Welcome to the New Normal: Life After the Chaos

May 17-19, 2023

Hilton New Orleans Riverside
New Orleans, LA
Lyt Harris is a native of Baton Rouge, Louisiana and currently resides in Houston, Texas. He is the retired President and CEO of Southwest Management & Marketing Company of Houston, a residential property management concern.

Lyt is a 1962 graduate of the University of Mississippi with a B.B.A. degree in Marketing and Management. He also earned a Master of Science degree in Marketing and Economics from Louisiana State University in 1963. In May of 2009, he received an honorary Doctor of Law degree from Northwood University.

As Director of Marketing for a large division of Hunt Wesson Foods, Lyt and his team discovered and teamed up with Orville Redenbacher to take his gourmet popping corn from test markets to national distribution and in three years to the #1 selling brand of popcorn in the US, a distinction that the brand still holds today.

In 2016 and 2017, Lyt established what will eventually become multi-million-dollar endowed scholarship programs for worthy students majoring in Marketing at Louisiana State University, The University of Mississippi and at Northwood University in Michigan and Economics majors at The University of Colorado where his late wife earned her degree.

In retirement, Lyt enjoys cruising the oceans and rivers of the world and managing the investment portfolios of several non-profit organizations to which he belongs.
The Academy of Marketing Science Honors:

2023 AMS Cutco/Vector Outstanding Marketing Educator

Dr. Bodo Schlegelmilch

Bodo Schlegelmilch is Professor at WU Vienna and Chair of AMBA & BGA, which accredits business school in some 85 countries.

Starting at Deutsche Bank and Proctor & Gamble, he continued at the Universities of Edinburgh and California, Berkeley. Professorship at the University of Wales and Thunderbird School of Global Management followed. He was the Founding Dean of the WU Executive Academy and initiated the Vienna Executive MBA, leading it into the Financial Times Top 50 ranking.

Bodo received numerous recognitions, including Fellowships from the AMS and the Academy of International Business, the American Marketing Association Significant Contribution to Global Marketing Award, and the Bualuang ASEAN Chair Professorship Award from Thammasat University. He serves on advisory boards of European and Asian universities, and holds various guest professorships.

Bodo taught in 31 countries on six continents. His research appeared in leading journals, such as the Journal of the Academy of Marketing Science, Strategic Management Journal and Journal of International Business Studies. He published 15 books in English, Mandarin and German, and served as Editor-in-Chief of the Journal of International Marketing.

Initially educated in Germany, he obtained two PhDs from the University of Manchester and an honorary PhD from Thammasat University in Thailand.
Welcome to the New Normal: Life After the Chaos

Change is the only constant that marketers deal with on a regular basis. However, the recent pandemic brought about change for every individual in the planet. The change was rapid and extreme leading to chaos and testing marketing limits. This pandemic not only brought about changes to technology, but it also reshaped the thinking of consumers and organizations, through behavioral and cultural shifts in the market. However, human and organizational aspirations to grow and excel remain.

One needs to accept the fact that there may be no going back to the normal we once knew. Instead, one should feel cautiously optimistic that the situation is stabilizing. We need to understand that this is a new beginning. To do so, companies need to identify what they want to achieve and then look for opportunities that this new normal presents and adjust their tactics and plans to realize those objectives. Our role as academicians is to foresee some of those changes and support the current and future practicing marketers, consumers and stakeholders in both understanding and coping with the change.

For this conference, we welcome you to the new normal and ask you to embrace it, so that it leads you to a brighter future. This conference is designed to provide a suitable forum for exchange of ideas and developing and expanding marketing theory and practice. As a return to normalcy, the event allows 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.

2023 Conference Co-Chairs:
Cleopatra Veloutsou, University of Glasgow
Rajesh Iyer, Bradley 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
AMS OFFICERS (2022-2024)

President
Brad Carlson, St. Louis University, USA

Executive Director
Barry J. Babin, University of Mississippi, USA

Deputy Director
David J. Ortinau, University of South Florida, USA

Immediate Past-President
Julie Moulard, Louisiana Tech University, USA

President-Elect
Leyland Pitt, Simon Fraser University, USA

Vice President for Programs
Nina Krey, Rowan University, USA

Vice President for Engagement
Patricia Rossi, SKEMA Business School, France

Vice President of Global Membership
Mark Arnold, St. Louis University, USA

Vice President of Communications
Hyunju Shin, Kennesaw State University, USA

Vice President for Publications
James S. Boles, University of North Carolina at Greensboro, USA

Secretary/Treasurer
Dana Harrison, East Tennessee State University, USA

Co-Chair, Board of Governors
Barry J. Babin, University of Mississippi, USA
Joseph F. Hair, Jr., University of South Alabama, USA

Co-Directors of International Programs
Barry J. Babin, University of Mississippi, USA
John B. Ford, Old Dominion University, USA
AMS BOARD OF GOVERNORS

Barry J. Babin
University of Mississippi, USA
Co-Chair

Joseph F. Hair, Jr.
University of South Alabama, USA
Co-Chair (2018-2024)

Sharon E. Beatty
University of Alabama, USA (2020-2026)

Adilson Borges
NEOMA Business School, France (2020-2026)

Linda Ferrell
Auburn University, USA (2018-2024)

O.C. Ferrell
Auburn University, USA (2022-2028)

John B. Ford
Old Dominion University, USA (2020-2026)

Linda Golden
University of Texas, USA (2018-2024)

Jean-Luc Herrmann
University of Lorraine, France (2022-2028)

Marko Sarstedt
Ludwig-Maximilian-University Munich, Germany (2022-2028)

Stephen L. Vargo
University of Oklahoma, USA (2022-2028)

Manjit Yadav
Texas A&M University, USA (2020-2026)
AMS DIRECTORS

**Director of Academic Circles**
Felipe Pantoja, Montpellier Business School, France

**Director of Domestic Programs**
Janna Parker, James Madison University, USA

**Director of Professional Development**
Bruna Jochims, SKEMA Business School, France

**Director of Online Seminars**
Amanda Yamim, Grenoble Ecole de Management, France

**Director of Social Media**
Shuang Wu, Rowan University, USA

2023 AMS CONFERENCE TRACKS & TRACK CHAIRS

**Advertising and IMC**
Altaf Merchant, University of Washington Tacoma, USA
Varsha Jain, MICA, India

**AI, Big Data, and Marketing Analytics**
Bowie Chen, University of Glasgow, UK
Dana Harrison, East Tennessee State University, USA

**Augmented Reality, Virtual Reality, and Metaverse**
Jennifer Barhorst, College of Charleston, USA
Graeme McLean, University of Strathclyde, UK

**B2B Marketing and Supply Chain Management**
Rico Piehler, Macquarie University, Australia
Sheena Leek, University of Birmingham, UK

**Brand Management**
Francisco Guzman, University of North Texas, USA
Kate Pounders, University of Texas at Austin, USA

**Consumer Behavior**
Jacqueline Eastman, Florida Gulf Coast University, USA
Lou Pelton, University of North Texas, USA
Consumers in the Age of the Internet
Pável Reyes-Mercado, Universidad Anáhuac México, Mexico
Atefeh Yazdanparast, Clark University, USA

Hospitality, Tourism, Sports, and Entertainment Marketing
Dimitrios Buhalis, Bournemouth University, UK
Flavio Brambilla, Universidade de Santa Cruz do Sul, Brazil

International Marketing and Diversity
Constantinos Leonidou, Open University, Cyprus
Mark Cleveland, University of Western Ontario, Canada

Luxury Marketing
George Christodoulides, American Univ. of Sharjah, United Arab Emirates
Nina Michaelidou, Loughborough University, UK

Marketing Ethics, Social Responsibility, and Sustainability
Thomas Anker, University of Glasgow, UK
James A. Muncy, Bradley University, USA

Marketing Pedagogy and Education
Jennifer Espinosa, Rowan University, USA
Joanne Cao, University of Southern Mississippi, USA

Marketing Strategy
Marc Kuhn, Baden-Wuerttemberg Cooperative State University, Germany
Babu John-Maridoss, Texas Tech University, USA

Mindfulness and Consumer Well-Being
Heejung Park, Northern Michigan University, USA
Sharad Gupta, Cardiff Metropolitan University, UK

Personal Selling and Sales Management
Vishag Badrinarayanan, Texas State University, USA
Mark Groza, University of Idaho, USA

Product Innovations and Product Management
Ed Bond, Bradley University, USA
Mayoor Mohan, Virginia Commonwealth University, USA
Polymeros Chrysochou, Aarhus University, Denmark

Public Policy, Non-Profit, and Entrepreneurial Marketing
Edgar Antonio Centeno Velazquez, Tecnologico de Monterrey, Mexico
Giuseppe Pedeliento, University of Bergamo, Italy
**Research Methods**
Marko Sarstedt, Ludwig-Maximilian-University Munich, Germany
Christian Ringle, Hamburg University of Technology, Germany

**Retailing, Omni-channel, and Pricing**
Shuang Wu, Rowan University, USA
Karine Picot-Coupey, Université de Rennes 1, France

**Services Marketing**
Jochen Wirtz, National University of Singapore, Singapore
Kalliopi Chatzipanagiotou, University of Glasgow, UK

**Social Media Marketing**
Anna Morgan-Thomas, University of Glasgow, UK
Yogesh Dwivedi, Swansea University, UK
Bruno Ferreira, Polytechnic Institute of Viseu, Portugal

**Special Topics: Anti-Consumption, Marketing Engineering and Beyond**
Mehdi Nezami, Bradley University, USA
Maria Petrescu, International University of Monaco, Monaco
Mike S. W. Lee, University of Auckland, New Zealand

**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 Monroe, USA

**Special Sessions**
Cleopatra Veloutsou, University of Glasgow, UK
Rajesh Iyer, Bradley University, USA
Nina Krey, Rowan University, USA

**Proceedings Editors**
Ellis Chefor, Illinois State University, USA
Vincent Jeseo, Rowan University, USA
Juliann Allen, Nicholls State University, USA
2024 CONFERENCES

Annual Conference
May 22-24, 2024
The Biltmore
Coral Gables, Florida, USA

World Marketing Congress
June 25-28, 2024
Johns Hopkins University & Aix-Marseille University
Mauritius, East Africa
DAILY HIGHLIGHTS • Tuesday, May 16, 2023

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

Registration
River/Port/Starboard, 3:00 PM - 6:00 PM

Pre-Conference Reception
River/Port/Starboard, 5:00 PM - 6:00 PM

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

AMS Executive Committee Meeting
Steering

Tuesday, 5:00 PM - 6:00 PM

Pre-Conference Reception
River/Port/Starboard

DAILY HIGHLIGHTS • Wednesday, May 17, 2023

Registration
River/Port/Starboard, 8:00 AM - 5:00 PM

Workshop: Teaching Digital Marketing
Kabacoff, 8:30 AM – 12:00 PM

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

Distinguished Marketer Presentation with Social Hour
Chart B, 12:00 PM - 1:30 PM

Lunch 12:00 PM – 1:30 PM
On Your Own

Workshop: Introduction to Partial Least Squares
Structural Equation Modeling (PLS-SEM)
Kabacoff, 1:30 PM - 5:00 PM

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

Meet the Editors 1
Compass, 3:30 PM – 5:00 PM

Welcome Reception
Mark Twain Courtyard, 6:00 PM - 7:00 PM

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

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

- **Exploring the Effectiveness of Storytelling in Buyer–Seller Interactions**
  Melanie Bowen, Justus-Liebig University Giessen
  Christine Lai, Emlyon Business School

- **Sustainability and Corporate Social Responsibility at the Organizational Front Line**
  Laurianne Schmitt, University of Strasbourg
  Rhett Epler, Old Dominion University
  Bryan Hochstein, University of Alabama
  Deva Rangarajan, IESEG School of Management

- **Unconventional Celebrities in the Sphere of Sustainable Luxury: A Study around the Effect of Influencer Endorsement on Luxury Brand Charisma**
  Oxana Lahbib, Aix-Marseille Université
  Camilo Andrés Rojas Contreras, Université Grenoble Alpes
  Aurélie Kessous, Aix-Marseille Université
  Pierre Valette-Florence, Université Grenoble Alpes

- **The Role of Pro-social Loyalty Programs in Driving Pro-environmental Behaviors**
  Marco Ieva, University of Parma
  Michaël Flacandji, Bordeaux University
  Cristina Ziliani, University of Parma
  Juliette Passebois Ducros, Bordeaux University

- **Revisiting Value: A Cross-country Assessment of the Personal Shopping Value Scale**
  Nina Krey, Rowan University
  Karine Picot-Coupey, Université de Rennes 1
  Shuang Wu, Rowan University

Session 1.2: **Brands and Emotions**
Room: Quarterdeck A
Chair: Francisco Guzman

- **Sympathy or Shock: How Transgression Diagnosticity Impacts Consumer Behavioral Intentions Toward Person-Brands**
  Andrea Lynn Matthews, Wichita State University
  Sarah S.F. Leubke, University of Iowa

- **Understanding Brand Grief through Netnographic Analysis**
  Sajira Khatoon, Indian Institute of Technology, Madras
  Varisha Rehman, Indian Institute of Technology
Understanding Consumer Brand Relationships: Love, Image, Loyalty, Engagement, Advocacy, and WOM
Karla Barajas-Portas, Universidad Anahuac Mexico

Session 1.3: AI and the Digital Landscale
Room: Quarterdeck B
Chair: Graeme McLean

Algorithmic Society: Theorizing Digital Media Landscape
Jie Fowler, Valdosta State University
Amy Watson, Valdosta State University
Aubrey Fowler, Valdosta State University

Effect of Brand Trust on Behavioral Intentions Toward AI-based Virtual Agents
Philippine Loupiac, TBS Education
Alain Goudey, NEOMA Business School

Understanding Customer Data With AI Recommender Systems in the Automotive Industry
Min Hui Ang, University of Strathclyde
Graeme McLean, University of Strathclyde
Martin Halvey, University of Strathclyde

Session 1.4: Consumer Marketing in VR and Metaverse Contexts
Room: Quarterdeck C
Chair: Marta Massi

Consumer Memories of Brand Interactions in Virtual Reality
Alena Kostyk, University of Glasgow
Laurence Dessart, University of Liege
Kirsten Cowan, University of Edinburgh

Metaverse: A New Phenomena for Intangible Products: A Study to Explore Immersive Brand Engagement & Consumer-Brand Equity in I-commerce
Vikas Arya, Université Internationale de Rabat
Harish Kumar, Management Development Institute
Anshuman Sharma, Ajman University

Has the Metaverse a Strategic or Operative Role in Luxury Fashion Brands’ Marketing?
Alessandro Bigi, University of East London
Michelle Bonera, Universita’ degli Studi di Brescia
Irmak Tuncay, University of East London

Democratizing Luxury in the Metaverse: An Experimental Study
Marta Massi, Athabasca University
Chiara Piancatelli, SDA Bocconi
Anna Claudia Pellicelli, University of Turin
Session 1.5: **B2B Relationship Management and Networks**  
Room: Chart A  
Chair: Helen McGrath

**The Influence of Emotions on Entrepreneurial Network Capability Development**  
Helen McGrath, *University College Cork*  
Thomas O’Toole, *WIT*  
Louise Canning, *KEDGE Business School*

**Reacquiring B2B Lapsed Customers: The Impact of Fit Between Reacquisition Strategies and Defection Causes on Regain Success and Relationship Recovery**  
Sijun Wang, *Loyola Marymount University*  
Mark Leach, *Loyola Marymount University*  
Annie Liu, *Victoria University of Wellington*

**Work in Progress: B2B Negotiation Styles in Distributive Negotiations and their Effect on Socioemotional Outcomes and Price: A Neuroscience Experiment**  
Benjamin Österle, *Heilbronn University of Applied Sciences*  
Gabriel Yuras, *Baden-Wuerttemberg Cooperative State University*

**The Role of Market Intelligence in Enhancing Buyer-Supplier Relationships in SMEs**  
Grace Carson, *Queen’s University Belfast*  
Alice Gilmour, *Cardiff Metropolitan University*  
Geoff Simmons, *Ulster University*  
Christina O’Connor, *University of Limerick*  
Gillian Moran, *Maynooth University*

Session 1.6: **Following the Social Media Influencers**  
Room: Chart B  
Chair: Juliann Allen

**An Investigation of Member Initiated Online Communities from a Marketing Perspective: From Social Capital to Brand Benefit**  
Angeliki Kalogeraki, *University of Mannheim*  
Sabine Kuester, *University of Mannheim*  
Sergej von Janda, *Kaiser X Labs*

**Message Framing that Grows an Influencer’s Social Media Following**  
Juliann Allen, *Nicholls State University*  
Sabinah Wanjugu, *University of Southern Indiana*

**Subtle yet Loud! The Impact of Branded Augmented Reality Filters on Social Media on Consumer-based Brand Equity and Purchase Intention**  
Denise Pape, *University of Goettingen*  
Waldemar Toporowski, *University of Goettingen*
Examining How Social Media and Influencer Marketing Shift the Scope of Materialism
Juliann Allen, Nicholls State University
Laura Flurry, Louisiana Tech University

Wednesday, 8:30 AM - 12:00 PM

Session W1: Workshop: Teaching Digital Marketing
Room: Kabacoff
Chairs: Janna Parker, Kevin James, and Debra Zahay-Blatz

Wednesday, 10:00 AM - 10:30 AM

Refreshment Break
Sponsored by Marketplace Simulations
Room: River/Port/Starboard

Wednesday, 10:30 AM - 12:00 PM

Session 2.1: Special Session: Ethical Artificial Intelligence (AI) in Marketing
Room: Compass
Chair: Dana Harrison

Special Session: Ethical Artificial Intelligence (AI) in Marketing
Dana Harrison, East Tennessee State University
Bryan Hochstein, University of Alabama
O.C. Ferrell, Auburn University
Linda Ferrell, Auburn University
Haya Ajjan, Elon University

Session 2.2: Revolutionize Services: The Vital Role of Technology in all Aspects of Services
Room: Quarterdeck A
Chair: Randle Raggio

Robotic Service Failure: Robot Recovery and Customer Forgiveness
Yu-Shan Sandy Huang, Texas A&M University, Corpus Christi
Wei-Kang Kao, Harrisburg University of Science and Technology
Chen-Wei Willie Tao, Oklahoma State University
Seonwoo Summer Ko, Oklahoma State University

Marketing in the Peer-to-peer Sharing Economy: A Systematic Literature Review
Maximilian Schwing, TSM Research, University of Toulouse 1 Capitole
Sales-Operations Alignment in Selling Digital Services
Alexey Sklyar, Linköping University
Christian Kowalkowski, Linköping University
David Sörhammar, Inland Norway University of Applied Sciences
Bård Tronvoll, Inland Norway University of Applied Sciences

Three (3) Dimensions of Consumer Comfort and their Impact on Intentions to Visit Service Providers
Randle Raggio, University of Richmond
William Bergman, University of Richmond

Session 2.3: Doctoral Colloquium I
Room: Quarterdeck B
Chair: Mathieu Kacha

Post-purchase Advertising Effectiveness: Who Should be Targeted for Positive Word-of-Mouth
Elaheh Saffari, Old Dominion University

Define Digital Self-inclusion to Better Understand Digital Users
Léa Cauchard, Université de Montpellier

Assessing Alcohol and Tobacco Messages on Social Networking Sites: The Development of a Comprehensive Content Analysis Manual
Boris Chapoton, Jean Monnet University

Shifting Habits Toward Sustainability
Hadi Melhem, NIMEC IAE caen

Session 2.4: Cryptocurrencies, NFTs, and Gamification
Room: Quarterdeck C
Chair: Allan Lubart

Transferability in ‘Phygital’ Assets: The Impact of NFT Utilities and Perks on Social Identity
Nora Alomar, Durham University
Chrysostomos Apostolidis, Durham University

Trust-Mediated TAM Model with Social Factors, Personality Traits for Crypto Adoption: A Hybrid Structural Equation Modeling and Neural Network Approach
Rozbeh Madadi, SUNY, Geneseo
Joby John, University of Louisiana, Lafayette

Gamification of the Point of Sale: When Hybrid-Reality Game Players Meet Non-Players
Allan Lubart, University Jean Moulin Lyon 3
Sonia Capelli, University Jean Moulin Lyon 3
Session 2.5: **Branding and Communication in B2B Markets**  
**Room:** Chart A  
**Chair:** Kirk Plangger

**Determinants of Brand Trust: A Neuroanalytical Study in the B2B Sector using the Example of Manufacturing Industry**  
Vanessa Viktoria Frommel, *infraTest Prüftechnik GmbH*

**The Power of the Past: Brand Heritage as an Asset for Suppliers**  
Richard Huaman-Ramirez, *EM Strasbourg Business School*  
Jean Pfiffelmann, *EM Strasbourg Business School*  
Renaud Lunardo, *KEDGE Business School*

**A Research Agenda on the UN Sustainable Development Goals in B2B Branding**  
Benjamin Österle, *Heilbronn University of Applied Sciences*  
Chiara Hübscher, *University of Twente*  
Susanne Hensel-Börner, *Hamburg School of Business Administration*  
Jörg Henseler, *University of Twente*

**Persuading Financial Stakeholders through Rational and Emotional Corporate Communication Appeals: An IPO Case Study Perspective**  
Zixuan Cheng, *King's College London*  
Anouk de Regt, *King's College London*  
Matteo Montecchi, *King's College London*  
Tanapol Yoonaisil, *King's College London*  
Kirk Plangger, *King's College London*

Session 2.6: **Promotions and Waiting for the Right Deal**  
**Room:** Chart B  
**Chair:** Mohamed Didi-Alaoui

**Too Much is Unsold! Influence of Assortment Size and Variety on Consumers' Deal Anticipation and Waiting for Deal**  
Victor Mejia, *University Côte d'Azur*  
Mohamed Didi Alaoui, *University Côte d'Azur*

**I'll Try That, Too – A Field Experiment in Retailing on the Effect of Variety During Display Promotions**  
Sebastian Oetzel, *University of Applied Science Fulda*  
Mareike Sachse, *Humboldt University, Berlin*  
Daniel Klapper, *Humboldt University, Berlin*

**Does Your Demonstration Tell the Whole Story? How Cognitive Flow, Narrative Transportation, and Viewing Alone Increase the Effectiveness of Product Demonstrations**  
Christine Ringler, *University of Alabama*  
Nancy Sirianni, *Texas State University*  
Joann Peck, *University of Wisconsin*  
Anders Gustafsson, *BI Norwegian Business School*
Wednesday, 12:00 PM - 1:30 PM

Session S1: Distinguished Marketer Presentation (Lyt Harris) with Social Hour
Room: Chart B
Chairs: Barry J. Babin and Joseph F. Hair, Jr.

A 50-Year Marketing Journey….From Snow Cones to Condos
Lyt Harris, Harris Investment Partnership

Wednesday, 12:00 PM - 1:30 PM

Lunch
On Your own

Wednesday, 1:30 PM - 3:00 PM

Session 3.1: Special Session: Finding your Way beyond Academic Walls: Obstacles and Challenges International Scholars Manage Throughout Doctoral and Early Career Years
Room: Compass
Chairs: Nina Krey, Shuang Wu, and Sabinah Wanjugu

Special Session: Finding Your Way beyond Academic Walls: Obstacles and Challenges International Scholars Manage Throughout Doctoral and Early Career Years
Nina Krey, Rowan University
Shuang Wu, Rowan University
Sabinah Wanjugu, University of Southern Indiana
Vincent Jeseo, Rowan University

Session 3.2: DoCCA - AMS Review / Sheth Foundation Doctoral Competition for Conceptual Articles
Room: Quarterdeck A
Chair: Thomas Gruen

Contemplative Consumer Activism as a Driver for Social Change
Betul Cal, University of Strathclyde
Kathy Hamilton, University of Strathclyde
Eleni Tsougkou, University of Strathclyde

Human and Artificial Intelligence Collaboration: A Conceptual Framework and Review
Phuong Nguyen, Hanken School of Economics
Jaakko Aspara, Hanken School of Economics

Sifting the Paradigm of Customer Loyalty Programs Towards Sustainability: A Synthesis of Literature and Guiding Framework
Nicole Moch, University of Muenster
AI Credibility and Psychological Ownership of AI: A Conceptual Framework
Abdul Wahid Khan, Indian Institute of Management, Indore
Abhishek Mishra, Indian Institute of Management, Indore

Session 3.3: Consumer Rights and Responsibilities
Room: Quarterdeck B
Chair: Miranda Yin

It’s the Heart that Matters: The Effect of Benefactor Income on Donation Behaviors
Miranda Yin, California Polytechnic State University
Jenny Olson, Indiana University
Jessica Li, University of Kansas

Consumers Are More Dishonest Towards Large Firms Than Small Firms
Jareef Bin Martuza, Norwegian School of Economics
Helge Thorbjørnsen, Norwegian School of Economics
Hallgeir Sjåstad, Norwegian School of Economics

Woke-Washing Allegations: Attributions and Recovery Strategies
Priscilla Peña, University of Rhode Island
Lauren Labrecque, University of Rhode Island

Session 3.4: Branding and Technology
Room: Quarterdeck C
Chair: Denitsa Dineva

Synthetic Virtual Influencers and Authenticity in the Fake
Mehrnoosh Reshadi, California State University, Fullerton

Friends or Foes? An Exploratory Study into Brand-to-brand Dialogue Strategies on Social Media
Denitsa Dineva, Cardiff University
Zoe Lee, Cardiff University

Employer Branding through Online Platforms: Earned versus Owned Media
Meriem Agrebi, Université Paris Nanterre, Higher School of Commerce of Tunis
Juliet F. Poujol, Université Paris Nanterre
Eric Pezet, Université Paris Nanterre

Is AI Killing Branding? Understanding Consumers Perceptions of AI Influence on Brand Decision Making
Kimberley Hardcastle, Northumbria University
Lizette Vorster, Aarhus University
Session 3.5: Augmented Reality and Branding  
Room: Chart A  
Chair: Graeme McLean

Augmented Reality Digital Assistants (ARDAs): Examining the Role of Anthropomorphism  
Hannah Marriott, Cardiff University  
Graeme McLean, University of Strathclyde  
Jennifer Barhorst, College of Charleston

The Digital Extension of Analog Products through Augmented Reality: The Role of Consumer-brand Engagement and Consumer-based Brand Equity  
Denise Pape, University of Goettingen  
Waldemar Toporowski, University of Goettingen

Impact of Augmented Reality on Website Quality and Brand Recall  
Sharad Gupta, Cardiff Metropolitan University  
Niki Bolton, Cardiff Metropolitan University  
Mitali Mittal, KPMG  
Monira Minto, DIYguru  
Rahul Mishra, IILM

Session 3.6: Influencer Marketing and Brand Communications  
Room: Chart B  
Chair: Anna Morgan-Thomas

Social Influencers Caught in the Web of Lies: What are the Implications for Endorser and Brand?  
Walter von Mettenheim, Leibniz University Hannover  
Klaus-Peter Wiedmann, Leibniz University Hannover

Is She Real? Leveraging Real-Life and Computer-Generated Imagery Influencer Marketing in Brand Communications  
Valeria Penttinen, Hanken School of Economics  
Simone Lykke Tranholm Mouritzen, Aarhus University  
Susanne Pedersen, Aarhus University

Physicians as Social Media Influencers on TikTok  
Suzanne Makarem, Virginia Commonwealth University  
Jie Fowler, Valdosta State University  
Brittany Beck, Louisiana Tech University

Is Like-Seeking a Form of Conspicuous Consumption? Investigating Trait Antecedents of Normative and Deceptive Like-Seeking on Instagram  
Elaine Wallace, University of Galway  
Isabel Buil, University of Zaragoza
Session 3.7: Pricing and Discounts  
Room: Chart C  
Chair: Silke Bambauer-Sachse  

- **Disentangling and Measuring Discount Credibility**  
  Monika Kukar-Kinney, *University of Richmond*  
  Jeffrey Carlson, *University of Richmond*  

- **Paradoxical Fairness Perceptions of Dynamic Pricing Sequences**  
  Silke Bambauer-Sachse, *University of Fribourg*  
  Ashley Young, *University of Fribourg*  

- **Determining Optimal Markdown Pricing for Remaining Inventory: The Role of Customer Regret**  
  Siddhartha Sarkar, *Tata Consultancy Services*  
  Suman Kumar, *Tata Consultancy Services*  
  Avishek Shaw, *Tata Consultancy Services*  
  Krishnanugrah Pu, *Tata Consultancy Services*  
  Vivek Balaraman, *Tata Consultancy Services*  

---

Wednesday, 1:30 PM - 5:00 PM

**Session W2: Workshop: Introduction to Partial Least Squares Structural Equation Modeling (PLS-SEM)**  
Room: Kabacoff  
Chairs: Marko Sarstedt, Christian Ringle, and Joseph F. Hair, Jr.  

---

Wednesday, 3:00 PM - 3:30 PM

**Refreshment Break**  
Room: River/Port/Starboard  

---

Wednesday, 3:30 PM - 5:00 PM

**Session 4.1: Meet the Editors I**  
Room: Compass  
Chair: Jim Boles  

- Steve Vargo, *AMS Review*  
- Leyland Pitt, *Business Horizons*  
- JIsu Huh, *Journal of Advertising*  
- Kirk Plangger, *Journal of Advertising Research*  
- Thomas Kramer, *Journal of Consumer Psychology*  
- Babu John-Mariadoss, *Journal of International Marketing*  
- Manjit Yadav, *Journal of Marketing*  
- Giampaolo Viglia, *Psychology & Marketing*
Session 4.2: Consumer-Brand Relationships  
Room: Quarterdeck A  
Chair: Gaurav Jain  

**How Feelings of Responsibility Vary across Ownership Types: From Legal Ownership to Psychological Ownership**  
Randle Raggio, University of Richmond  
Phillip Hartley, Georgia Gwinnett College  
Jie Sun, Siena College  

**How Pictogram Arrangements Impact Consumer Optimism and Judgments**  
Gaurav Jain, Rensselaer Polytechnic Institute  
Sunaina Shrivastava, Manhattan College  
Zeynep Tolun, Rensselaer Polytechnic Institute  

**The Area as a Visual Heuristic: How does the Highlighted Area under the Stock Price Curve Impact Retail Investor Behavior**  
Zeynep Tolun, Rensselaer Polytechnic Institute  
Gaurav Jain, Rensselaer Polytechnic Institute  
T. Ravichandran, Rensselaer Polytechnic Institute  

**Exodus from Russia: How do Consumers Feel?**  
Gagan Deep Sharma, Guru Gobind Singh Indraprastha University  
Babak Taheri, Nottingham Trent University  
Cleopatra Veloutsou, University of Glasgow  
Amar Rao, Shoolini University  

Session 4.3: Financial Well-being and Mindfulness  
Room: Quarterdeck B  
Chair: Heejung Park  

**Listen to the Voice of Mindfulness**  
Xuan Xie, University of California, Irvine  
Loraine Lau-Gesk, University of California, Irvine  

**Looking for Advice? Financial Advice-Seeking and The COVID-19 Pandemic**  
Wookjae Heo, Purdue University  
Jaemin Lee, Minnesota State University, Mankato  
Heejung Park, Northern Michigan University  

**Understanding the Dynamic Adoption and Outcomes of Shared Micromobility: A Longitudinal Study based on User Experience**  
Maximilian Schwing, University of Toulouse 1 Capitole  
Marc Kuhn, Baden-Wuerttemberg Cooperative State University  
Lars Meyer-Waarden, University of Toulouse 1 Capitole  

**Impact of Mindfulness on Materialism: Exploring Roles of Self-esteem and Life Satisfaction**  
Sharad Gupta, Cardiff Metropolitan University  
Harsh Verma, University of Delhi  
W. M Lim, Sunway University
Session 4.4: Customer Engagement in the Age of Internet
Room: Quarterdeck C
Chair: Babak Taheri

Building Customer Engagement Towards e-Commerce Website: Delineating the Role of UTATUT, Social Influence, and Compulsion
Anish Yousaf, Nottingham Trent University
Babak Taheri, Nottingham Trent University
Martin Gannon, University of Edinburgh

How, why, and when Contextual Environments Matter for Customer Engagement in E-Commerce Live Streaming: An Eye-Tracking Study
Yikai Yang, Zhejiang University
Huizhong Tan, Zhejiang University
Lei Wang, Zhejiang University

A Multi-Method Study on ICAs User Experiences and Brand Relationships
Camilo Andrés Rojas Contreras, Université Grenoble Alpes
Pierre Valette-Florence, IAE de Grenoble and CERAG

Session 4.5: Salespeople’s Emotions and Job-related Outcomes
Room: Chart A
Chair: Joey Lam

B2B Salespeople: The Fundamental Emotions at their Current Job
Joey Lam, Simon Fraser University

How Jealousy and Job Stress Affect the Salesforce: The Role of Organizational Commitment
Tyler Hancock, University of Toledo
Michael Mallin, University of Toledo
Ellen Pullins, University of Toledo
Catherine Johnson, University of Toledo

All Salespeople are (not) Created Equal: Customers’ Views on a Creator, a Getter, and a Taker
Mohamed Sobhy Temerak, University of Surrey
Milena Micevski, Copenhagen Business School
Selma Kadic-Maglajlic, Copenhagen Business School
Zoran Latinovic, Massachusetts Institute of Technology
Session 4.6: **Online Shopping and Customer Happiness**  
Room: Chart B  
Chair: Xuemei Bian

- **Body Size Similarity Between Model and Shopper: Mitigating the Risk in Online Clothes Purchasing**  
  Yerong Zhang, *Vrije Universiteit, Amsterdam*  
  Iina Ikonen, *University of Bath*  
  Jiska Eelen, *Vrije Universiteit, Amsterdam*  
  Francesca Sotgiu, *Vrije Universiteit, Amsterdam*

- **The Role of Hedonic and Utilitarian Motives on Order Effects**  
  Jungsil Choi, *Cleveland State University*

- **Enhancing Customer Engagement Behaviour from their Journey Seamlessness Experience in the Omnichannel Retailing Context**  
  Tai Anh Kieu, *Ho Chi Minh City Open University*

- **The Impact of Mobile and Physical Channel Integration: How Cross-channel Integration in Different Purchase Phases Influences the Number of Mobile Channel Users**  
  Tetsuo Horiguchi, *Toyo University*  
  Hidesuke Takata, *Keio University*

Session 4.7: **Services and Consumers**  
Room: Chart C  
Chair: Kalliopi Chatzipanagiotou

- **Comparing Regular Consumers and Brand Fans for Engagement in Creative Activities: A Managerial Perspective**  
  Linda Hamdi-Kidar, *Toulouse Business School*  
  Fanny Cambier, *NEOMA Business School*  
  Tomoko Kawakami, *Waseda University*

- **When does Brand Love Matter in Augmented Reality?**  
  Saifeddin Alimamy, *Zayed University*  
  Amjad Abu El Samen, *Zayed University*

- **Examining how Customer-to-Customer Schadenfreude Influences Social Media Service Recovery Perceptions of Observers**  
  Todd Bacile, *Loyola University New Orleans*  
  Ayse Banu Elmadag, *University of Southern Mississippi*  
  Mehmet Okan, *Artvin Coruh University*

- **The Impact of Omnichannel Strategies on Franchisee-Franchisor Relationship Quality**  
  Nabil Ghantous, *École de Management de Normandie*  
  Fabienne Chameroy, *Aix Marseille Université*  
  Damien Chaney, *École de Management de Normandie*  
  Sophie Jeanpert, *Aix Marseille Université*  
  Maryline Schultz, *Université de Bourgogne*
Wednesday, 6:00 PM - 7:00 PM

**Welcome Reception**  
Room: Mark Twain Courtyard
DAILY HIGHLIGHTS • Thursday, May 18, 2023

Registration
River/Port/Starboard, 8:00 AM - 5:00 PM

Mary Kay Inc. Dissertation Proposal Competition
Compass, 8:30 AM – 10:00 AM

JAMS Editorial Review Board Meeting
Pelican, 8:30 AM – 10:00 AM

Refreshment Break Sponsored by Stukent
River/Port/Starboard, 10:00 AM - 10:30 AM

Mary Kay Inc. Dissertation Competition
Compass, 10:30 AM - 12:00 PM

AMS Review Editorial Review Board Meeting
Pelican, 10:30 AM – 12:00 PM

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

Meet the Editors II
Compass, 1:30 PM – 3:00 PM

Refreshment Break
River/Port/Starboard, 3:00 PM – 3:30 PM

Theory Forum
Compass, 3:30 PM – 5:00 PM

AMS Reception
River/Port/Starboard, 6:00 PM - 7:00 PM

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

Session 5.1: Mary Kay Dissertation Proposal Competition
Room: Compass
Chairs: Victoria Bush and Joyce Zhou

The Spillover Impact of Online Ratings on Upstream B2B Relationships
Hans Nguyen, Oklahoma State University

Essays on Ambient Darkness and Consumer Behavior
Kylie Vo, University of North Texas

The Monetary and Social Motivation of Sales Contest Leaderboards
Yuanchen Su, University of Minnesota

Session 5.2: Branding: Towards a Human Perspective
Room: Quarterdeck A
Chair: David Gilliam

When Anthropomorphizing Backfires: Being “Human” Can Benefit the Morally Good but Harm the Morally Bad
Olivia Kim, Norwegian School of Economics
Jareef Bin Martuza, Norwegian School of Economics
Helge Thorbjørnsen, Norwegian School of Economics

Brand Narratives: A Typology and Archetypal Consumer Narratives
David Gilliam, University of Arkansas, Little Rock
Steven Rayburn, Texas State University
Mayoor Mohan, Virginia Commonwealth University

Promotional Strategies for Beauty and Fitness Brands Targeting Chinese Female Professionals
Dan Wang, Chizhou University
Sigen Song, Shanghai Institute of Technology
Fanny Fong Yee Chan, Hang Seng University of Hong Kong
Linyan Feng, Anhui University of Finance and Economics

Session 5.3: Consumer Values, Attitudes, and Lifestyles
Room: Quarterdeck B
Chair: Jack Lesser

“Wanna be like you”- Comparing Lifestyles to Grow with Latent Desires
Rajagopal Rajagopal, Tecnológico de Monterrey

Towards Generalizable Psychographic Segmentation Research
Jack Lesser, Metropolitan State University

Herd Mentality, Consumer Coping Self-Efficacies and Post-Adoption of Online Shopping Adoption
Tai Anh Kieu, Ho Chi Minh City Open University
Session 5.4: Consumer Well-being and Mindful Consumption
Room: Quarterdeck C
Chair: Tina Harrison

What Works for Him won’t Work for Her: Future Selves and Gender Differences in Financial Planning
Tina Harrison, University of Edinburgh
Emily Shipp, University of Edinburgh
Thomas Mathar, Aegon UK

Where and when do Consumers Experience Well-Being? A Taxonomy of Technology-Based Daily Activities
Karla Barajas-Portas, Universidad Anahuac Mexico
Pável Reyes-Mercado, Universidad Anahuac Mexico

The Effect of Virtual Reality Perspective Taking on Brand Relationships of Decision for Others
Mariam Sarhan, Durham University
Sarah Xiao, Durham University
George Koulieris, Durham University
Michael Pagan, DECIDE. ltd.
Jerry Hall, DECIDE. ltd.

Mindful Consumption Mediates Effects of Mindfulness on Compulsive Buying and Hedonic Buying
Sharad Gupta, Cardiff Metropolitan University
Harsh Verma, University of Delhi

Session 5.5: Conceptual Advances and New Directions in Sales Research
Room: Chart A
Chair: Edward Nowlin

A Review and Analysis of the Adaptive Selling Literature
Nawar Chaker, Louisiana State University
Rhett Epler, Old Dominion University
Elizabeth McDougal, Louisiana State University
Dana Amiri, Old Dominion University
Gabriel Moreno, Robert Morris University
Jay O’Toole, Old Dominion University

Moving the Ball Forward: Team Selling Research, Theories, and Future Directions
Edward Nowlin, Kansas State University
Dawn Deeter-Schmelz, Kansas State University
Doug Walker, Kansas State University
Nwamaka Anaza, Southern Illinois University, Carbondale

Dynamic Managerial Capabilities and Technology-Enabled Sales Capability
Kerry Manis, New Mexico State University
Sreedhar Madhavaram, Texas Tech University
Should I Stay or Should I Go? The Role of Perceived Organizational Support as a Mediating Mechanism in the Context of Salespeople’s Turnover Intentions
Dorcia Bolton, Auburn University, Montgomery
Sreedhar Madhavaram, Texas Tech University

Session 5.6: Doctoral Colloquium II
Room: Chart B
Chair: John B. Ford

Lisa-Marie Merkl, University of Bayreuth
Larissa Diekmann, University of Bayreuth

In this Choice Architecture and Beyond! A Quasi-Experimental Field Study Exploring Temporal Spillover Effects of Nudges
Jannike Harnischmacher, University of Bayreuth

Customer Engagement and Online Review: Different Voices Between Airbnb and Hotel Customers
Mengwei He, University of Glasgow

Transformative Marketing in B2B: Facing Dynamic Changes in Mobility Ecosystems
Selina L. Strobel, Toulouse School of Management

Session 5.7: Appeals in Advertising
Room: Chart C
Chair: Kathrynn Pounders

One Size does not Fit All: Consumer Responses to Body Type Diversity in Advertisements
Lacey K. Wallace, University of Alabama

Compatibility Between Pride Appeals and Temporal Framing in the Context of Green Advertisements
Chung-In Hazel Yun, University of Texas, Austin
Kathrynn Pounders, University of Texas, Austin

Exploring Place Branding through Digital Storytelling
Varsha Jain, MICA
Altarf Merchant, University of Washington, Tacoma
Gourav Roy, MICA
Amrita Chakraborty, MICA
Thursday, 10:00 AM - 10:30 AM

Refreshment Break
Sponsored by Stukent
Room: River/Port/Starboard

Thursday, 10:30 AM - 12:00 PM

Session 6.1: Mary Kay Dissertation Competition
Room: Compass
Chairs: Victoria Bush and Joyce Zhou

Re-positioning the Present Moment: Effects of Mindfulness on Consumer Behavior
Amy Errmann, University of Auckland

An Exploration of Consumer Experiences in the Age of Artificial Intelligence: Perception of being Observed
Deniz Lefkeli, Koç University

Managing Successful and Resilient Shared-Interest Communities: The Role of Digitization Technologies and Disruptive Events
Martina Pocchiari, Erasmus University

Session 6.2: Branding and Society
Room: Quarterdeck A
Chair: Anna Morgan-Thomas

Examining the Key Consumer-related Determinants Towards their Intention to Participate in Anti-brand Communities
Xinyu Dong, YanTai University
Cleopatra Veloutsou, University of Glasgow
Anna Morgan-Thomas, University of Glasgow

Examining Consumers’ Ideological Incompatibility with Brand Hate and Social Desirability
Rémi Silva, Polytechnic Institute of Viseu
Suzanne Amaro, Polytechnic Institute of Viseu
Bruno M. Ferreira, Polytechnic Institute of Viseu

Exogenous Brand Crisis and its Impact on Consumer Purchase Intention
Kalpana Chandrasekar, IIT, Madras
Varisha Rehman, IIT, Madras

The Use and Effectiveness of Social Media Marketing by B2B Firms
Kirk Buckley, University of Sydney
Catherine Sutton-Brady, University of Sydney
Session 6.3: Cues and Consumer Decision Choice
Room: Quarterdeck B
Chair: Tim Ozcan

How do You Buy it: Self Construal in Content Focus and Purchase Intention
Fan Wang, Saint Louis University
Alex Brinkmeier, Saint Louis University
Yeon Jae Choi, Saint Louis University
Bin Chang, Saint Louis University

Numerical Roundness and Positive Effects of Accomplishing Subordinate Goals
Tim Ozcan, James Madison University
Michael Hair, Southern Illinois University, Edwardsville
Kunter Gunasti, Washington State University

The Impact of Humor on Responses to Complaints
Andriele Muller, UFRGS - Brazil & University of Arizona

Would Unearned Preferential Treatment make Customers More Tolerant and Amiable?
Chundong Zheng, Tianjin University
Yawan Nie, Tianjin University
Xuemei Bian, Northumbria University

Session 6.4: Ethics and Technology
Room: Quarterdeck C
Chair: Thomas Boysen Anker

Artificial Intelligence that Errs: Consumer Responses to AI-Induced Errors and its Repercussions on Society
Alexander Mueller, University of Mannheim
Sabine Kuester, University of Mannheim
Sergej von Janda, Lead User Experience Researcher at Kaiser X Labs GmbH

“Let the Driver off the Hook?” Moral Decisions of Autonomous Cars and their Impact on Consumers Well-Being
Marc Kuhn, Baden-Württemberg Cooperative State University
Vanessa Reit, Baden-Württemberg Cooperative State University
Maximilian Schwing, Baden-Württemberg Cooperative State University
Anne Köpsel, Baden-Württemberg Cooperative State University
Yuliia Pashchenko, Baden-Württemberg Cooperative State University
Sarah Selinka, Baden-Württemberg Cooperative State University

Consumer Autonomy and Social Technology: The Case of Social Media Algorithms and the Metaverse
Thomas Boysen Anker, University of Dundee
Consumers as “Rational Agents”: The Role of Ethical Perception and Perceived Value of Personal Data Disclosure
Juha Munnukka, University of Jyväskylä
Waltteri Kinnunen, University of Jyväskylä
Karoliina Talvitie-Lamberg, University of Jyväskylä
Margareta Salonen, University of Jyväskylä

Session 6.5: Exploring Consumer-E-Service Provider Dynamics
Room: Chart A
Chair: Wen Xie

How do Online Reviews Affect Readers’ Trust in a Primary Care Physician
Shabnam Azimi, Loyola University Chicago
Sina Ansari, DePaul University

Impacting Online Customers’ Post-Privacy Breach Behavior: A Relationship Marketing Approach
Nabid Alam, Emporia State University
Rahul Singh, University of North Carolina at Greensboro
Mostofa Wahid Soykoth, Emporia State University
Tahmina Sultana, University of North Texas
Sheikh Mohammad Fauzul Azim, Independent University, Bangladesh

To Fake or Not to Fake: How Does Personality Relate to Consumers’ Motivations to Post Fake Online Reviews
Doga Istanbulluoglu, University of Birmingham
Ezgi Sakman, Bilkent University

Improving Social Media Video Advertising Acceptance Using Priming: Evidence from Big Data Analysis
Wen Xie, University of Houston
Ron Dotsch, Snap Inc.
Maarten Bos, Snap Inc.
Yozen Liu, Snap Inc.

Session 6.6: How Salespeople Manage Content, Communication, and Time
Room: Chart B
Chair: Plavini Punyatoya

Sales Force Negotiation Capability
Daniel Kuzmich, Texas Tech University
Babu John-Mariadoss, Texas Tech University

All or Nothing: The Effect of Absolute Language in Sales Communication
Skyler Leonhardt, University of Wyoming
Molly Burchett, University of Wyoming
Mark Leach, University of Wyoming
Managing Time for Selling Effectively
Plavini Punyatoya, University of Nebraska, Lincoln
Ravipreet S. Sohi, University of Nebraska, Lincoln

Sales Content Usage
Nathaniel Hartmann, University of South Florida
Heiko Wieland, California State University, Monterey Bay
Nawar Chaker, Louisiana State University
Johannes Habel, University of Houston

Session 6.7: Image and Branding
Room: Chart C
Chair: Anjali Bal

Super Fans and Super Haters: Sentiment and Customer Analysis of Tweets for three Top Athletes
Nada Hashmi, Babson College
Nam Nguyen, Babson College
Anjali Bal, Babson College

Investigating the Antecedents and Moderators of Pro-Environmental Customer Behavior in Desert Café
Debora Lee, Sejong University
Yong-Ki Lee, Sejong University
Rajesh Iyer, Bradley University

“Follow Me to Your Dream Destination”: Behavioral Analysis of Effects of Persuasion Disclosure and Number of Followers on Followers’ Purchase Intention and Decision within Tourism
Florian Gasser, University of St. Gallen

Improving Service Quality Through Brand image: A Study of Collaborative Consumption
Trang Tran, East Carolina University
Anh Dang, Northern Kentucky University
Swapnil Saravade, Utah Valley University

Session 6.8: Measurement Issues
Room: Steering
Chair: Altaf Merchant

Revisiting the Debate on the Preferred Length of Scales in Advertising Research
Gunwoo Yoon, University of Northern Iowa

Short and Simple: How to Make Exciting and Eye-catching Videos
Sammy Wals, Maastricht University
Ines Wilms, Maastricht University
Tim Hilken, Maastricht University
Alexia Briassouli, Maastricht University
Martin Wetzels, EDHEC Business School, Lille
**Receptivity to Personalized Digital Advertisements Scale Development and Validation**  
Sanjeev Tripathi, *Indian Institute of Management, Indore*  
Varsha Jain, *MICA*  
Jatin Pandey, *Indian Institute of Management, Indore*  
Altaf Merchant, *University of Washington, Tacoma*  
Damini Goyal Gupta, *MICA*

**Irritation with Digital Advertisement: Scale Development and Validation**  
Khyati Jagani, *Flame University*  
Neha Yadav, *Flame University*

**Thursday, 12:00 PM - 1:30 PM**

*Awards Luncheon*  
Room: St. Charles

**Thursday, 1:30 PM - 3:00 PM**

**Session 7.1: Meet the Editors II**  
Room: Compass  
Chair: Jim Boles

*John Hulland / Mark Houston, Journal of the Academy of Marketing Science*  
*Greg Marshall, European Journal of Marketing*  
*Dipayan Biswas, Journal of Business Research*  
*Jackie Eastman, Journal of Consumer Behaviour*  
*Justin Paul, International Journal of Consumer Studies*  
*Cleopatra Veloutsou, Journal of Product and Brand Management*  
*Francesca Sotgiu, Journal of Retailing*  
*Dimitrios Buhalis, Tourism Review*

**Session 7.2: Brand Strategy and Measurement Moving Forward**  
Room: Quarterdeck A  
Chair: Yanina Chevtchouk

*Re-approaching Brand-centric Groups: Definitions, Forms, and Terminology Issues*  
*Ioanna Kontoliou, University of Glasgow*  
*Cleopatra Veloutsou, University of Glasgow*  
*Georgios Panos, University of Glasgow*
Customer-Based Brand Competitiveness (CBBC): The Missing Link in the Strategic Orientations–Performance Relationship
Rico Piehler, Macquarie University
Chris Baumann, Macquarie University
Gaki Wangmo, Macquarie University

An Interdisciplinary-informed Brand Experience Scale
Yanina Chevtchouk, University of Glasgow
Cleopatra Veloutsou, University of Glasgow
Robert Paton, University of Glasgow

Session 7.3: Consumer - Technology Interactions
Room: Quarterdeck B
Chair: Ben Lowe

That's (not) my Kind of Robot! Trust in Human-robot Interactions
Xiaofei Tang, Southwestern University of Finance and Economics
Yong Eddie Luo, University of Kent
Jiaqi Xu, Southwestern University of Finance and Economics
Ben Lowe, University of Kent

Uncovering the Unexplored Role of Feedback Types During Gamified Crowdsourcing Campaigns: Case of a Loss Situation
Chaima Siala, University of Paris Saclay
Abdelmajid Amine, University of Paris-EST

Let's Get Serious about Play
Xuan Xie, University of California, Irvine
Sayantani Mukherjee, Central Washington University
Loraine Lau-Gesk, University of California, Irvine

Session 7.4: Green Consumers and Environmental Impacts
Room: Quarterdeck C
Chair: Olga Untilov

Push-Starting Solar Energy in Berlins Apartment Buildings with Green Nudging
Andrea Rumler, Berlin School of Economics and Law
Julia Memmert, Berlin School of Economics and Law

Olga Untilov, Audencia
Jean Pfiffelmann, EM Strasbourg Business School

Consumption and Alternatives to Meat in Portugal
João M. F. Pinto, Polytechnic Institute of Viseu
Bruno M. Ferreira, Polytechnic Institute of Viseu
Manuel A. L. Reis, Polytechnic Institute of Viseu
**Reflective-Impulsive Green Buying: Psychological Mechanism and Role of Product Information**
Svetlana Obukhovich, LUT University
Roland Deutsch, University of Würzburg
Fritz Strack, University of Würzburg
Jenni Sipilä, LUT University
Anssi Tarkiainen, LUT University

**Session 7.5: Emerging Concepts in Digital Marketing**
Room: Chart A
Chair: Sameed Khan

**The Human RFID Implants Introduce a New Level of Human-Computer Interaction: Twitter Topic Detection Gauges Consumer Opinions**
Outi Niininen, University of Jyvaskyla
Stephen Singaraju, Universiti Teknologi
Luis Arango, University of Queensland

**Non-Fungible Token Game Consumer Investments**
Stefan El-Naggar, Utrecht University
Anouk de Regt, Utrecht University
Zixuan Cheng, King’s College London

**Responses to AI and Human Recommendations in a Joint-Consumption Context**
Sameed Khan, University of Massachusetts, Lowell

**Social Media (In)Dispensability in Consumers’ Life**
Joanna Santiago, ISEG – Lisbon School of Economics & Management - Universidade de Lisboa
Maria Teresa Borges-Tiago, University of the Azores

**Session 7.6: Public Policy and Non-Profit**
Room: Chart B
Chair: Maria Lucila Osorio

**Sentiment Analysis of Grooming Messages Sent by Online Predators**
Janna Parker, James Madison University
Britton Leggett, University of Arkansas, Monticello
Cathleen Snyder, James Madison University
Tim Ozcan, James Madison University
Nina Krey, Rowan University

**Look at Me Giving: Luxury Motivations and Charitable Fundraisers**
Sianne Gordon-Wilson, Queen Mary University of London
Rajesh Iyer, Bradley University
Jackie Eastman, Florida Gulf Coast University
Typology of Firms by Innovation Performance: A Cluster Analysis of a Regional Innovation System
Ana Maria Ortega, Universidad EAFIT
Lina M. Ceballos, Universidad EAFIT

Session 7.7: New Insights on the Role of Employees in Successful Service Delivery
Room: Chart C
Chair: Landon McFarland

When Internal Marketing is the Key Performance of the Service Experience
Myriam Bellaouaied, University of the West of England

Employee Ethnicity and Regional Clothing at the Frontline
Marc Linzmajer, University of St. Gallen
Tillmann Wagner, WHU—Otto Beisheim School of Management
Gianfranco Walsh, Leibniz University Hannover
Kristina Kleinlercher, Management Center Innsbruck

Emotional Labour Online: Does the Old Wine Fit into the New Bottle?
Junyi Xie, University of Surrey
Kemefasu Ifie, Loughborough University
Thorsten Gruber, Loughborough University

The (Dis)ability Stigma: An Experimental Approach in Service Environments
Landon McFarland, University of Southern Mississippi
Joanne Cao, University of Southern Mississippi

Thursday, 3:00 PM - 3:30 PM

Refreshment Break
Room: River/Port/Starboard

Thursday, 3:30 PM - 5:00 PM

Session 8.1: Theory Forum
Room: Compass
Chair: Thomas Gruen and Julie Moulard

The Future of Marketing’s Identity: Fostering Indigenous Theory Development and a (more) Coherent Scholarly Discipline
O.C. Ferrell, Auburn University
Sreedhar Madhavaram, Texas Tech University
Manjit Yadav, Texas A&M University
Session 8.2: Developing and Managing the Brand Meaning
Room: Quarterdeck A
Chair: Spiros Gounaris

Branding with Sound: Examining the Role of Sonic Branding in the Brand Building Process
Elyria Kemp, University of New Orleans
Steven W. Kopp, University of Arkansas
My Bui, Loyola Marymount University
Courtney Hixon, University of Rhode Islands

Unravelling the Employee-based Brand Equity Formation Process
Kalliopi Chatzipanagiotou, University of Glasgow
George Christodoulides, American University of Sharjah
Spiros Gounaris, University of Strathclyde
Achilleas Boukis, University of Birmingham

Blending at Grassroots to Raise Self-esteem: The Face of Ethnic Brands
Ananya Rajagopal, Universidad Anahuac Mexico

Session 8.3: Consumer Palates and Palettes
Room: Quarterdeck B
Chair: Lou Pelton

How does Dietarian Identity Influence Purchase Intention and Consumer Trust?
Ana Hungara, University of Aveiro
Helena Nobre, University of Aveiro

The Impact of Color Saturation on Consumer Perceptions of Product Efficacy
Lauren Labrecque, University of Rhode Island
Christy Ashely, University of Rhode Island
Stefanie Sohn, University of Southern Denmark
Barbara Seegebarth, Technische Universität Braunschweig

Effects of Ambient Color on Food Choices
Dipayan Biswas, University of South Florida
Courtney Szocs, Louisiana State University
Annika Abell, University of Tennessee, Knoxville
Ruta Ruzeviciute, University of Tennessee, Knoxville
Yeseul Kim, University of South Florida

Effects of Sampling Healthy versus Unhealthy Foods on Subsequent Choices of Other Foods
Dipayan Biswas, University of South Florida
Annika Abell, University of Tennessee, Knoxville
J. Jeffrey Inman, University of Pittsburgh
Johanna Held, Bosch Power Tools
Mikyoung Lim, University of South Florida
Session 8.4: Organizations and Social Media Marketing
Room: Quarterdeck C
Chair: Bruno Ferreira

Effects of Corporate Response Patterns in Social Networks on Brand Attitudes and Purchase Intentions of Observing Consumers
Silke Bambauer-Sachse, University of Fribourg
Sanja Maria Stuhldreier, University of Fribourg

Exploring Brand Publics Build around Subversive Content in the Context of H&M
Malik Husnain Arshad, University of Strathclyde

How does CSR-related Language Impact Engagement with Micro-influencers’ Sponsored Posts?: An Initial Inquiry
Holly Syrdal, Texas State University
Sandipan Sen, Southeast Missouri State University
Parker Woodroof, University of Alabama, Birmingham
Susan Myers, University of Central Arkansas

Session 8.5: Public Policy I
Room: Chart A
Chair: Rico Piehler

Does Organizational Culture Mediate the Relationship Between Entrepreneurial Marketing and SME Performance?
Abu Shams Mohammad Mahmudul Hoque, Universiti Sultan Zainal Abidin
Zainudin Bin Awang, Universiti Sultan Zainal Abidin

Developing a Concept of Measuring and Analyzing the Reputation of Universities: Conceptual Model and First Empirical Test
Klaus-Peter Wiedmann, Leibniz University Hannover
Walter von Mettenheim, Leibniz University Hannover

The Academic-Practitioner Gap in Marketing: Empirical Evidence on Practitioners’ Usage of Academic Sources of Marketing Knowledge
Rico Piehler, Macquarie University
Mark Brown, University of Queensland
Frank Alpert, University of Queensland

“At the Beginning, I’ve Taken Things lightly but with Time Fear Came…” Emotions Evolution at Different Stages of the Health Crisis and the Role of Media Literacy: Insights from Online Multi-image Elicitation (OMIE)
Oula Bayarassou, IPAG Business School
Hajer Bachouche, ICN Business School, CEREFIGE
Emna Cherif, IAE Clermont Auvergne
Gaëlle Pothin, EGC La Réunion
Session 8.6: **Scale Development**  
Room: Chart B  
Chair: Sweta Chaturvedi Thota

- **Understanding the Travel Constraints Faced by Retirees in the Context of Ageing: Development of a Measurement Scale**  
  Gaëlle Moal, *ISEN Yncréa Ouest*  
  Corinne Chevalier, *Université Paris-Saclay, Sceaux*

- **Proposition and Validation of a Scale to Measure the Commitment to the Opinion Leader in Virtual Communities**  
  Belgin Bahar, *Galatasaray University*  
  Grégory Bressolles, *KEDGE Business School*  
  Jean-François Trinquecoste, *Bordeaux University*

- **Norms Governing Consumer-Brand Relationships: Development and Measurement Validation**  
  David Bourdin, *Vienna University of Applied Sciences*  
  Katerina Makri, *University of Vienna*  
  Georgios Halkias, *Copenhagen Business School*

Session 8.7: **Social Media and Value in Tourism**  
Room: Chart C  
Chair: Debra Zahay-Blatz

- **The Influence of Live Streaming on Live Streamers’ Travel Behavior**  
  Kaiti Shang, *Bournemouth University*  
  Dimitrios Buhalis, *Bournemouth University*  
  Daisy Fan, *Bournemouth University*  
  Marcjanna Augustyn, *Bournemouth University*

- **Measuring the Impact of Social Media Boycotts on Tourist Arrivals: Evidence from the British Museum**  
  Yuanming Qiu, *University of Edinburgh*  
  Ewelina Lacka, *University of Edinburgh*  
  Jake Ansell, *University of Edinburgh*

- **Senior Tourists’ Value Co-Creation Nexus and Routines in Services: A Customer-Dominant Logic Perspective**  
  Daisy Fan, *Bournemouth University*  
  Dimitrios Buhalis, *Bournemouth University*  
  Evangelia Fragkaki, *Bournemouth University*  
  Yun-Ru Tsai, *National Chiayi University*

- **Hotel Guest Experience and Negative Word of Mouth**  
  Zahra Pourabedin, *Shepherd University*  
  Vahid Biglari, *Shepherd University*
Thursday, 5:00 PM - 6:00 PM

Session S2: **50 Years of JAMS: AMS's Flagship Journal**
Room: Steering
Chair: Barry J. Babin

**50 Years of JAMS: AMS's Flagship Journal**
Barry J. Babin, *University of Mississippi*
Nina Krey, *Rowan University*
Jiangang Huang, *University of Mississippi*

Thursday, 6:00 PM - 7:00 PM

**AMS Reception**
Room: River/Port/Starboard

---

**Teach your students to plan and pivot like real marketers.**

marketplace-simulation.com/ams
DAILY HIGHLIGHTS • Friday, May 19, 2023

Registration
River/Port/Starboard, 8:00 AM - 5:00 PM

Refreshment Break Sponsored by Interpretive Simulations
River/Port/Starboard, 10:00 AM - 10:30 AM

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

AMS Board of Governors Meeting
Pelican, 12:00 PM – 3:30 PM

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

President’s Reception
St. Charles Foyer, 6:00 PM - 7:00 PM

President’s Banquet
St. Charles, 7:00 PM -11:30 PM
Friday, 8:30 AM - 10:00 AM

Session 9.1: Dynamic Changes in Advertising and IMC I
Room: Compass
Chair: Mark Peterson

- **Sales Promotion and the Role of Framing: The Special Case of Promotional Product Offers (PPOs)**
  - Joseph Jones, *North Dakota State University*

- **Ad Typicality Judgments of Creative Television Ads**
  - Mark Peterson, *University of Wyoming*

- **Can Super Bowl Commercials Create a Diverse, Inclusive Brand Image?**
  - Gaia Rancati, *Middle Tennessee State University*
  - Arigun Bayaraa, *Olson and Zaltman*
  - Matteo Venerucci, *Tobii*
  - Carsten Schultz, *FernUniversität in Hagen*

- **Unleashing the Potential of Ads Featuring Pets Through Product Congruence and Ad Immersiveness**
  - Laura Lavertu, *University of Edinburgh*
  - Kirsten Cowan, *University of Edinburgh*
  - Ben Marder, *University of Edinburgh*

Session 9.2: Strategic Aspects of Marketing Communications and Branding
Room: Quarterdeck A
Chair: Sreedhar Madhavaram

- **Online Advertising, Youth Attitude and Purchase Intentions**
  - Sahil Gupta, *Jaipuria School of Business*
  - Arun Aggarwal, *Chitkara University*
  - Justin Paul, *University of Puerto Rico*

- **Impact of Brand Coolness and Virtual Presence Following a Product Failure**
  - Husni Kharouf, *Coventry University*
  - Md Muhammad Nurul Alam, *Louisiana State University*
  - Donald Lund, *Louisiana State University*
  - Ellie Hickman, *De Montfort University*

- **Viewing Social Media from a Social Trap Perspective: Implications for Marketing Strategy**
  - Siavash Rashidi Sabet, *Texas Tech University*
  - Sreedhar Madhavaram, *Texas Tech University*

- **CMOs’ Personality and Myopic Management: Evidence from the Most Influential Marketing Leaders of the Year**
  - Giovanni Visentin, *ESCP Business School*
Session 9.3: **Sustainability**  
Room: Quarterdeck B  
Chair: Kate Robinson

**Innovating for Sustainability: Unpacking Drivers, Outcomes, and Boundary Conditions of Sustainable Innovativeness**  
Kate Robinson, *EDC Paris Business School*  
Nicholas Paparoidamis, *Burgundy School of Business*  
Thi Thanh Huong Tran, *SKEMA Business School*

**Social Development Goals (SDGs) and Intellectual Property – Two Worlds Apart: Aspirations Towards Sustainable Growth**  
Sarah D. Schaefer, *IMC University of Applied Sciences Krems*  
Alfred Radauer, *IMC University of Applied Sciences Krems*

**ESG Maturity Mapping for Brands: Balancing E – S – G in Start-ups and Legacy Companies for Value Generation**  
Preeti Shroff-Mehta, *Northwestern University*  
Vijay Vishwanathan, *Northwestern University*

**Moving Toward a New Consumer Brand Activism Perception Scale (BAP)**  
Selma Saracevic, *Vienna University of Economics and Business*  
Bodo B. Schlegelmilch, *Vienna University of Economics and Business*

Session 9.4: **Public Policy II**  
Room: Quarterdeck C  
Chair: Giuseppe Pedeliento

**Improving Public Health Communication during Pandemics: A Sensemaking Perspective**  
Emma Junhong Wang, *Southern Connecticut State University*  
Pierre Berthon, *Bentley University*  
Robert Forbus, *Southern Connecticut State University*

**A Scale to Measure Consumers’ Attitude Towards Intellectually Disabled Frontline Employees**  
Maria Lucila Osorio, *Tecnológico de Monterrey*

**Nudging Physical Distance during COVID-19: Short-Term and Long-Term Wear-Out Effects of Nudges in a Retail Setting**  
Jannike Harnischmacher, *University of Bayreuth*  
Lisa-Marie Merkl, *University of Bayreuth*  
Claas Christian Germelmann, *University of Bayreuth*
Session 9.5: **Special Topics: Anti-Consumption, Marketing Engineering, and Beyond**

**Room:** Chart A  
**Chair:** Maria Petrescu

**Examining the Interconnections Among Anti-Consumption, Subjective Wellbeing, and Time Orientation**  
Nieves García de Frutos, University of Almería  
Solon Magrizos, University of Birmingham  
Doga Istanbulluoglu, University of Birmingham  
Caroline Moraes, University of Bristol

**The Dynamics Between Local E-Commerce Support and Global E-Marketplace Reluctance to Buy**  
Jose Manuel Ortega Egea, University of Almería  
Nieves García de Frutos, University of Almería

**Voluntary Simplification as a Response to Unusually High Inflation**  
Phillip Hartley, Georgia Gwinnett College  
Luis Torres, Georgia Gwinnett College  
P. Wesley Routon, Georgia Gwinnett College

**An Ecosystems’ View on ESG in Business Narratives**  
Sheen Kachen, University of Illinois, Chicago  
Maria Petrescu, Embry-Riddle Aeronautical University  
Anjala Krishen, University of Nevada, Las Vegas

Session 9.6: **AI and Well-being**

**Room:** Chart B  
**Chair:** Zi Wang

**Mobile Application Service Personalisation: A Structural Topic Modelling Approach**  
Aishwarya Arora, MICA  
Praveen Sv, National Institute of Technology, Trichy  
Gourav Roy, MICA  
Dharun Kasilingam, Indian Institute of Management, Kozhikode  
Siddharth Deshmukh, MICA

**Consumer Values across the Lifespan: Developmental Trends at Three Hierarchical Levels and What we can Learn from them**  
Andrés Gvirtz, King’s College London  
Matteo Montecchi, King’s College London  
Amy Selby, University of Cambridge  
Friedrich Goetz, UBC

Zi Wang, IESEG School of Management  
Russa Yuan, University of Nottingham, China  
Boying Li, University of Nottingham, China
Session 9.7: **Building the Bridge to Marketing Practice Grant Finalist Presentations**  
Room: Chart C  
Chair: David J. Ortinau

- **Making Healthcare Technology a Success Story: Developing a Patient-Centric Tool to Design, Manage, Evaluate, and Optimize Patient Healthcare Technology Usage**  
  Sien Vaes, *Hasselt University*  
  Sandra Streukens, *Hasselt University*  
  Sara Leroi-Werelds, *Hasselt University*  
  Tim Buckinx, *Epihunter*  
  Brenda Aendekerk, *Wit-Gele Kruis Limburg*

- **Saving Lives by Increasing Short and Long-Term Blood Donations: A Longitudinal Field Comparison of Public and Private Marketing Events**  
  Riley Krotz, *Texas Tech University*  
  Carl-Philip Ahlbom, *University of Bath*  
  Stephanie Noble, *University of Tennessee*  
  Dhruv Grewal, *Babson College*  
  Benjamin Prijatel, *Shepeard Community Blood Center*

---

Friday, 10:00 AM - 10:30 AM

**Refreshment Break**  
**Sponsored by Interpretive Simulations**  
Room: River/Port/Starboard

---

Friday, 10:30 AM - 12:00 PM

Session 10.1: **Special Session: The Future of Business Schools: Strategic Pressure Points, Emerging Business Models, and Research Opportunities**  
Room: Compass  
Chair: Bodo B. Schlegelmilch

- **Special Session: The Future of Business Schools: Strategic Pressure Points, Emerging Business Models, and Research Opportunities**  
  Bodo B. Schlegelmilch, *Vienna University of Economics and Business*  
  Shaunak Roy, *Yellowdig*  
  Victoria Crittenden, *Babson College*
Session 10.2: Dynamic Changes in Advertising and IMC II
Room: Quarterdeck A
Chair: Varsha Jain

Marketing of Breast Milk Substitutes in Emerging Economies: A Case Study of China
Miti Mishra, GE Healthcare
Prokriti Mukherji, King’s College London
Gillian Kingston, King’s College London
Anuradha Narayan, UNICEF Office for China
Suying Chang, NICEF Office for China
Shuyi Zhang, Capital Pediatric Institute

New Age IMC: Aligning Values, Platforms, and Personas
Preeti Shroff-Mehta, Northwestern University
Siddharth Deshmukh, MICA

Designing Trustworthy Live Commerce Experiences
Huatong Sun, University of Washington, Tacoma
Xiaoli Li, University of Dayton

Session 10.3: Transformative Marketing and Strategic Change I
Room: Quarterdeck B
Chair: Marc Kuhn

They don’t Have to be Expensive to be Cool: Refurbished Smartphones: Potential Consumer Insights from Austria, Germany, and Poland
Sarah D. Schaefer, IMC University of Applied Sciences Krems
Anna Fornalska-Skurczynska, IMC University of Applied Sciences Krems
Michal Suchanek, University of Gdansk
Alfred Radauer, IMC University of Applied Sciences Krems

Transformative Marketing - What We Know and What We Should Research? A Structured Literature Analysis
Selina L. Strobel, Toulouse School of Management
Lars Meyer-Waarden, Toulouse School of Management

Business Ecosystems as Vertical Networks? Outlining a Criteria-based, Multidimensional Ecosystem Landscape
Selina L. Strobel, Toulouse School of Management
Marc Kuhn, Baden-Wuerttemberg Cooperative State University

Algorithm Morality: The Impact of Autonomous Vehicles’ Accidents on Driver Responsibilities, Guilt, and Well-Being
Thomas Teychenie, Université Toulouse Capitole
Julien Cloarec, Université Jean Moulin Lyon 3, Magellan
Lars Meyer-Waarden, Université Toulouse Capitole
Session 10.4: Business and Society  
Room: Quarterdeck C  
Chair: Mona Sinha

Role of Embeddness on Women Social Entrepreneurs: A Four Country Study  
Mona Sinha, Kennesaw State University  
Gayathri Sampath, Krea University  
Monica Nandan, Kennesaw State University  
Marissa Kaloga, University of Otago  
Folahan Ayeni, Kennesaw State University

Micro-Meso is a New Direction for Circular Bioeconomy: A Qualitative Study from two Emerging Countries  
Vikas Arya, International University of Rabat  
Justin Paul, University of Puerto Rico  
Prigya Rawat, Indian Institute of Information Technology and Management  
Hiran Roy, Fairleigh Dickinson University

Multi-level Paradoxical Tensions: The Pervasiveness of Social Media?  
Severina Cartwright, University of Liverpool  
Emma Hughes, University of Liverpool  
Iain Davies, University of Strathclyde  
Lloyd Harris, University of Manchester

Exploitation, Empathy, and Change: A Historical Assessment of Arguments against the Regulation of Business Practices  
Kathryn Yeniyurt, Rutgers University

Session 10.5: Understanding the Connected Consumer  
Room: Chart A  
Chair: Pável Reyes-Mercado

Systematic Literature Review on Parasocial Interaction and Parasocial Relationship  
Jie Sheng, University of Glasgow  
Alena Kostyk, University of Glasgow  
Kalliopi Chatzipanagiotou, University of Glasgow

Scale Development to Identify Cancel Culture Behavior  
Debra Zahay-Blatz, St. Edward’s University  
Janna Parker, James Madison University  
Kevin James, University of Texas, Tyler

The Connected Consumer: A Bibliometric Analysis  
Pável Reyes-Mercado, Anahuac University Mexico

Going Private: Exploring the Impact of Privacy Protection Initiatives in Privacy Concerns and Information Disclosure  
Tugra Akarsu, University of Southampton
Session 10.6: Luxury Brand Management and Content Creation
Room: Chart B
Chair: George Christodoulides

Does a Cute Logo Enhance Luxury Brand? The Unique Effect of Cuteness on Brand Equity Perception
Yuan Li, Georgia Southern University
Jackie Eastman, Florida Gulf Coast University

Stroking Luxury Product Images on Online Retail Increases Purchase Intentions: The Effects of Image Interactivity
Jean-Eric Pelet, Paris 2 Panthéon Assas
Basma Taieb, EMLV Business School Paris-La Défense

Content Creation by Luxury Travel Influencers in Times of Crisis
Hyunju Shin, Kennesaw State University
Varsha Jain, MICA
Parth Salunke, MICA
Pranjali Sharma, N/A

Session 10.7: Contemporary Issues in International Marketing I
Room: Chart C
Chair: Babu John-Maridoss

A Cross-cultural Study of the Consumer Responses Towards Femvertising: Evidence from Mexico and Spain
Claudia Lizzette Gomez Borquez, Tecnológico de Monterrey
Anna Török, Corvinus University of Budapest
Edgar Centeno Velázquez, Tecnológico de Monterrey
Erzsébet Malota, Corvinus University of Budapest
Maria Eugenia López-Pérez, Centro Universitario, San Isidoro
Ernesto Del Castillo, Tecnológico de Monterrey

The Impact of Digital Resources on Export Performance: Does Absorptive Capacity Make a Difference?
Babu Mariadoss, Washington State University
Yuan Wen, University of Illinois, Springfield
Colin Gabler, Auburn University
Raj Agnihotri, Iowa State University

Brand Origin Stories: Setting versus Characters
Brittney C. Bauer, Loyola University New Orleans
Clark D. Johnson, Pepperdine University
Stanford Westjohn, University of Alabama
Peter Magnusson, University of Texas, Rio Grande Valley
Session 10.8: *AI and Marketing Communications*
Room: Steering
Chair: Melanie Richards

- **The Impact of Choice and Decision Autonomy on Adoption of AI-enabled Purchase Aids**
  Patricia Rossi, *SKEMA Business School, Université Côte d’Azur*
  Mariyani Ahmad Husairi, *NEOMA Business School*

- **Artificial Intelligence Coaching For Customer Service Agents: A Uniformity in use Perspective**
  Amit Mahimkar, *University of Texas, El Paso*

- **Artificial Intelligence in Marketing Communication: Adoption Challenges and Opportunities through a Lens of Cognitive Dissonance**
  Melanie Richards, *East Tennessee State University*

---

**Friday, 12:00 PM - 1:30 PM**

**Lunch**

On Your Own

---

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

Session 11.1: *Special Session: Marketing Insights 5.0: The Next Level of Consumer Understanding with Predictive, Contextual, and Augmented Marketing Intelligence for a Better Marketing Performance*
Room: Compass
Chair: Klaus-Peter Wiedmann

- **Special Session: Marketing Insights 5.0: The Next Level of Consumer Understanding with Predictive, Contextual, and Augmented Marketing Intelligence for a Better Marketing Performance**
  Klaus-Peter Wiedmann, *Leibniz University Hannover*
  Levke Walten, *Leibniz University Hannover*
  Frank Buckler, *Success Drivers GmbH*
  Sascha Langner, *Leibniz University Hannover*
  Evmorfia Karampournioti, *Leibniz University Hannover*
  Gesa Lischka, *Kochstrasse - Agentur für Marken GmbH*
  Steffen Schmidt, *Leibniz University Hannover*
  Axel Lippold, *Ostfalia University of Applied Sciences*
Session 11.2: **Classroom and Curriculum Effectiveness**  
Room: Quarterdeck A  
Chair: Joanne Cao

- **An Inclusive Curriculum Framework for Marketing Research Modules**  
  Ilia Protopapa, *King’s College London*

- **Applied Class Projects: Developing and Assessing an Inventory of Applied Research Projects in Marketing Courses**  
  William Bergman, *University of Richmond*  
  Jeffrey Carlson, *University of Richmond*  
  Grace Thomas, *University of Richmond*  
  Riley Walrath, *University of Richmond*

- **Emotions and Business Schools: A Systematic Review and Bibliometric Analysis**  
  Robert Brandis, *Nova School of Business and Economics*  
  Omid Asgari, *Nova School of Business and Economics*  
  Luis Martinez, *Nova School of Business and Economics*

Session 11.3: **Strategic Aspects within Competitive and B2B Environments**  
Room: Quarterdeck B  
Chair: Babu John-Maridoss

- **The Financial Value of Voice Assistant Software for Firms**  
  Navid Bahmani, *Rowan University*  
  Amit Bhatnagar, *University of Wisconsin, Milwaukee*  
  Dinesh Gauri, *University of Arkansas*

- **The Effect of Supplier Diversity on Firm Performance: Moderating Influences of Internal and External Environments**  
  Daniel Kuzmich, *Texas Tech University*  
  Yuan Wen, *University of Illinois, Springfield*  
  Jaime Noriega, *Texas Tech University*  
  Babu John-Mariadoss, *Texas Tech University*

- **The Quickest Response is Action: The Impact of Competitive Comparison after an Innovation Shock**  
  Fernando Campayo-Sanchez, *University of Alicante*  
  Francisco José Mas-Ruiz, *University of Alicante*  
  Juan Luis Nicolau, *Virginia Tech University*

- **The Concept of Strategic Change Capability**  
  Georgios S. Bekos, *University of Manchester*  
  Heiner Evanschitzky, *University of Manchester*  
  Matti Jaakkola, *University of Manchester*  
  Simos Chari, *University of Manchester*
Session 11.4: **Virtual Community and Consumption**  
Room: Quarterdeck C  
Chair: Lauren Drury

**Exploring Video Game Player Profiles in the Context of Cosmetic Microtransactions**  
Bernadett Koles, IESEG School of Management  
Peter Nagy, Arizona State University  
Gauthier Vollet, IESEG School of Management

**Investigating the Role of Mobile Service Quality on Customer Engagement among Mobile Banking Application Users: The Moderating Impact of Age**  
Sheikh Mohammad Fauzul Azim, Independent University, Bangladesh  
Sawda Mahbuba Rahman, BRAC University  
Nabid Alam, Emporia State University  
Mostofa Wahid Soykoth, Emporia State University  
Tahmina Sultana, University of North Texas

**Online Normative Social Influence: A Cross Cultural Design of Sustainable Consumption**  
Lauren Drury, Saint Louis University

**Shop `Til You Drop While Consumer Experiences FLOW in Transactional Retail Website**  
Mohammad Rahman, Shippensburg University of Pennsylvania  
Tong Lu, Shandong University  
Golam Mostafa, Jagannath University

Session 11.5: **Luxury Marketing**  
Room: Chart A  
Chair: Nina Michaelidou

**“White” Space in the Websites of Luxury Fashion Brands and its Impact on Consumers’ Attention, Attitudes, and Intentions**  
Christina Boutsouki, Aristotle’s University of Thessaloniki  
Leonidas Hatzithomas, University of Macedonia  
Kostoula Margariti, Aristotle’s University of Thessaloniki

**The Coexistence of Inconspicuousness and Conspicuousness in Luxury Consumption: An Exploratory Study**  
Xixi Li, Saint Louis University  
Scott Thompson, Saint Louis University

**Consumers’ Attention to Luxury: The Past, the Present, and the Future Research Directions**  
Eleonora Pantano, University of Bristol  
Davit Marikyan, University of Bristol
Session 11.6: **Contemporary Issues in International Marketing II**  
Room: Chart B  
Chair: Tatjana Konig

**The Effects of COVID-19 Pandemic on the Food Acculturation Process of Professional Expatriates**  
Raficka Hellal-Guendouzi, *University of Strasbourg*

**Drivers of Vaccination Hesitancy: A Comparison Between German and Polish Consumers**  
Tatjana Koenig, *University of Applied Sciences, Saarbrücken*  
Kristin Manthey, *University of Applied Sciences, Saarbrücken*  
Aleksandra Burgiel, *University of Economics Katowice*

**U.S.’s Antitrust Law vs. EU’s Competition Policy: Tackling New Markets and Digital Platforms**  
Syed Anwar, *West Texas A&M University*

Session 11.7: **Innovation in Tourism and Sports**  
Room: Chart C  
Chair: Hyunju Shin

**Smartness and Real Time Tourism: Developing Destinations Marketing Capacity in Crisis**  
Elecia Bethune, *Bournemouth University*  
Dimitrios Buhalis, *Bournemouth University*  
Lee Miles, *Bournemouth University*

**An Analysis of Perceived Event Innovations**  
Sophie Unson, *University of Southern Mississippi*  
Wei Wang, *University of Southern Mississippi*  
Kristina Harrison, *University of Southern Mississippi*

**Exploration of How Different Types of Sponsorships Influence Esport Consumers Based on Ideal Self Congruence with Esports**  
Se Jin Kim, *Western New England University*

Friday, 3:00 PM - 3:30 PM

**Refreshment Break**  
Room: River/Port/Starboard
Session 12.1: **Special Session: Marketing for Better Cities: Setting the Agenda for Responsible, Inclusive, Smart, and Equitable Places**  
Room: Compass  
Chair: Mihalis Kavaratzis

**Special Session: Marketing for Better Cities: Setting the Agenda for Responsible, Inclusive, Smart, and Equitable Places**  
Mihalis Kavaratzis, *Manchester Metropolitan University*  
Cecilia Pasquinelli, *University of Naples Parthenope*  
Cecilia Cassinger, *University of Lund*  
Sonya Hanna, *Bangor University*  
Martin de Jong, *Erasmus University Rotterdam*  
Dominic Medway, *Manchester Metropolitan University*

Session 12.2: **Recognizing Student Needs in the Classroom**  
Room: Quarterdeck A  
Chair: Denise Gochenouer

**Grappling with Business Analytics: A Triad of Anxieties**  
Ashutosh Dutt, *MICA*  
Ruchi Tewari, *MICA*

**Utilizing the SCARF Framework to Improve Marketing Educators’ Effectiveness**  
Jared Hansen, *Utah State University*  
Alexander Romney, *Utah State University*  
Tanner Schulz, *Utah State University*

**Self-regulation Indirect Impact on Student Learning in the Blended and Flipped Classroom**  
Caterina Presi, *University of Leeds*

**An Exploration of Students Overall Learning Styles and their Preferences to Different Teaching Methods**  
Denise Gochenouer, *Southwest Minnesota State University*  
Chidinma Ikwunze, *Southwest Minnesota State University*  
Lei Huang, *SUNY, Fredonia*  
Marta Almeyda-Ibanez, *Southwest Minnesota State University*  
Heather Rickgarn, *Southwest Minnesota State University*
Session 12.3: **CSR**  
Room: Quarterdeck B  
Chair: Jackie Eastman

**Environmental Sustainability Communications, Online Customer Engagement and Sales Performance: Evidence from the Luxury Fashion Industry**  
Katherine Baxter, Liverpool Hope University  
Rodrigo Perez-Vega, University of Reading  
Arinze Christian Nwoba, Loughborough University  
Wendy Histon, University of Westminster  
Miguel Sanchez, University of Kent

**Systematically Reviewing and Revisiting the Concept of Corporate Philanthropy in the Marketing Context**  
Haoran Liu, University of Glasgow  
Thomas Boysen Anker, University of Dundee  
Kalliopi Chatzipanagiotou, University of Glasgow

**The Role of Top Management Team’s Cultural Intelligence in Cross-Border Corporate Social Responsibility**  
Xixi Li, Saint Louis University  
Clark D. Johnson, Pepperdine University  
Brittney C. Bauer, Loyola University New Orleans  
Nitish Singh, Saint Louis University

**The Role of Disinformation in Promoting CSR Conscious Brands**  
Koblarp Chandrasapth, Chiangmai University  
Natalia Yannopoulou, Newcastle University

Session 12.4: **Online Branding and Sensory E-commerce**  
Room: Quarterdeck C  
Chair: Amin Saleh

**Are You Actually Satisfied with Your Purchase? An Examination into Potential Moderators in EDT through an E-Commerce Context**  
Bin Chang, Saint Louis University  
Pooja Ramankutty, Saint Louis University

**Expectations of Service Interaction Quality for Telerehabilitation**  
Amin Saleh, Louisiana State University, Shreveport  
Aadel Darrat, Louisiana State University, Shreveport

**The Magic of Vibrotactile Feedback: How Vibrotactile Feedback Enhances Consumer Anticipated Satisfaction through Perceived Ownership**  
Jiayuan Li, University of Edinburgh  
Kirsten Cowan, University of Edinburgh  
Jake Ansell, University of Edinburgh
An Exploratory Investigation of the Annoyance Factor and Cross-Channel Engagement Intentions When Consumers are Exposed to Website Pop-Ups on Owned Sites
Jennifer Dapko, Florida Southern College
Eric Harris, Florida Southern College

Session 12.5: Product Innovations and Product Management
Room: Chart A
Chair: Mayoor Mohan

Architecture & Innovation: The Impact of Physical Environments on Organizational Innovation
Kevin McGuire, University of Oklahoma

Designers’ Resistance to Hybrid Products
Dhouha El Amri, Université Paris-Est Créteil

Moving from Analog to Digital Driving as a Marketing Challenge: Assessing the Acceptance of Advanced Driver Assistance Systems (ADAS)
Gerald-Alexander Beese, SSV SCHADENSCHUTZVERBAND GmbH
Steffen Schmidt, Leibniz University Hannover
Sascha Langner, Leibniz University Hannover
Klaus-Peter Wiedmann, Leibniz University Hannover

Is Cutting-Edge Good? An Assessment of Product Newness Factors in Technologically Turbulent Environments
Michael Obal, University of Massachusetts, Lowell
Todd Morgan, Cleveland State University
Wesley Friske, Missouri State University

Session 12.6: Dependent Variables under the Microscope
Room: Chart B
Chair: Marko Sarstedt

Mobile Ethnography: A New and Innovative Research Method Tool
Sweta Chaturvedi Thota, University of San Francisco
Joanna Jones, InterQ Research & InterQ Learning Labs

Dependent Variables under the Microscope: A New Method to Decompose and Comparatively Analyze Dependent Variables
Philipp Brüggemann, FernUniversität in Hagen

Methods Variance Extracted (MVE): Toward a Universal Metric for Detectable Common Methods Variance
Adam Merkle, University of Tampa

Quantifying Model Selection Uncertainty via Bootstrapping and Akaike Weights: A Multimodel Inference Approach
Edward Rigdon, Georgia State University
Marko Sarstedt, Ludwig-Maximilian-University Munich, Germany
Ovidiu-Ioan Moisescu, Babes-Bolyai University
Session 12.7: **AI and Big Data**  
Room: Chart C  
Chair: Florian Gasser

- **The Value of Marketing Analytics Innovation**  
  Amirhosein Zahedi, *Iowa State University*  
  Andrew Crecelius, *Iowa State University*

- **Does Industry Digitization Shape the Efficiency of Big Data Driven Supply Chains**  
  Heli Hallikainen, *University of Eastern Finland*  
  Emma Savimäki, *PunaMusta Media Oyj*  
  Tommi Laukkanen, *University of Eastern Finland*  
  Mika Gabrielsson, *University of Eastern Finland*

- **Big Data as Supportive Incentivization for Sustainable Behavior: Shaping Sustainable Tourism Behaviour in the Alps with the Support of Image-Recognition**  
  Florian Gasser, *University of St. Gallen*  
  Sven Brieden, *Cividi*

- **Challenges of Artificial Intelligence in Big Data Analytics – The Role of Ignorance-based View**  
  Hidesuke Takata, *Keio University*  
  Nobuyuki Fukawa, *Missouri University of Science and Technology*

---

**Friday, 6:00 PM - 7:00 PM**

**President’s Reception**  
Room: St. Charles Foyer

---

**Friday, 7:00 PM - 9:30 PM**

**President’s Banquet**  
Room: St. Charles
EXPAND YOUR STUDENTS’ MARKETING EXPERIENCE WITH SIMTERNSHIPS™

A Stukent Simternship allows your students to step into real-world roles, helping them to gain experience, master marketable skills, and increase their knowledge retention in a low-risk environment.

LEARN MORE AT STUKENT.COM
<table>
<thead>
<tr>
<th>Author</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abell, Annika</td>
<td>8.3, 8.3</td>
</tr>
<tr>
<td>Aendekerk, Brenda</td>
<td>9.7</td>
</tr>
<tr>
<td>Aggarwal, Arun</td>
<td>9.2</td>
</tr>
<tr>
<td>Agnihotri, Raj</td>
<td>10.7</td>
</tr>
<tr>
<td>Agrebi, Meriem</td>
<td>3.4</td>
</tr>
<tr>
<td>Ahab, Carl-Philip</td>
<td>9.7</td>
</tr>
<tr>
<td>Ajian, Haya</td>
<td>2.1</td>
</tr>
<tr>
<td>Akarsu, Tugra</td>
<td>10.5</td>
</tr>
<tr>
<td>Alam, Md Muhammad Nurul</td>
<td>9.2</td>
</tr>
<tr>
<td>Alam, Nabid</td>
<td>6.5, 11.4</td>
</tr>
<tr>
<td>Alouci, Mohamed Didi</td>
<td>2.6</td>
</tr>
<tr>
<td>Alimamy, Saifeddin</td>
<td>4.7</td>
</tr>
<tr>
<td>Allen, Juliann</td>
<td>1.6, 1.6</td>
</tr>
<tr>
<td>Almeyda-Ibanez, Marta</td>
<td>12.2</td>
</tr>
<tr>
<td>Alomar, Nora</td>
<td>2.4</td>
</tr>
<tr>
<td>Alpert, Frank</td>
<td>8.5</td>
</tr>
<tr>
<td>Amaro, Suzanne</td>
<td>6.2</td>
</tr>
<tr>
<td>Amine, Abdelmajid</td>
<td>7.3</td>
</tr>
<tr>
<td>Amiri, Dana</td>
<td>5.5</td>
</tr>
<tr>
<td>Anaza, Nwamaka</td>
<td>5.5</td>
</tr>
<tr>
<td>Ang, Min Hui</td>
<td>1.3</td>
</tr>
<tr>
<td>Anker, Thomas Boysen</td>
<td>6.4, 12.3</td>
</tr>
<tr>
<td>Ansari, Sina</td>
<td>6.5</td>
</tr>
<tr>
<td>Ansell, Jake</td>
<td>8.7, 12.4</td>
</tr>
<tr>
<td>Anwar, Syed</td>
<td>11.6</td>
</tr>
<tr>
<td>Apostolidis, Chrysostomos</td>
<td>2.4</td>
</tr>
<tr>
<td>Arango, Luis</td>
<td>7.5</td>
</tr>
<tr>
<td>Arora, Aishwarya</td>
<td>9.6</td>
</tr>
<tr>
<td>Arshad, Malik Husain</td>
<td>8.4</td>
</tr>
<tr>
<td>Arya, Vikas</td>
<td>1.4, 10.4</td>
</tr>
<tr>
<td>Asgari, Omid</td>
<td>11.2</td>
</tr>
<tr>
<td>Ashely, Christy</td>
<td>8.3</td>
</tr>
<tr>
<td>Aspara, Jaakko</td>
<td>3.2</td>
</tr>
<tr>
<td>Augustyn, Marcianna</td>
<td>8.7</td>
</tr>
<tr>
<td>Ayeni, Folahan</td>
<td>10.4</td>
</tr>
<tr>
<td>Azim, Sheikh Mohammad Fauzul</td>
<td>6.5, 11.4</td>
</tr>
<tr>
<td>B</td>
<td></td>
</tr>
<tr>
<td>Babin, Barry J.</td>
<td>52</td>
</tr>
<tr>
<td>Bachouche, Hajer</td>
<td>8.5</td>
</tr>
<tr>
<td>Bacile, Todd</td>
<td>4.7</td>
</tr>
<tr>
<td>Bahar, Belgin</td>
<td>8.6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Author</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bahmani, Navid</td>
<td>11.3</td>
</tr>
<tr>
<td>Bal, Anjali</td>
<td>6.7</td>
</tr>
<tr>
<td>Balam, Vivek</td>
<td>3.7</td>
</tr>
<tr>
<td>Bambauer-Sachse, Silke</td>
<td>3.7, 8.4</td>
</tr>
<tr>
<td>Barajas-Portas, Karla</td>
<td>12.2, 5.4</td>
</tr>
<tr>
<td>Barhorst, Jennifer</td>
<td>3.5</td>
</tr>
<tr>
<td>Bauer, Brittney C.</td>
<td>10.7, 12.3</td>
</tr>
<tr>
<td>Baumann, Chris</td>
<td>7.2</td>
</tr>
<tr>
<td>Baxter, Katherine</td>
<td>12.3</td>
</tr>
<tr>
<td>Bayara, Arigun</td>
<td>9.1</td>
</tr>
<tr>
<td>Bayarassou, Oula</td>
<td>8.5</td>
</tr>
<tr>
<td>Beck, Britanny</td>
<td>3.6</td>
</tr>
<tr>
<td>Beeve, Gerald-Alexander</td>
<td>12.5</td>
</tr>
<tr>
<td>Bekos, Georgios S.</td>
<td>11.3</td>
</tr>
<tr>
<td>Bellaouaied, Myriam</td>
<td>7.7</td>
</tr>
<tr>
<td>Bergman, William</td>
<td>2.2, 11.2</td>
</tr>
<tr>
<td>Berthon, Pierre</td>
<td>9.4</td>
</tr>
<tr>
<td>Bethune, Elecia</td>
<td>11.7</td>
</tr>
<tr>
<td>Bhatnagar, Amit</td>
<td>11.3</td>
</tr>
<tr>
<td>Bian, Xuemei</td>
<td>6.3</td>
</tr>
<tr>
<td>Bigi, Alessandro</td>
<td>1.4</td>
</tr>
<tr>
<td>Biglari, Vahid</td>
<td>8.7</td>
</tr>
<tr>
<td>Bin Awang, Zainudin</td>
<td>8.5</td>
</tr>
<tr>
<td>Bin Martuza, Jareef</td>
<td>3.3, 5.2</td>
</tr>
<tr>
<td>Biswas, Dipayan</td>
<td>71, 8.3, 8.3</td>
</tr>
<tr>
<td>Bolton, Dorcia</td>
<td>5.5</td>
</tr>
<tr>
<td>Bolton, Niki</td>
<td>3.5</td>
</tr>
<tr>
<td>Bonera, Michelle</td>
<td>1.4</td>
</tr>
<tr>
<td>Borges-Tiago, Maria Teresa</td>
<td>7.5</td>
</tr>
<tr>
<td>Borch, Claudia Lizzette Gomez</td>
<td>10.7</td>
</tr>
<tr>
<td>Bos, Maarten</td>
<td>6.5</td>
</tr>
<tr>
<td>Boukis, Achilleas</td>
<td>8.2</td>
</tr>
<tr>
<td>Bourain, David</td>
<td>8.6</td>
</tr>
<tr>
<td>Boutsoukli, Christina</td>
<td>11.5</td>
</tr>
<tr>
<td>Bowen, Melanie</td>
<td>11</td>
</tr>
<tr>
<td>Brandis, Robert</td>
<td>11.2</td>
</tr>
<tr>
<td>Bressolles, Grégory</td>
<td>8.6</td>
</tr>
<tr>
<td>Brissouli, Alexia</td>
<td>6.8</td>
</tr>
<tr>
<td>Brieden, Sven</td>
<td>12.7</td>
</tr>
<tr>
<td>Brinkmeier, Alex</td>
<td>6.3</td>
</tr>
<tr>
<td>Brown, Mark</td>
<td>8.5</td>
</tr>
<tr>
<td>Brüggemann, Philipp</td>
<td>12.6</td>
</tr>
<tr>
<td>Buckin, Tim</td>
<td>9.7</td>
</tr>
<tr>
<td>Buckler, Frank</td>
<td>11.1</td>
</tr>
<tr>
<td>Author</td>
<td>Session</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>Buckley, Kirk</td>
<td>6.2</td>
</tr>
<tr>
<td>Buhalis, Dimitrios</td>
<td>71, 8.7, 8.7, 11.7</td>
</tr>
<tr>
<td>Bui, My</td>
<td>8.2</td>
</tr>
<tr>
<td>Bui, Isabel</td>
<td>3.6</td>
</tr>
<tr>
<td>Burchett, Molly</td>
<td>6.6</td>
</tr>
<tr>
<td>Burgiel, Aleksandra</td>
<td>11.6</td>
</tr>
<tr>
<td>Cal, Betul</td>
<td>3.2</td>
</tr>
<tr>
<td>Cambier, Fanny</td>
<td>4.7</td>
</tr>
<tr>
<td>Campayo-Sanchez, Fernando</td>
<td>11.3</td>
</tr>
<tr>
<td>Canning, Louise</td>
<td>1.5</td>
</tr>
<tr>
<td>Cao, Joanne</td>
<td>2.4</td>
</tr>
<tr>
<td>Capelli, Sonia</td>
<td>2.4</td>
</tr>
<tr>
<td>Carlson, Jeffrey</td>
<td>3.7, 11.2</td>
</tr>
<tr>
<td>Carson, Grace</td>
<td>1.5</td>
</tr>
<tr>
<td>Cartwright, Severina</td>
<td>10.4</td>
</tr>
<tr>
<td>Cassinger, Cecilia</td>
<td>1.21</td>
</tr>
<tr>
<td>Cauchard, Léa</td>
<td>2.3</td>
</tr>
<tr>
<td>Ceballos, Lina M.</td>
<td>7.6</td>
</tr>
<tr>
<td>Chaker, Nawar</td>
<td>5.5, 6.6</td>
</tr>
<tr>
<td>Chakraborty, Amrita</td>
<td>5.7</td>
</tr>
<tr>
<td>Chameroy, Fabienne</td>
<td>4.7</td>
</tr>
<tr>
<td>Chan, Fanny Fong Yee</td>
<td>5.2</td>
</tr>
<tr>
<td>Chandrasapth, Koblarp</td>
<td>12.3</td>
</tr>
<tr>
<td>Chandrasekar, Kalpana</td>
<td>6.2</td>
</tr>
<tr>
<td>Chaney, Damien</td>
<td>4.7</td>
</tr>
<tr>
<td>Chang, Bin</td>
<td>6.3, 12.4</td>
</tr>
<tr>
<td>Chang, Suying</td>
<td>10.2</td>
</tr>
<tr>
<td>Chapoton, Boris</td>
<td>2.3</td>
</tr>
<tr>
<td>Chari, Simos</td>
<td>11.3</td>
</tr>
<tr>
<td>Chatzipanagiotou, Kalliopi</td>
<td>8.2, 10.5, 12.3</td>
</tr>
<tr>
<td>Cheng, Zixuan</td>
<td>2.5, 7.5</td>
</tr>
<tr>
<td>Cherif, Emna</td>
<td>8.5</td>
</tr>
<tr>
<td>Chevalier, Corinne</td>
<td>8.6</td>
</tr>
<tr>
<td>Chevtchouk, Yanina</td>
<td>7.2</td>
</tr>
<tr>
<td>Choi, Jungsil</td>
<td>4.6</td>
</tr>
<tr>
<td>Choi, Yeon Jae</td>
<td>6.3</td>
</tr>
<tr>
<td>Christodoulides, George</td>
<td>8.2</td>
</tr>
<tr>
<td>Cloarec, Julien</td>
<td>10.3</td>
</tr>
<tr>
<td>Contreras, Camilo Andrés Rojas1, 4.4</td>
<td></td>
</tr>
<tr>
<td>Cowan, Kirsten</td>
<td>1.4, 9.1, 12.4</td>
</tr>
<tr>
<td>Crecelius, Andrew</td>
<td>12.7</td>
</tr>
<tr>
<td>Crittenden, Victoria</td>
<td>10.1</td>
</tr>
<tr>
<td>Dang, Anh</td>
<td>6.7</td>
</tr>
<tr>
<td>Dapko, Jennifer</td>
<td>12.4</td>
</tr>
<tr>
<td>Darrat, Aadel</td>
<td>12.4</td>
</tr>
<tr>
<td>Davies, Iain</td>
<td>10.4</td>
</tr>
<tr>
<td>de Jong, Martin</td>
<td>12.1</td>
</tr>
<tr>
<td>de Regt, Anouk</td>
<td>2.5, 7.5</td>
</tr>
<tr>
<td>Deeter-Schmelz, Dawn</td>
<td>5.5</td>
</tr>
<tr>
<td>Del Castillo, Ernesto</td>
<td>10.7</td>
</tr>
<tr>
<td>Deshmukh, Siddharth</td>
<td>9.6, 10.2</td>
</tr>
<tr>
<td>Dessart, Laurence</td>
<td>1.4</td>
</tr>
<tr>
<td>Deutsch, Roland</td>
<td>7.4</td>
</tr>
<tr>
<td>Diekmann, Larissa</td>
<td>5.6</td>
</tr>
<tr>
<td>Dineva, Denitsa</td>
<td>3.4</td>
</tr>
<tr>
<td>Dong, Xinyu</td>
<td>6.2</td>
</tr>
<tr>
<td>Dotsch, Ron</td>
<td>6.5</td>
</tr>
<tr>
<td>Drury, Lauren</td>
<td>11.4</td>
</tr>
<tr>
<td>Ducros, Juliette Passebois</td>
<td>11</td>
</tr>
<tr>
<td>Dutt, Ashutoshi</td>
<td>12.2</td>
</tr>
<tr>
<td>Eastman, Jackie</td>
<td>7.1, 7.6, 10.6</td>
</tr>
<tr>
<td>Eelen, Jisika</td>
<td>4.6</td>
</tr>
<tr>
<td>Egea, Jose Manuel Ortega</td>
<td>9.5</td>
</tr>
<tr>
<td>El Amri, Dhouha</td>
<td>12.5</td>
</tr>
<tr>
<td>El Samen, Amjad Abu</td>
<td>4.7</td>
</tr>
<tr>
<td>Elmadag, Ayse Banu</td>
<td>4.7</td>
</tr>
<tr>
<td>El-Naggari, Stefan</td>
<td>7.5</td>
</tr>
<tr>
<td>Epler, Rhett</td>
<td>11, 5.5</td>
</tr>
<tr>
<td>Errmann, Amy</td>
<td>6.1</td>
</tr>
<tr>
<td>Evanschitzky, Heiner</td>
<td>11.3</td>
</tr>
<tr>
<td>Fan, Daisy</td>
<td>8.7, 8.7</td>
</tr>
<tr>
<td>Feng, Linyan</td>
<td>5.2</td>
</tr>
<tr>
<td>Ferreira, Bruno M.</td>
<td>6.2, 7.4</td>
</tr>
<tr>
<td>Ferrell, Linda</td>
<td>2.1</td>
</tr>
<tr>
<td>Ferrell, O.C.</td>
<td>2.1, 8.1</td>
</tr>
<tr>
<td>Flacandji, Michaël</td>
<td>11</td>
</tr>
<tr>
<td>Flurry, Laura</td>
<td>1.6</td>
</tr>
<tr>
<td>Forbus, Robert</td>
<td>9.4</td>
</tr>
<tr>
<td>Fornalska-Skuczynska, Anna</td>
<td>10.3</td>
</tr>
<tr>
<td>Fowler, Aubrey</td>
<td>1.3</td>
</tr>
<tr>
<td>Fowler, Jie</td>
<td>13, 3.6</td>
</tr>
<tr>
<td>Fragkaki, Evangelia</td>
<td>8.7</td>
</tr>
<tr>
<td>Friske, Wesley</td>
<td>12.5</td>
</tr>
<tr>
<td>Frommel, Vanessa Viktoria</td>
<td>2.5</td>
</tr>
<tr>
<td>Author</td>
<td>Session</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>Gabler, Colin</td>
<td>10.7</td>
</tr>
<tr>
<td>Gabrielsson, Mika</td>
<td>12.7</td>
</tr>
<tr>
<td>Gannon, Martin</td>
<td>4.4</td>
</tr>
<tr>
<td>García de Frutos, Nieves</td>
<td>9.5, 9.5</td>
</tr>
<tr>
<td>Gasser, Florian</td>
<td>6.7, 12.7</td>
</tr>
<tr>
<td>Gauri, Dinesh</td>
<td>11.3</td>
</tr>
<tr>
<td>Germelmann, Claas Christian</td>
<td>9.4</td>
</tr>
<tr>
<td>Ghantous, Nabil</td>
<td>4.7</td>
</tr>
<tr>
<td>Gilliam, David</td>
<td>5.2</td>
</tr>
<tr>
<td>Gilmour, Alice</td>
<td>1.5</td>
</tr>
<tr>
<td>Gochenouer, Denise</td>
<td>12.2</td>
</tr>
<tr>
<td>Goetz, Friedrich</td>
<td>9.6</td>
</tr>
<tr>
<td>Gordon-Wilson, Sianne</td>
<td>7.6</td>
</tr>
<tr>
<td>Goudey, Alain</td>
<td>1.3</td>
</tr>
<tr>
<td>Gounaris, Spiros</td>
<td>8.2</td>
</tr>
<tr>
<td>Grewal, Dhruv</td>
<td>9.7</td>
</tr>
<tr>
<td>Gruber, Thorsten</td>
<td>7.7</td>
</tr>
<tr>
<td>Gunasti, Kunter</td>
<td>6.3</td>
</tr>
<tr>
<td>Gupta, Damini Goyal</td>
<td>6.8</td>
</tr>
<tr>
<td>Gupta, Sahil</td>
<td>9.2</td>
</tr>
<tr>
<td>Gupta, Sharad</td>
<td>3.5, 4.3, 5.4</td>
</tr>
<tr>
<td>Gustafsson, Anders</td>
<td>2.6</td>
</tr>
<tr>
<td>Gvirtz, Andrés</td>
<td>9.6</td>
</tr>
<tr>
<td>Habel, Johannes</td>
<td>6.6</td>
</tr>
<tr>
<td>Hair Jr., Joseph F.</td>
<td>W2</td>
</tr>
<tr>
<td>Hair, Michael</td>
<td>6.3</td>
</tr>
<tr>
<td>Halkias, Georgios</td>
<td>8.6</td>
</tr>
<tr>
<td>Hall, Jerry</td>
<td>5.4</td>
</tr>
<tr>
<td>Hallikainen, Helri</td>
<td>12.7</td>
</tr>
<tr>
<td>Halvey, Martin</td>
<td>1.3</td>
</tr>
<tr>
<td>Hamdi-Kidar, Linda</td>
<td>4.7</td>
</tr>
<tr>
<td>Hamilton, Kathy</td>
<td>3.2</td>
</tr>
<tr>
<td>Hancock, Tyler</td>
<td>4.5</td>
</tr>
<tr>
<td>Hanna, Sonya</td>
<td>12.1</td>
</tr>
<tr>
<td>Hansen, Jared</td>
<td>12.2</td>
</tr>
<tr>
<td>Hardcastle, Kimberley</td>
<td>3.4</td>
</tr>
<tr>
<td>Harnischmacher, Jannike</td>
<td>5.6, 9.4</td>
</tr>
<tr>
<td>Harris, Eric</td>
<td>12.4</td>
</tr>
<tr>
<td>Harris, Lloyd</td>
<td>10.4</td>
</tr>
<tr>
<td>Harris, Lyt</td>
<td>5.1</td>
</tr>
<tr>
<td>Harrison, Dana</td>
<td>2.1</td>
</tr>
<tr>
<td>Harrison, Kristina</td>
<td>11.7</td>
</tr>
<tr>
<td>Harrison, Tina</td>
<td>5.4</td>
</tr>
<tr>
<td>Hartley, Phillip</td>
<td>4.2, 9.5</td>
</tr>
<tr>
<td>Hartmann, Nathaniel</td>
<td>6.6</td>
</tr>
<tr>
<td>Hashmi, Nada</td>
<td>6.7</td>
</tr>
<tr>
<td>Hatzithomas, Leonidas</td>
<td>11.5</td>
</tr>
<tr>
<td>He, Mengwei</td>
<td>5.6</td>
</tr>
<tr>
<td>Held, Johanna</td>
<td>8.3</td>
</tr>
<tr>
<td>Hellal-Guendouzi, Raficka</td>
<td>11.6</td>
</tr>
<tr>
<td>Hensel-Börner, Susanne</td>
<td>2.5</td>
</tr>
<tr>
<td>Henseler, Jörg</td>
<td>2.5</td>
</tr>
<tr>
<td>Heo, Wookjae</td>
<td>4.3</td>
</tr>
<tr>
<td>Hickman, Ellie</td>
<td>9.2</td>
</tr>
<tr>
<td>Hilken, Tim</td>
<td>6.8</td>
</tr>
<tr>
<td>Histon, Wendy</td>
<td>12.3</td>
</tr>
<tr>
<td>Hixon, Courtney</td>
<td>8.2</td>
</tr>
<tr>
<td>Hochstein, Bryan</td>
<td>11.21</td>
</tr>
<tr>
<td>Hoque, Abu Shams Mohammad</td>
<td>8.5</td>
</tr>
<tr>
<td>Mahmoudul</td>
<td></td>
</tr>
<tr>
<td>Horiguchi, Tetsuo</td>
<td>4.6</td>
</tr>
<tr>
<td>Houston, Mark</td>
<td>7.1</td>
</tr>
<tr>
<td>Huaman-Ramirez, Richard</td>
<td>2.5</td>
</tr>
<tr>
<td>Huang, Jiangan</td>
<td>52</td>
</tr>
<tr>
<td>Huang, Lei</td>
<td>12.2</td>
</tr>
<tr>
<td>Huang, Yu-Shan Sandy</td>
<td>2.2</td>
</tr>
<tr>
<td>Hübscher, Chiara</td>
<td>2.5</td>
</tr>
<tr>
<td>Hughes, Emma</td>
<td>10.4</td>
</tr>
<tr>
<td>Huh, Jisu</td>
<td>4.1</td>
</tr>
<tr>
<td>Hulland, John</td>
<td>7.1</td>
</tr>
<tr>
<td>Hungara, Ana</td>
<td>8.3</td>
</tr>
<tr>
<td>Husairi, Mariyani Ahmad</td>
<td>10.8</td>
</tr>
<tr>
<td>Ieva, Marco</td>
<td>1.1</td>
</tr>
<tr>
<td>Ifie, Kemerfasu</td>
<td>7.7</td>
</tr>
<tr>
<td>Ikonen, lina</td>
<td>4.6</td>
</tr>
<tr>
<td>Ikwunze, Chidinma</td>
<td>12.2</td>
</tr>
<tr>
<td>Inman, J. Jeffrey</td>
<td>8.3</td>
</tr>
<tr>
<td>Istanbulbulluoglu, Doga</td>
<td>6.5, 9.5</td>
</tr>
<tr>
<td>Iyer, Rajesh</td>
<td>6.7, 7.6</td>
</tr>
<tr>
<td>Jaakkola, Matti</td>
<td>11.3</td>
</tr>
<tr>
<td>Jagani, Khyati</td>
<td>6.8</td>
</tr>
<tr>
<td>Jain, Gaurav</td>
<td>4.2, 4.2</td>
</tr>
<tr>
<td>Jain, Varsha</td>
<td>5.7, 6.8, 10.6</td>
</tr>
<tr>
<td>James, Kevin</td>
<td>W1, 10.5</td>
</tr>
<tr>
<td>Jeanpert, Sophie</td>
<td>4.7</td>
</tr>
<tr>
<td>Jeseo, Vincent</td>
<td>3.1</td>
</tr>
<tr>
<td>John, Joby</td>
<td>2.4</td>
</tr>
<tr>
<td>John-Mariadoss, Babu</td>
<td>4.1, 6.6, 11.3</td>
</tr>
<tr>
<td>Johnson, Catherine</td>
<td>4.5</td>
</tr>
<tr>
<td>Author</td>
<td>Session</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>Johnson, Clark D.</td>
<td>10.7, 12.3</td>
</tr>
<tr>
<td>Jones, Joanna</td>
<td>12.6</td>
</tr>
<tr>
<td>Jones, Joseph</td>
<td>9.1</td>
</tr>
<tr>
<td>K</td>
<td></td>
</tr>
<tr>
<td>Kachen, Sheen.</td>
<td>9.5</td>
</tr>
<tr>
<td>Kadic-Maglajic, Selma</td>
<td>4.5</td>
</tr>
<tr>
<td>Kaloga, Marissa</td>
<td>10.4</td>
</tr>
<tr>
<td>Kalogeraki, Angeliki</td>
<td>1.6</td>
</tr>
<tr>
<td>Kao, Wei-Kang.</td>
<td>2.2</td>
</tr>
<tr>
<td>Karampournioti, Evmorfia</td>
<td>11.1</td>
</tr>
<tr>
<td>Kasilingam, Dharun</td>
<td>9.6</td>
</tr>
<tr>
<td>Kavaratzi, Mihalis</td>
<td>12.1</td>
</tr>
<tr>
<td>Kawakami, Tomoko</td>
<td>4.7</td>
</tr>
<tr>
<td>Kemp, Elyria</td>
<td>8.2</td>
</tr>
<tr>
<td>Kessous, Aurélie</td>
<td>1.1</td>
</tr>
<tr>
<td>Khan, Abdul Wahid</td>
<td>3.2</td>
</tr>
<tr>
<td>Khan, Sameed</td>
<td>7.5</td>
</tr>
<tr>
<td>Kharouf, Husni.</td>
<td>9.2</td>
</tr>
<tr>
<td>Khatoon, Sajira</td>
<td>1.2</td>
</tr>
<tr>
<td>Kieu, Tai Anh.</td>
<td>4.6, 5.3</td>
</tr>
<tr>
<td>Kim, Olivia</td>
<td>5.2</td>
</tr>
<tr>
<td>Kim, Se Jin</td>
<td>11.7</td>
</tr>
<tr>
<td>Kim, Yeseul</td>
<td>8.3</td>
</tr>
<tr>
<td>Kingston, Gillian</td>
<td>10.2</td>
</tr>
<tr>
<td>Kinnunen, Walterti</td>
<td>6.4</td>
</tr>
<tr>
<td>Klapper, Daniel</td>
<td>2.6</td>
</tr>
<tr>
<td>Kleinlercher, Kristina</td>
<td>7.7</td>
</tr>
<tr>
<td>Koenig, Tatjana</td>
<td>11.6</td>
</tr>
<tr>
<td>Koles, Berandett</td>
<td>11.4</td>
</tr>
<tr>
<td>Kontoliou, Ioanna</td>
<td>7.2</td>
</tr>
<tr>
<td>Kopp, Steven W.</td>
<td>8.2</td>
</tr>
<tr>
<td>Köpsel, Anne</td>
<td>6.4</td>
</tr>
<tr>
<td>Kostyk, Alena</td>
<td>1.4, 10.5</td>
</tr>
<tr>
<td>Koulieris, George</td>
<td>5.4</td>
</tr>
<tr>
<td>Kowalkowski, Christian</td>
<td>2.2</td>
</tr>
<tr>
<td>Kramer, Thomas.</td>
<td>4.1</td>
</tr>
<tr>
<td>Krey, Nina</td>
<td>S2, 11, 31, 7.6</td>
</tr>
<tr>
<td>Krishen, Anjala.</td>
<td>9.5</td>
</tr>
<tr>
<td>Krotz, Riley.</td>
<td>9.7</td>
</tr>
<tr>
<td>Kuester, Sabine</td>
<td>1.6, 6.4</td>
</tr>
<tr>
<td>Kuhn, Marc.</td>
<td>4.3, 6.4, 10.3</td>
</tr>
<tr>
<td>Kukar-Kinney, Monika</td>
<td>3.7</td>
</tr>
<tr>
<td>Kumar, Harish</td>
<td>1.4</td>
</tr>
<tr>
<td>Kumar, Suman</td>
<td>3.7</td>
</tr>
<tr>
<td>Kuzmich, Daniel</td>
<td>6.6, 11.3</td>
</tr>
<tr>
<td>L</td>
<td></td>
</tr>
<tr>
<td>La, Christine</td>
<td>11</td>
</tr>
<tr>
<td>Labrecque, Lauren</td>
<td>3.3, 8.3</td>
</tr>
<tr>
<td>Lacka, Ewelina</td>
<td>8.7</td>
</tr>
<tr>
<td>Lahbib, Oxana</td>
<td>1.1</td>
</tr>
<tr>
<td>Lam, Joey</td>
<td>4.5</td>
</tr>
<tr>
<td>Langner, Sascha</td>
<td>11.1, 12.5</td>
</tr>
<tr>
<td>Latinovic, Zoran</td>
<td>4.5</td>
</tr>
<tr>
<td>Lau-Gesk, Loraine</td>
<td>4.3, 7.3</td>
</tr>
<tr>
<td>Laukkainen, Tommi</td>
<td>12.7</td>
</tr>
<tr>
<td>Lavertu, Laura</td>
<td>9.1</td>
</tr>
<tr>
<td>Leach, Mark</td>
<td>1.5, 6.6</td>
</tr>
<tr>
<td>Lee, Deborah</td>
<td>6.7</td>
</tr>
<tr>
<td>Lee, Jaemin</td>
<td>4.3</td>
</tr>
<tr>
<td>Lee, Yong-Ki</td>
<td>6.7</td>
</tr>
<tr>
<td>Lee, Zoe</td>
<td>3.4</td>
</tr>
<tr>
<td>Lefkeli, Deniz</td>
<td>6.1</td>
</tr>
<tr>
<td>Leggett, Britton</td>
<td>7.6</td>
</tr>
<tr>
<td>Leonhardt, Skyler</td>
<td>6.6</td>
</tr>
<tr>
<td>Leroi-Werelds, Sara</td>
<td>9.7</td>
</tr>
<tr>
<td>Lesser, Jack</td>
<td>5.3</td>
</tr>
<tr>
<td>Leubke, Sarah S.F.</td>
<td>1.2</td>
</tr>
<tr>
<td>Li, Boying</td>
<td>9.6</td>
</tr>
<tr>
<td>Li, Jessica</td>
<td>3.3</td>
</tr>
<tr>
<td>Li, Jiayuan</td>
<td>12.4</td>
</tr>
<tr>
<td>Li, Xiaoli</td>
<td>10.2</td>
</tr>
<tr>
<td>Li, Xixi</td>
<td>11.5, 12.3</td>
</tr>
<tr>
<td>Li, Yuan</td>
<td>10.6</td>
</tr>
<tr>
<td>Lim, Milikyoung</td>
<td>8.3</td>
</tr>
<tr>
<td>Lim, W. M.</td>
<td>4.3</td>
</tr>
<tr>
<td>Linzmajer, Marc</td>
<td>7.7</td>
</tr>
<tr>
<td>Lippold, Axel</td>
<td>11.1</td>
</tr>
<tr>
<td>Lischka, Gesa</td>
<td>11.1</td>
</tr>
<tr>
<td>Liu, Annie</td>
<td>1.5</td>
</tr>
<tr>
<td>Liu, Haooran</td>
<td>12.3</td>
</tr>
<tr>
<td>Liu, Yozen</td>
<td>6.5</td>
</tr>
<tr>
<td>López-Pérez, Maria Eugenia</td>
<td>10.7</td>
</tr>
<tr>
<td>Loupiac, Philippine</td>
<td>1.3</td>
</tr>
<tr>
<td>Lowe, Ben</td>
<td>7.3</td>
</tr>
<tr>
<td>Lu, Tong</td>
<td>11.4</td>
</tr>
<tr>
<td>Lubart, Allan</td>
<td>2.4</td>
</tr>
<tr>
<td>Lunardo, Renaud</td>
<td>2.5</td>
</tr>
<tr>
<td>Lund, Donald</td>
<td>9.2</td>
</tr>
<tr>
<td>Luo, Yong Eddie</td>
<td>7.3</td>
</tr>
<tr>
<td>M</td>
<td></td>
</tr>
<tr>
<td>Madadi, Rozbeh.</td>
<td>2.4</td>
</tr>
<tr>
<td>Author</td>
<td>Session</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>Panos, Georgios</td>
<td>7.2</td>
</tr>
<tr>
<td>Pantano, Eleonora</td>
<td>11.5</td>
</tr>
<tr>
<td>Paparoidamis, Nicholas</td>
<td>9.3</td>
</tr>
<tr>
<td>Pape, Denise</td>
<td>1.6, 3.5</td>
</tr>
<tr>
<td>Park, Hee Jung</td>
<td>4.3</td>
</tr>
<tr>
<td>Parker, Janna</td>
<td>7.1, 10.5, 7.6</td>
</tr>
<tr>
<td>Pashchenko, Yuliia</td>
<td>6.4</td>
</tr>
<tr>
<td>Pasquinelii, Cecilia</td>
<td>12.1</td>
</tr>
<tr>
<td>Paton, Robert</td>
<td>7.2</td>
</tr>
<tr>
<td>Paul, Justin</td>
<td>71, 9.2, 10.4</td>
</tr>
<tr>
<td>Peck, Joann</td>
<td>2.6</td>
</tr>
<tr>
<td>Pedersen, Susanne</td>
<td>3.6</td>
</tr>
<tr>
<td>Pelet, Jean-Eric</td>
<td>10.6</td>
</tr>
<tr>
<td>Pellicelli, Anna Claudia</td>
<td>1.4</td>
</tr>
<tr>
<td>Peña, Priscilla</td>
<td>3.3</td>
</tr>
<tr>
<td>Penttinen, Valeria</td>
<td>3.6</td>
</tr>
<tr>
<td>Perez-Vega, Rodrigo</td>
<td>12.3</td>
</tr>
<tr>
<td>Peterson, Mark</td>
<td>9.1</td>
</tr>
<tr>
<td>Petrescu, Maria</td>
<td>9.5</td>
</tr>
<tr>
<td>Pezet, Eric</td>
<td>3.4</td>
</tr>
<tr>
<td>Pfiffelmann, Jean</td>
<td>2.5, 7.4</td>
</tr>
<tr>
<td>Piancatteli, Chiara</td>
<td>1.4</td>
</tr>
<tr>
<td>Picot-Coupey, Karine</td>
<td>1.1</td>
</tr>
<tr>
<td>Pielher, Rico</td>
<td>7.2, 8.5</td>
</tr>
<tr>
<td>Pinto, João M. F.</td>
<td>7.4</td>
</tr>
<tr>
<td>Pitt, Leyland</td>
<td>4.1</td>
</tr>
<tr>
<td>Plangger, Kirk</td>
<td>2.5, 4.1</td>
</tr>
<tr>
<td>Pocchiari, Martina</td>
<td>6.1</td>
</tr>
<tr>
<td>Pothis, Gaëlle</td>
<td>8.5</td>
</tr>
<tr>
<td>Poujol, Juliet F.</td>
<td>3.4</td>
</tr>
<tr>
<td>Pounders, Kathrynn</td>
<td>5.7</td>
</tr>
<tr>
<td>Pourabedin, Zahra</td>
<td>8.7</td>
</tr>
<tr>
<td>Presi, Caterina</td>
<td>12.2</td>
</tr>
<tr>
<td>Prijatel, Benjamin</td>
<td>9.7</td>
</tr>
<tr>
<td>Protopapa, Ilia</td>
<td>11.2</td>
</tr>
<tr>
<td>Pu, Krishnanugrah</td>
<td>3.7</td>
</tr>
<tr>
<td>Pullins, Ellen</td>
<td>4.5</td>
</tr>
<tr>
<td>Punyatoya, Plavini</td>
<td>6.6</td>
</tr>
<tr>
<td>Qiu, Yuanming</td>
<td>8.7</td>
</tr>
</tbody>
</table>

Q

<table>
<thead>
<tr>
<th>Author</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radauer, Alfred</td>
<td>9.3, 10.3</td>
</tr>
<tr>
<td>Raggio, Randle</td>
<td>2.2, 4.2</td>
</tr>
<tr>
<td>Rahman, Mohammad</td>
<td>11.4</td>
</tr>
<tr>
<td>Rahman, Sawda Mahbuba</td>
<td>11.4</td>
</tr>
<tr>
<td>Rajagopal, Ananya</td>
<td>8.2</td>
</tr>
<tr>
<td>Rajagopal, Rajagopal</td>
<td>5.3</td>
</tr>
<tr>
<td>Ramankutty, Pooja</td>
<td>12.4</td>
</tr>
<tr>
<td>Rancati, Gaia</td>
<td>9.1</td>
</tr>
<tr>
<td>Rangarajan, Deva</td>
<td>1.1</td>
</tr>
<tr>
<td>Rao, Amar</td>
<td>4.2</td>
</tr>
<tr>
<td>Ravichandran, T.</td>
<td>4.2</td>
</tr>
<tr>
<td>Rawat, Prigya</td>
<td>10.4</td>
</tr>
<tr>
<td>Rayburn, Steven</td>
<td>5.2</td>
</tr>
<tr>
<td>Rehman, Varisha</td>
<td>1.2, 6.2</td>
</tr>
<tr>
<td>Reis, Manuel A. L.</td>
<td>7.4</td>
</tr>
<tr>
<td>Reit, Vanessa</td>
<td>6.4</td>
</tr>
<tr>
<td>Reshadi, Mehrooosh</td>
<td>3.4</td>
</tr>
<tr>
<td>Reyes-Mercado, Pável</td>
<td>5.4, 10.5</td>
</tr>
<tr>
<td>Richards, Melanie</td>
<td>10.8</td>
</tr>
<tr>
<td>Rickgarn, Heather</td>
<td>12.2</td>
</tr>
<tr>
<td>Rigdon, Edward</td>
<td>12.6</td>
</tr>
<tr>
<td>Ringle, Christian</td>
<td>W2</td>
</tr>
<tr>
<td>Ringler, Christine</td>
<td>2.6</td>
</tr>
<tr>
<td>Robinson, Kate</td>
<td>9.3</td>
</tr>
<tr>
<td>Romney, Alexander</td>
<td>12.2</td>
</tr>
<tr>
<td>Rossi, Patricia</td>
<td>10.8</td>
</tr>
<tr>
<td>Routon, P. Wesley</td>
<td>9.5</td>
</tr>
<tr>
<td>Roy, Gourav</td>
<td>5.7, 9.6</td>
</tr>
<tr>
<td>Roy, Hiran</td>
<td>10.4</td>
</tr>
<tr>
<td>Roy, Shaunak</td>
<td>10.1</td>
</tr>
<tr>
<td>Rumler, Andrea</td>
<td>7.4</td>
</tr>
<tr>
<td>Ruzeviciute, Ruta</td>
<td>8.3</td>
</tr>
</tbody>
</table>

S

<table>
<thead>
<tr>
<th>Author</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sabet, Siavash Rashidi</td>
<td>9.2</td>
</tr>
<tr>
<td>Sachse, Mareike</td>
<td>2.6</td>
</tr>
<tr>
<td>Saffari, Elaheh</td>
<td>2.3</td>
</tr>
<tr>
<td>Sakman, Ezgi</td>
<td>6.5</td>
</tr>
<tr>
<td>Saleh, Amin</td>
<td>12.4</td>
</tr>
<tr>
<td>Salonen, Margareta</td>
<td>6.4</td>
</tr>
<tr>
<td>Salunke, Parth</td>
<td>10.6</td>
</tr>
<tr>
<td>Sampath, Gayathri</td>
<td>10.4</td>
</tr>
<tr>
<td>Sanchez, Miguel</td>
<td>12.3</td>
</tr>
<tr>
<td>Santiago, Joanna</td>
<td>7.5</td>
</tr>
<tr>
<td>Saracevic, Selma</td>
<td>9.3</td>
</tr>
<tr>
<td>Saravade, Swapnil</td>
<td>6.7</td>
</tr>
<tr>
<td>Sarhan, Mariam</td>
<td>5.4</td>
</tr>
<tr>
<td>Sarkar, Siddhartha</td>
<td>3.7</td>
</tr>
<tr>
<td>Sarstedt, Marko</td>
<td>W2, 12.6</td>
</tr>
<tr>
<td>Savimäki, Emma</td>
<td>12.7</td>
</tr>
<tr>
<td>Schaefer, Sarah D.</td>
<td>9.3, 10.3</td>
</tr>
<tr>
<td>Schlegelmilch, Bodo B.</td>
<td>9.3, 10.1</td>
</tr>
<tr>
<td>Schmidt, Steffen</td>
<td>11.1, 12.5</td>
</tr>
<tr>
<td>Author</td>
<td>Session</td>
</tr>
<tr>
<td>-------------------</td>
<td>---------</td>
</tr>
<tr>
<td>Schmitt, Laurianne</td>
<td>11</td>
</tr>
<tr>
<td>Schultz, Carsten</td>
<td>91</td>
</tr>
<tr>
<td>Schultz, Maryline</td>
<td>4.7</td>
</tr>
<tr>
<td>Schulz, Tanner</td>
<td>12.2</td>
</tr>
<tr>
<td>Schwing, Maximilian</td>
<td>2.2, 4.3, 6.4</td>
</tr>
<tr>
<td>Seegebarth, Barbara</td>
<td>8.3</td>
</tr>
<tr>
<td>Selby, Amy</td>
<td>9.6</td>
</tr>
<tr>
<td>Selinka, Sarah</td>
<td>6.4</td>
</tr>
<tr>
<td>Sen, Sandipan</td>
<td>8.4</td>
</tr>
<tr>
<td>Seonwoo Summer Ko</td>
<td></td>
</tr>
<tr>
<td>Shang, Kaiti</td>
<td>8.7</td>
</tr>
<tr>
<td>Sharma, Anshuman</td>
<td>1.4</td>
</tr>
<tr>
<td>Sharma, Gagan Deep</td>
<td>4.2</td>
</tr>
<tr>
<td>Sharma, Pranjali</td>
<td>10.6</td>
</tr>
<tr>
<td>Shaw, Avishek</td>
<td>3.7</td>
</tr>
<tr>
<td>Sheng, Jie</td>
<td>10.5</td>
</tr>
<tr>
<td>Shin, Hyunju</td>
<td>10.6</td>
</tr>
<tr>
<td>Shipp, Emily</td>
<td>5.4</td>
</tr>
<tr>
<td>Shrivastava, Sunaina</td>
<td>4.2</td>
</tr>
<tr>
<td>Shroff-Mehta, Preeti</td>
<td>9.3, 10.2</td>
</tr>
<tr>
<td>Siala, Chaima</td>
<td>7.3</td>
</tr>
<tr>
<td>Silva, Rémi</td>
<td>6.2</td>
</tr>
<tr>
<td>Simmons, Geoff</td>
<td>1.5</td>
</tr>
<tr>
<td>Singaraju, Stephen</td>
<td>7.5</td>
</tr>
<tr>
<td>Singh, Nitish</td>
<td>12.3</td>
</tr>
<tr>
<td>Singh, Rahul</td>
<td>6.5</td>
</tr>
<tr>
<td>Sipilä, Jenni</td>
<td>7.4</td>
</tr>
<tr>
<td>Siriani, Nancy</td>
<td>2.6</td>
</tr>
<tr>
<td>Sjästad, Hallgeir</td>
<td>3.3</td>
</tr>
<tr>
<td>Sklyar, Alexey</td>
<td>2.2</td>
</tr>
<tr>
<td>Snyder, Cathleen</td>
<td>7.6</td>
</tr>
<tr>
<td>Sohi, Ravipreet S.</td>
<td>6.6</td>
</tr>
<tr>
<td>Sohn, Stefanie</td>
<td>8.3</td>
</tr>
<tr>
<td>Song, Sigen</td>
<td>5.2</td>
</tr>
<tr>
<td>Sörhammar, David</td>
<td>2.2</td>
</tr>
<tr>
<td>Sotgiu, Francesca</td>
<td>4.6, 71</td>
</tr>
<tr>
<td>Soykoth, Mostofa Wahid</td>
<td>6.5, 11.4</td>
</tr>
<tr>
<td>Strack, Fritz</td>
<td>7.4</td>
</tr>
<tr>
<td>Streukens, Sandra</td>
<td>9.7</td>
</tr>
<tr>
<td>Strobel, Selina L.</td>
<td>5.6, 10.3, 10.3</td>
</tr>
<tr>
<td>Stuhldtreyer, Sanja Maria</td>
<td>8.4</td>
</tr>
<tr>
<td>Su, Yuanchen</td>
<td>5.1</td>
</tr>
<tr>
<td>Suchanek, Michal</td>
<td>10.3</td>
</tr>
<tr>
<td>Sultana, Tahmina</td>
<td>6.5, 11.4</td>
</tr>
<tr>
<td>Sun, Huatong</td>
<td>10.2</td>
</tr>
<tr>
<td>Sun, Jie</td>
<td>4.2</td>
</tr>
<tr>
<td>Sutton-Brady, Catherine</td>
<td>6.2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Author</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sv, Praveen</td>
<td>9.6</td>
</tr>
<tr>
<td>Syrdal, Holly</td>
<td>8.4</td>
</tr>
<tr>
<td>Szocs, Courtney</td>
<td>8.3</td>
</tr>
</tbody>
</table>

**T**

<table>
<thead>
<tr>
<th>Author</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taheri, Babak</td>
<td>4.2, 4.4</td>
</tr>
<tr>
<td>Taieb, Basma</td>
<td>10.6</td>
</tr>
<tr>
<td>Takata, Hidesuke</td>
<td>4.6, 12.7</td>
</tr>
<tr>
<td>Talvitie-Lamberg, Karoliina</td>
<td>6.4</td>
</tr>
<tr>
<td>Tan, Huizhong</td>
<td>4.4</td>
</tr>
<tr>
<td>Tang, Xiaofei</td>
<td>7.3</td>
</tr>
<tr>
<td>Tao, Chen-Wei Willie</td>
<td>2.2</td>
</tr>
<tr>
<td>Tarkiainen, Anssi</td>
<td>7.4</td>
</tr>
<tr>
<td>Temerak, Mohamed Sobhy</td>
<td>4.5</td>
</tr>
<tr>
<td>Tewari, Ruchi</td>
<td>12.2</td>
</tr>
<tr>
<td>Teychenie, Thomas</td>
<td>10.3</td>
</tr>
<tr>
<td>Thomas, Grace</td>
<td>11.2</td>
</tr>
<tr>
<td>Thompson, Scott</td>
<td>11.5</td>
</tr>
<tr>
<td>Thorbjørnsen, Helge</td>
<td>3.3, 5.2</td>
</tr>
<tr>
<td>Thota, Sweta Chaturvedi</td>
<td>12.6</td>
</tr>
<tr>
<td>Tolun, Zeynep</td>
<td>4.2, 4.2</td>
</tr>
<tr>
<td>Toporowski, Waldemar</td>
<td>1.6, 3.5</td>
</tr>
<tr>
<td>Torók, Anna</td>
<td>10.7</td>
</tr>
<tr>
<td>Torres, Luis</td>
<td>9.5</td>
</tr>
<tr>
<td>Tran, Thi Thanh Huong</td>
<td>9.3</td>
</tr>
<tr>
<td>Tran, Trang</td>
<td>6.7</td>
</tr>
<tr>
<td>Trinquecosté, Jean-François</td>
<td>8.6</td>
</tr>
<tr>
<td>Tripathi, Sanjeev</td>
<td>6.8</td>
</tr>
<tr>
<td>Tronvoll, Bård</td>
<td>2.2</td>
</tr>
<tr>
<td>Tsai, Yun-Ru</td>
<td>8.7</td>
</tr>
<tr>
<td>Tsougkou, Eleni</td>
<td>3.2</td>
</tr>
<tr>
<td>Tuncay, Irmak</td>
<td>1.4</td>
</tr>
</tbody>
</table>

**U**

<table>
<thead>
<tr>
<th>Author</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unson, Sophie</td>
<td>11.7</td>
</tr>
<tr>
<td>Untilov, Olga</td>
<td>7.4</td>
</tr>
</tbody>
</table>

**V**

<table>
<thead>
<tr>
<th>Author</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaes, Sien</td>
<td>9.7</td>
</tr>
<tr>
<td>Valette-Florence, Pierre</td>
<td>11, 4.4</td>
</tr>
<tr>
<td>Vargo, Steve</td>
<td>4.1</td>
</tr>
<tr>
<td>Velázquez, Edgar Centeno</td>
<td>10.7</td>
</tr>
<tr>
<td>Veloutssou, Cleopatra</td>
<td>4.2, 6.2, 7.1, 7.2, 7.2</td>
</tr>
<tr>
<td>Venerucci, Matteo</td>
<td>9.1</td>
</tr>
<tr>
<td>Verma, Harsh</td>
<td>4.3, 5.4</td>
</tr>
<tr>
<td>Viglia, Giampaolo</td>
<td>4.1</td>
</tr>
<tr>
<td>Visentin, Giovanni</td>
<td>9.2</td>
</tr>
<tr>
<td>Vishwanathan, Vijay</td>
<td>9.3</td>
</tr>
<tr>
<td>Author</td>
<td>Session</td>
</tr>
<tr>
<td>----------------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>Vo, Kylie</td>
<td>5.1</td>
</tr>
<tr>
<td>Vollet, Gauthier</td>
<td>11.4</td>
</tr>
<tr>
<td>von Janda, Sergej</td>
<td>1.6, 6.4</td>
</tr>
<tr>
<td>von Mettenheim, Walter</td>
<td>3.6, 8.5</td>
</tr>
<tr>
<td>Vorster, Lizette</td>
<td>3.4</td>
</tr>
<tr>
<td>Wagner, Tillmann</td>
<td>7.7</td>
</tr>
<tr>
<td>Walker, Doug</td>
<td>5.5</td>
</tr>
<tr>
<td>Wallace, Elaine</td>
<td>11.2</td>
</tr>
<tr>
<td>Wallace, Lacey K.</td>
<td>5.7</td>
</tr>
<tr>
<td>Walrath, Riley</td>
<td>11.1</td>
</tr>
<tr>
<td>Wang, Dan</td>
<td>5.2</td>
</tr>
<tr>
<td>Wang, Emma Junhong</td>
<td>9.4</td>
</tr>
<tr>
<td>Wang, Fan</td>
<td>6.3</td>
</tr>
<tr>
<td>Wang, Lei</td>
<td>4.4</td>
</tr>
<tr>
<td>Wang, Siun</td>
<td>1.5</td>
</tr>
<tr>
<td>Wang, Wei</td>
<td>11.7</td>
</tr>
<tr>
<td>Wang, Zi</td>
<td>9.6</td>
</tr>
<tr>
<td>Wangmo, Gaki</td>
<td>7.2</td>
</tr>
<tr>
<td>Wanjugu, Sabinah</td>
<td>1.6, 3.1</td>
</tr>
<tr>
<td>Watson, Amy</td>
<td>1.3</td>
</tr>
<tr>
<td>Wen, Yuan</td>
<td>10.7, 11.3</td>
</tr>
<tr>
<td>Westjohn, Stanford</td>
<td>10.7</td>
</tr>
<tr>
<td>Wetzels, Martin</td>
<td>6.8</td>
</tr>
<tr>
<td>Wiedmann, Klaus-Peter</td>
<td>3.6, 8.5, 11.1, 12.5</td>
</tr>
<tr>
<td>Wieland, Heiko</td>
<td>6.6</td>
</tr>
<tr>
<td>Wilms, Ines</td>
<td>6.8</td>
</tr>
<tr>
<td>Woodroof, Parker</td>
<td>8.4</td>
</tr>
<tr>
<td>Wu, Shuang</td>
<td>11, 3.1</td>
</tr>
<tr>
<td>Xiao, Sarah</td>
<td>5.4</td>
</tr>
<tr>
<td>Xie, Junyi</td>
<td>7.7</td>
</tr>
<tr>
<td>Xie, Wen</td>
<td>6.5</td>
</tr>
<tr>
<td>Xie, Xuan</td>
<td>4.3, 7.3</td>
</tr>
<tr>
<td>Xu, Jiaqi</td>
<td>7.3</td>
</tr>
<tr>
<td>Yadav, Manjit</td>
<td>4.1, 8.1</td>
</tr>
<tr>
<td>Yadav, Neha</td>
<td>6.8</td>
</tr>
<tr>
<td>Yang, Yikai</td>
<td>4.4</td>
</tr>
<tr>
<td>Yannopoulou, Natalia</td>
<td>12.3</td>
</tr>
<tr>
<td>Yeniyurt, Kathryn</td>
<td>10.4</td>
</tr>
<tr>
<td>Yin, Miranda</td>
<td>3.3</td>
</tr>
<tr>
<td>Yoon, Gunwoo</td>
<td>6.8</td>
</tr>
<tr>
<td>Yoonaisil, Tanapol</td>
<td>2.5</td>
</tr>
<tr>
<td>Young, Ashley</td>
<td>3.7</td>
</tr>
<tr>
<td>Yousaf, Anish</td>
<td>4.4</td>
</tr>
<tr>
<td>Yuan, Russia</td>
<td>9.6</td>
</tr>
<tr>
<td>Yun, Chung-In Hazel</td>
<td>5.7</td>
</tr>
<tr>
<td>Yuras, Gabriel</td>
<td>1.5</td>
</tr>
<tr>
<td>Zahay-Blatz, Debra</td>
<td>W1, 10.5</td>
</tr>
<tr>
<td>Zahed, Amirhossein</td>
<td>12.7</td>
</tr>
<tr>
<td>Zhang, Shuyi</td>
<td>10.2</td>
</tr>
<tr>
<td>Zhang, Yerong</td>
<td>4.6</td>
</tr>
<tr>
<td>Zheng, Chundong</td>
<td>6.3</td>
</tr>
<tr>
<td>Ziliani, Cristina</td>
<td>1.1</td>
</tr>
</tbody>
</table>
THANK YOU TO OUR SPONSORS

Cutco/Vector

Interpretive Simulations

Marketplace® Simulations

Mary Kay, Inc.

Sheth Foundation

Springer Science – Business Media

Stukent, Inc.
The Academy of Marketing Science Honors:
2023 AMS Distinguished Marketing Practitioner

Lyttleton "Lyt" Harris

Lyt Harris is a native of Baton Rouge, Louisiana and currently resides in Houston, Texas. He is the retired President and CEO of Southwest Management & Marketing Company of Houston, a residential property management concern.

Lyt is a 1962 graduate of the University of Mississippi with a B.B.A. degree in Marketing and Management. He also earned a Master of Science degree in Marketing and Economics from Louisiana State University in 1963. In May of 2009, he received an honorary Doctor of Law degree from Northwood University.

As Director of Marketing for a large division of Hunt Wesson Foods, Lyt and his team discovered and teamed up with Orville Redenbacher to take his gourmet popping corn from test markets to national distribution and in three years to the #1 selling brand of popcorn in the US, a distinction that the brand still holds today.

In 2016 and 2017, Lyt established what will eventually become multi-million-dollar endowed scholarship programs for worthy students majoring in Marketing at Louisiana State University, The University of Mississippi and at Northwood University in Michigan and Economics majors at The University of Colorado where his late wife earned her degree.

In retirement, Lyt enjoys cruising the oceans and rivers of the world and managing the investment portfolios of several non-profit organizations to which he belongs.
AMS SOCIAL MEDIA

Hashtag
#AMS2023NOLA

LinkedIn
https://www.linkedin.com/company/4023441

Instagram
#AcadMktingSci

Facebook
AcadMktingSci

Twitter
@AcadMktingSci