallacies
  - Lou Pelton, University of North Texas
  - Robert Peterson, University of Texas, Austin
  - Linda Golden, University of Texas, Austin
  - Chuck Ingene, Oklahoma University
  - Anne Coughlan, Northwestern University
  - Patrick Brockett, University of Texas, Austin

Session 12.2: **Role of Social Media in Marketing Communications**
Room: Cottonwood I
Chair: Janna M. Parker

- MNEs’ CSR Communication Intensity in Host Countries through Social Media
  - Xixi Li, Saint Louis University
  - Yunmei Kuang, Saint Louis University

- Should Firms Encourage Employees to Engage in Work-Related Social Media Use?
  - Neda Mossaei, California State University, Bakersfield
  - Janna M. Parker, James Madison University,
  - Joseph F. Hair, Jr., University of South Alabama

- The Influencing Factors of Social Presence on Loyalty in Social Commerce: Mediating Role of Trust and Customer Satisfaction
  - Tanapol Yoonaisil, King's College London
  - Ilia Protopapa, King's College London
  - Matteo Montecchi, King's College London

Session 12.3: **Transformative Marketing and Social Dilemmas**
Room: Cottonwood II
Chair: Marat Bakpayev

- Brands’ Response to Cancel Culture: Connecting Marketplace Actors
  - Aya Aboelenien, HEC Montreal
  - Chau-Minh Nguyen, HEC Montreal
Interactive Marketing and Changing Landscape of Consumer-Firm Relations through Consumer Culture Theory Lens
Anna Margulis, Université du Québec en Outaouais
Marat Bakpayev, University of Minnesota, Duluth

A Model to Encourage a Transformative Orientation in Marketing
Angeline Close Scheinbaum, Clemson University
Michael Giebelhausen, Clemson University
Laurel Steinfield, Bentley University
Susan Dobscha, Bentley University

Session 12.4: Technology Platforms and Their Users
Room: Ironwood I
Chair: Doreen Shanahan

A Mediated Moderation Model of Perceived E-Commerce Platform Quality
Qian Xiao, Eastern Kentucky University
Weiling Zhuang, Eastern Kentucky University

A Consumer Based Typology of Lateral Exchange Markets
Xiaofei Tang, Southwestern University of Finance and Economics
Yong Eddie Luo, University of Kent
Pan Zhou, Beijing Institute of Technology
Ben Lowe, University of Kent

Extraversion, Technology Proclivity, and Participation in Technology-Mediated, Sharing Economy Markets
Doreen Shanahan, Pepperdine University
Cristel Russell, Pepperdine University
Nelson Granados, Pepperdine University

Session 12.5: Using Culture and Diversity Knowledge for Greater Inclusion and Health
Room: Ironwood II
Chair: James Leonhardt

Disproportional Evaluations of Female Brands
Timucin Ozcan, James Madison University
Michael Hair, Southern Illinois University, Edwardsville

To Demystify Discriminative Behaviors Against Outgroup Customers in Individualistic Culture: A Case Study
Joey Lam, Simon Fraser University

Cultural Diversity in Preventative Health Behavior
James Leonhardt, University of Nevada, Reno

Swipe up for Better Health
Alexandra Krallman, University of North Carolina, Wilmington
Bertha Hidalgo, University of Alabama, Birmingham
Olivia Affuso, University of Alabama, Birmingham
Friday, 6:00 PM - 7:00 PM

**AMS President’s Reception**  
Room: Club Room

Friday, 7:00 PM - 11:30 PM

**AMS President’s Banquet**  
Room: De Anza I & II
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Outstanding Marketing Educator

Dr. Eli Jones

Dr. Eli Jones is a Professor of Marketing, Peggy Mays Eminent Scholar, and the former Dean of Mays Business School at Texas A&M University. He served as Dean of three flagship business schools over 13 years—Mays Business School, the Sam M. Walton College of Business at the University of Arkansas, and the E. J. Ourso College of Business at Louisiana State University. Before becoming a dean, he served at the University of Houston, which included directing the Program for Excellence in Selling. He is also the founding Executive Director of the Sales Excellence Institute. He has published sales and sales management research in top academic journals and co-authored two professional books. In 2016, the American Marketing Association's Sales Special Interest Group awarded him the Lifetime Achievement Award for sustained contributions to the sales and sales management discipline, and the PhD Project inducted Eli into the Hall of Fame.

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