Looking forward, looking back:
Drawing on the past to shape
the future of Marketing

17 – 19 July 2013

Hosted by
Department of Marketing
Monash University, Australia

www.2013wmc.org
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- Kimberly-Clark Corporation
- Mars Incorporated
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- SAS Australia and New Zealand

The congress program and visitor information is available on the congress website – www.2013wmc.org
John Zeigler
Chairman & CEO, DDB Group Asia Pacific, India, Japan

As Chairman and CEO of DDB Group Asia Pacific, India and Japan, John’s responsibilities span 33 agencies in 14 countries, and more than 3,200 employees.

John launched his first agency in 1986. The world’s first integrated agency, Kuczynski & Zeigler, gained notoriety globally and was acquired by DDB Worldwide in 1992.

Possibly one of the most experienced integrated marketers at a time when others were taking a single-minded approach to communications, John is a strong advocate of marketing effectiveness and its contribution to organisational performance.

Over the past twenty years, John has worked in noted roles across three continents: as Director of Digital Services Worldwide and Worldwide Chairman of Tribal DDB based in New York; President & CEO, DDB Australia and New Zealand; President & CEO, DDB Singapore and President & CEO and Chairman of DDB South East Asia Region; President, CEO and founder of DDB Focus, an integrated services agency in Dallas; and Managing Director of DDB Melbourne. He has also held senior marketing roles at Nabisco Brands, Carnation Company, Nicholas Kiwi and Campbell’s Soups.

In 2010, under his watch, DDB Group Asia Pacific was awarded Campaign’s Creative Network of the Year and John was also named Campaign’s Agency Head of the Year. The agency network was awarded Creative Network of the Year again in 2012. To further affirm DDB Group Asia Pacific’s creative prowess, it was also crowned Spikes Asia Network of the year in 2010 and 2011, AdFest Network of The Year for 2011 and 2012, and Mumbrella Asia Pacific Creative Network of the Year for 2013.

A great believer in reinvention, John is constantly pushing the boundaries of industry trends – an essential skill in an ever-changing global communications landscape. His passion for the pursuit of great ideas has endeared him with peers and clients, making him one of the most successful agency network leaders in recent times.

John completed a Bachelor of Business (Marketing) and a Master of Marketing at Monash University. In 2004 he joined the Monash Department of Marketing Industry Advisory Board was appointed Chair of the Board in 2010. As an industry advisory board member John plays an important role contributing his global expertise to the ongoing research, teaching and curriculum development at Monash.
Welcome to the Academy of Marketing Science 16th biennial World Marketing Congress

Eighteen years ago Monash University hosted the 7th biennial AMS World Marketing Congress in Melbourne. Here we are again: same academy, same host institution, same city/country – but a decidedly different global marketing environment.

Welcome to The Langham on Melbourne's vibrant Southbank, nestled along the Yarra River. Melbourne is Australia’s sporting, shopping, cultural, culinary and coffee capital. Frequently ranked as one of the most livable cities in the world, it was first settled by Europeans in 1835. Located on the spectacular Port Phillip Bay, Melbourne is Australia’s second largest city. Popular tourist attractions include the two major wine regions (the Yarra Valley and the Mornington Peninsula), the Great Ocean Road (home to the giant limestone stacks known as 'The Twelve Apostles'), Phillip Island and its population of Little Penguins, Healesville Sanctuary, Otway Fly Treetop Walk, and much more! On Saturday, many of us will explore two of these attractions.

Welcome to our 350 odd delegates, including more than 80 students, from 34 countries. This is truly a WORLD marketing congress.

A big thank you to our authors, delegates, reviewers, track chairs, session chairs and proceedings editors. Special thanks to Paul Loughran, Angela Taylor and James Tappenden at Monash; and to Jay Lindquist, Barry Babin, Florence Cazenave and Nina Krey at the AMS.

Finally, conferences like these require dedicated and generous sponsors – and we have been very fortunate in this regard. Sincere thanks to Forethought Research, Kimberly-Clark Corporation, Mars Incorporated, and our many supportive track sponsors, satchel sponsors and program advertisers.

P.S. The 2014 Academy of Marketing Science World Marketing Congress will be hosted by ESAN in Lima, Peru, 5 – 8 August.

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John Ford, Old Dominion University
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2013 World Marketing Congress
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Janice Payan, University of Northern Colorado, USA
Dawn Deeter-Schmelz, Kansas State University, USA

**Consumer Behavior**
Vincent-Wayne Mitchell, City University, London, UK
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**Corporate Reputation**
Gianfranco Walsh, Friedrich Schiller University Jena, Germany
Boris Bartikowski, Euromed Management Marseille, France

**Cross-Functional and Cross-Disciplinary Challenges and Opportunities**
Niall Piercy, Swansea University, UK
Alex Ellinger, University of Alabama, USA

**Distribution and Supply Chain Management**
Daniel Flint, University of Tennessee, USA
Margaret Matanda, Monash University, Australia

**Electronic and Interactive Marketing**
George Christodoulides, Birkbeck, University of London
Sylvain Senecal, HEC Montreal, Canada

**Environmental and Sustainable Issues in Marketing**
Michael Jay Polonsky, Deakin University, Australia
Les Carlson, University of Nebraska – Lincoln, USA

**Excellence and Innovation in Marketing Education**
Angela Paladino, University of Melbourne, Australia
Peter Wagstaff, Monash University, Australia

**Health Promotion**
Mike Reid, RMIT University, Australia
Fiona Newton, Monash University, Australia

**Innovation in Emerging Economies and Base-of-Pyramid Markets**
Debabrata Talukdar, SUNY Buffalo, USA
Srinivas Sridharan, Monash University, Australia

**Integrated Marketing Communications**
Gayle Kerr, Queensland University of Technology, Australia
Angeline Close, University of Texas at Austin, USA

**International and Cross-Cultural Marketing**
John W. Cadogan, Loughborough University, UK
Raffaele Donvito, Universita degli Studi di Firenze, Italy

**Marketing Research Methods and Marketing Models**
Ujwal Kayande, Melbourne Business School, Australia
Songting Dong, Australian National University, Australia
Track Chairs

Marketing Strategy
Simon Bell, University of Melbourne, Australia
Omar Merlo, Imperial College London, UK

Personal Selling and Sales Management
Bulent Menguc, King’s College London, UK
Willy Bolander, Florida State University, USA

Product and Branding Strategies
Leyland Pitt, Simon Fraser University, Canada
Kevin Money, Henley Business School, University of Reading, UK

Pricing and Price-Related Issues
Sandra Mottner, Western Washington University, USA
Pia A. Albinsson, Appalachian State University, USA

Relationship Marketing
Elsamari Botha, University of Cape Town, South Africa
Albert Caruana, University of Malta, Malta

Retailing
Nic Terblanche, University of Stellenbosch, South Africa
Deon Nel, Flinders University, Australia

Services Marketing
Heiner Evasnchitsky, Aston University, UK
David Woisetschlager, Technische Universität Braunschweig, Germany

Social Marketing
Sharyn Rundle-Thiele, Griffith University, Australia
Karin Braunsberger, University of South Florida – St. Petersburg, USA

Tourism, Arts, Heritage and Wine Marketing
Ulrich Orth, Christian Albrechts Universität zu Kiel, Germany
Sandra Gountas, Curtin University, Australia

User-Generated Content and Social Media Marketing
Daniel Heinrich, Technische Universität Braunschweig, Germany
Colin Campbell, Kent State University, USA

Non Profit Marketing and Social Entrepreneurship
Gillian Sullivan-Mort, La Trobe University, Australia
Anne Lavack, Kwantlen Polytechnic, Canada

Marketing in Asia
Christina Lee, Monash University, Malaysia
Ikuo Takahashi, Keio University Tokyo, Japan

Special Sessions
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Monash University and the Department of Marketing

Monash University is the largest university in Australia and a member of Australia's Group of Eight research-intensive universities. Monash is consistently ranked in the top one percent of world universities. Monash is committed to the highest quality of education, research, student experience and international engagement. We have multiple campuses in Victoria and one in each of Malaysia and South Africa, plus a joint graduate and research initiatives with Southeast University in Suzhou and the IITB in Bombay, a centre in Prato, and many international partnerships, most notably the Monash University – Warwick University alliance.

With over 18,000 students, the Faculty of Business and Economics is the largest faculty in the University in terms of student numbers, and its operations cover education, research, consultancy and community engagements across all the main business and economics disciplines. It offers a comprehensive selection of awards including bachelor degrees, specialist masters by coursework, the Master of Business Administration (MBA), masters by research, and the PhD.

The Department of Marketing is the largest and one of the oldest providers of tertiary level marketing education in Australia. Approximately 40 full-time academic teaching and research staff and a number of sessional teaching staff and research assistants service over 1500 students in undergraduate and postgraduate programs and 35 candidates enrolled in the higher degree by research program. While covering the whole spectrum of marketing our research concentrates on four areas: Brands and Communications; Business-to-Business and Strategy; Retailing and Services; and Social Marketing using experimental, modelling, interpretative and survey methods where appropriate. As a leader in marketing research and education in the Southern hemisphere, the Department of Marketing is committed to maintaining and further improving its pre-eminent position in a rapidly changing university environment.

Monash has an exceptional reputation worldwide in the discipline of marketing and we are proud of our skill in generating and disseminating marketing knowledge. We are particularly proud of our marketing alumni who now apply their knowledge throughout Australia and around the globe, as chief marketing officers, managing directors and chief executive officers.

On behalf of the Department of Marketing I am delighted to welcome representatives of the Academy of Marketing Science, congress delegates and sponsors. We wish you all an engaging and enjoyable congress and encourage you to also take time to explore the wonderful city that is Melbourne.

Professor Harmen Oppewal
Head of Department
Department of Marketing
Faculty of Business and Economics
Monash University, Australia

www.monash.edu
www.monash.edu/business-economics/mkt
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The Academy of Marketing Science and Monash University Department of Marketing would like to thank the organisations listed below for their generous support of the 2013 World Marketing Congress.

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Program Overview by Session & Highlights

Tuesday, July 16

6 – 7pm
2013 World Marketing Congress
Welcome Reception

Wednesday, July 17

Wednesday, 8.30 – 10am
Session 1.1.
B2B Transactions, Price and Governance

Session 1.2.
Consumer Behavior General
Sponsored by SAS Australia and New Zealand

Session 1.3.
Base of Pyramid/Subsistence Market Actors and the Global Economy

Session 1.4.
Cross-Functional and Cross-Disciplinary Challenges and Opportunities

Session 1.5.
Employee Health, Senior Center Servicescapes and Technology Acceptance

Session 1.6.
Consumer Behavior: Food Issues
Sponsored by SAS Australia and New Zealand

Session 1.7.
Tourism 1: Hotels and Hospitals
Sponsored by School of Marketing, Curtin University

Session 1.8.
Excellence in International Marketing Education

Wednesday, 10.30am – 12pm
Session 2.1.
Challenges and Opportunities for Logistics and Supply Chain Management

Session 2.2.
Corporate Reputational Issues
Sponsored by QUT Business School

Session 2.3.
Advertising Appeals and Execution

Session 2.4.
B2B Customers and Processes: Integration, Interaction and Reacquisition

Session 2.5.
Marketing Models
Sponsored by ANU Research School of Management

Session 2.6.
Special Session: Territorial Marketing
Program Overview by Session & Highlights

Session 2.7.
Brands, Purchase Intention and Loyalty
Sponsored by Griffith Business School, Department of Marketing

Session 2.8.
Special Session: Signposts for Australian Marketing 2020

Wednesday, 1 – 2.30pm

Session 3.1.
Special Session: Sales Management Issues

Session 3.2.
Words of Wisdom: Drawing on the Past Experiences of Marketing Scholars to Shape Future Leaders Within the Academy

Session 3.3.
Creating Value in Relationships

Session 3.4.
Marketing in Asia: A New Perspective on Marketing and Distribution

Session 3.5.
Social Media Marketing
Sponsored by SAS Australia and New Zealand

Session 3.6.
Exploring Ethical Consumer Behavior
Sponsored by SAS Australia and New Zealand

Session 3.7.
Empowering Customers: Co-Creation, Participation and Self-Service Initiatives
Sponsored by Department of Management and Marketing, Faculty of Business and Economics, the University of Melbourne

Session 3.8.
Advertising in the Age of Social Media
Sponsored by QUT Business School

Wednesday, 3 – 4.30pm

Session 4.1.
Non Profit Marketing: Advancing Strategies and Policies

Session 4.2.
Marketing in Asia: Branding and Word of Mouth

Session 4.3.
Special Session on Neuromarketing

Session 4.4.
Co-creation and Service Strategies
Sponsored by UniSuper

Session 4.5.
Consumer Behavior: Telecoms
Sponsored by SAS Australia and New Zealand

Session 4.6.
Consumer Responses to Sustainability Issues
Sponsored by School of Management and Marketing, Faculty of Business and Law, Deakin University
Program Overview by Session & Highlights

Wednesday, 4.45 – 6.45pm
Monash University Department of Marketing
Welcome Reception for Delegates
Level 89 Eureka Tower, Southbank
(5 minutes walk from The Langham)

Thursday, July 18

Thursday, 7 – 8.30am
Special Breakfast Session: HELP WANTED! Forging collaborations between Academia and Industry*
Sponsored by Forethought Research
*Please note this special session is only open to delegates who registered their attendance in advance.

Thursday, 8.30 – 10am
Session 5.1.
International and Cross-Cultural Marketing: Brands and Luxury Consumption
Sponsored by QUT Business School

Session 5.2.
New Approaches to Research Methodology
Sponsored by Australian National University, College of Business and Economics

Session 5.3.
Special Session: Structural Equation Modeling: Situating Current Practice and Advancing a Future Research Agenda

Session 5.4.
Innovations and New Insights in Social Marketing
Sponsored by MBA Program, College of Business, University of South Florida

Session 5.5.
Online Behavior
Sponsored by SAS Australia and New Zealand

Session 5.6.
Issues Involving Children, Exercise and Health Campaigns

Session 5.7.
Nonprofit Marketing: Contemporary Challenges

Thursday, 10 – 10.30am
Refreshment Break

Thursday, 10.30am – 12pm
Session 6.1
Consumer Behavior: Innovation
Sponsored by SAS Australia and New Zealand

Session 6.2
Using Social Marketing to Address Consumer Misbehavior and Problem Behavior: Insights from Theory and Practice
Program Overview by Session & Highlights

Session 6.3.
The Role of Service Employees
Sponsored by UniSuper

Session 6.4.
Marketing in Asia: Retailing and Services

Session 6.5.
Current Issues in Social Media Marketing

Session 6.6.
Social Media as a Source of Communication

Session 6.7.
Innovative Approaches to Marketing Education

Thursday, 12.10 – 1.40pm
AMS 2013 World Marketing Congress Luncheon and 2013 Global Marketer Award Presentation
Melbourne Town Hall, Swanston Street, Melbourne
(10 minutes walk from The Langham)

Thursday, 2 – 3.30pm

Session 7.1.
Cancelled

Session 7.2.
International and Cross-Cultural Marketing: Country of Origin
Sponsored by QUT Business School

Session 7.3.
Special Session: Looking Forward, Looking Back on Customer Satisfaction as a Strategic Marketing Asset

Session 7.4.
Online Advertising and WOM
Sponsored by QUT Business School

Session 7.5.
Dealing with Negative Incidents

Session 7.6.
When Consumers Get Creative
Sponsored by Griffith Business School, Department of Marketing

Session 7.7.
Organizational Sustainability and the Future of Green Marketing
Sponsored by School of Management and Marketing, Faculty of Business and Law, Deakin University

Thursday, 3.30 – 4pm
Refreshment Break

Thursday, 4 – 5.30pm

Session 8.1.
Heritage, Arts and Wine
Sponsored by School of Marketing, Curtin University
Program Overview by Session & Highlights

Session 8.2.
Special Session : Looking Forward, Looking Back: The 7 Sins of Social Marketing  
Sponsored by College of Business, University of South Florida

Session 8.3.
Consumer Behavior: Sensory Marketing  
Sponsored by SAS Australia and New Zealand

Session 8.4.
Sport Sponsorship  
Sponsored by QUT Business School

Session 8.5.
Branding and Employee Relationships  
Sponsored by UniSuper

Session 8.6.
Retailing Convenience, Patronage and Concessions

Session 8.7.
Special Session : Towards a Global Framework for Advertising Self-Regulation

Thursday, 5.30 – 7pm
Congress Delegates’ Wine Tasting Event

Friday, July 19

Friday, 8.30 – 10am
Session 9.1.
Understanding Relationships

Session 9.2.
Meet the Editors  
Sponsored by Monash University, Department of Marketing

Session 9.3.
Strategic Pricing and Pricing Promotion

Session 9.4.
Tourism 2: Games, Groups and Events  
School of Marketing, Curtin University

Session 9.5.
Global Warming and Consumer Behavior  
Sponsored by School of Management and Marketing, Faculty of Business and Law, Deakin University

Session 9.6.
Online Shopping  
Sponsored by SAS Australia and New Zealand

Session 9.7.
Special Session: Looking Forward, Looking Back at Entrepreneurial Marketing: Comparative Perspectives on a Research Agenda

Friday, 10 – 10.30am
Refreshment Break
Friday, 10.30am – 12pm

Session 10.1.
Consumer Behavior: Unusual Consumption
*Sponsored by SAS Australia and New Zealand

Session 10.2.
International and Cross-Cultural Marketing: International Consumer Behavior
*Sponsored by QUT Business School

Session 10.3.
Special Session: Looking Forward and Back at Survey Research Response Issues in Marketing Research

Session 10.4.
The Changing Nature of Market Research
*Sponsored by ANU, College of Business and Economics

Session 10.5.
Sponsorship and Branding
*Sponsored by QUT Business School

Session 10.6.
Customer Loyalty and Customer Value

Session 10.7.
Product Strategy
*Sponsored by Griffith Business School, Department of Marketing

Friday, 12 – 1.30pm

Lunch on Your Own

Friday, 12.15 – 1.15pm

Special Luncheon Session: How can your university engage with one of the world’s global marketing giants, Mars Incorporated?
*Sponsored by Mars Incorporated
*Please note this special session is only open to delegates who registered their attendance in advance.

Friday, 1.30 – 3pm

Session 11.1.
Special Session: Editorial Reviewers’ Perspectives on Writing and Publishing in High Quality Marketing Journals: An Interactive Discussion

Session 11.2.
Consumer Behavior: Branding
*Sponsored by SAS Australia and New Zealand

Session 11.3.
International and Cross-Cultural Marketing: Aspects of International Strategy
*Sponsored by QUT Business School

Session 11.4.
International and Cross-Cultural Marketing: Cross-National Consumer Research
*Sponsored by QUT Business School
Program Overview by Session & Highlights

Session 11.5.
Brands in Different Contexts
Sponsored by Griffith Business School, Department of Marketing

Session 11.6.
Corporate Responsibility, Emotions and Brand
Sponsored by QUT Business School

Session 11.7.
Relationships and Retention

Friday, 3 – 3.30pm
Refreshment Break

Friday 3.30 – 5pm
Session 12.1.
Special Session: Creating Academic-Industry Interactions

Session 12.2.
Online Communities
Sponsored by SAS Australia and New Zealand

Session 12.3.
Brand Theory and Strategy
Sponsored by Griffith Business School, Department of Marketing

Session 12.4.
Retail Environments and Franchise Support

Session 12.5.
Pay What You Want Pricing, Price, Quality and Size

Session 12.6.
Marketing in Asia: Adoption and Decision Making

Friday, 6 – 7pm
President’s Pre-Dinner Reception for 2013 WMC Delegates
Clarendon Ballroom Foyer

Friday, 7 – 11pm
2013 World Marketing Congress Dinner
Clarendon Ballroom
Daily Highlights
Tuesday, July 16

Third Biennial AMS
International Doctoral Consortium
Monash University Law Chambers
555 Lonsdale Street, Melbourne
8am – 5pm

Second Biennial Sheth Emerging Scholars Faculty Consortium
Monash University Law Chambers
555 Lonsdale Street, Melbourne
8am – 5pm

Registrations
AMS World Marketing Congress
Service Stylist Desk, Reception, Level 1
The Langham
1 – 5pm

2013 World Marketing Congress Welcome Reception
Alto Room, Level 25
The Langham
6 – 7pm
Daily Highlights Wednesday, July 17

Registration
AMS World Marketing Congress
Clarendon Ballroom Foyer
The Langham
8am – 5pm

Monash University Department of Marketing
Welcome Reception for Delegates
Level 89 Eureka Tower, Southbank
(5 minutes walk from The Langham)
4.45 – 6.45pm

Wednesday, July 17

Wednesday, 8.30 – 10am

1.1. B2B Transactions, Price and Governance
Room: Flinders
Chair: Poh-Lin Yeoh, Bentley University

What do Buyers Want from their Relationships with Optical Buying Groups? The Role of Embeddedness, Switching Costs and Commitment
Poh-Lin Yeoh, Bentley University

Formal Contract in Marketing Channel and Firms Transactional Performance in China. Does Renqing Matter?
Chuang Zhang, Dongbei University of Finance and Economics
Zhenyao Cai, Hong Kong Baptist University
Ji Li, Hong Kong Baptist University

The Reinforcing Role of Alternative Governance Strategies in Managing ICT Firms’ Partner Networks
Chris Storey, City University – London

1.2. Consumer Behavior General
Sponsored by SAS Australia and New Zealand
Room: Yarra #1
Chair: Antonis C. Simintiras, Swansea University

The Effect of (In) congruence between General Self-Confidence and Specific Confidence on Intentions to Complain
Emrah Oney, Swansea University
Antonis C. Simintiras, Swansea University
Anita Lifen Zhao, Swansea University

It’s the Thoughts that Count: Substitution for Goal Striving Actions
Leona Tam, University of Wollongong
Wednesday, July 17

Jelena Spanjol, University of Illinois at Chicago
Jose Antonio Rosa, University of Wyoming

The Choice Architecture of Translated Attributes
Adrian Camilleri, Duke University
Christoph Ungemach, Columbia University
Eric Johnson, Columbia University
Richard Larrick, Duke University
Elke Weber, Duke University

The Effect of Mortality Salience on Hedonic Consumption and Utilitarian Consumption
I-Ling Ling, National Chiayi University
Chih-Hui Shieh, National Taichung University of Science and Technology

1.3. Base of Pyramid/Subsistence Market Actors and the Global Economy
Room: Yarra #2
Chair: Jeff Fang, RMIT University

First-Time Usage Behavior for Consumers at the Bottom of the Pyramid: The Perspective of Poverty
Rongwei Chu, Fudan University
G. Skyler Leonhardt, University of California, Berkley
Matthew Tingchi Liu, University of Macau

A Structured Abstract: Exploring Mobile Money Services as an Innovative Solution for Micro and Small Enterprises in Emerging Economies – Lessons from Rural Cambodia
Jeff Fang, RMIT University
Roslyn Russell, RMIT University
Supriya Singh, RMIT University

1.4. Cross-Functional and Cross-Disciplinary Challenges and Opportunities
Room: Clarendon A
Chairs: Niall Piercy, Swansea University, and Alex Ellinger, University of Alabama

Marketing Department’s Influence and Information Dissemination Within a Firm: Evidence for an Inverted U-Shaped Relationship
Martin Schmidt, University of St. Gallen
Johannes Hattula, University of St. Gallen
Christian Schmitz, University of St. Gallen
Sven Reinecke, University of St. Gallen

Cross-Functional Integration at the Frontline of the Retail Channel: A Structured Investigation
Hannah Stolze, Florida State University
Diane Mollenkopf, University of Tennessee
Daniel Flint, University of Tennessee
Wednesday, July 17

Research on Emotions by Marketing Scholars in the Last 10 years
Halimin Herjanto, Auckland University of Technology
Sanjaya Gaur, Auckland University of Technology

The Ideal Marketer is an Authentic Marketer
Nathalie Collins, Edith Cowan University

1.5. Employee Health, Senior Center Servicescapes and Technology Acceptance
Room: Clarendon B
Chair: Fiona Newton, Monash University

Understanding the Decision-Making Processes Associated with Exercise
Joshua Newton, Monash University
Fiona Newton, Monash University
Michael Ewing, Monash University
Leon Piterman, Monash University
Ben Smith, Monash University
Kara Gilbert, Monash University
Ajay Mahal, Monash University

Restorative Senior Center Servicescapes and Senior Health
Mark Rosenbaum, Northern Illinois University
Jillian Sweeney, University of Western Australia
Carolyn Massiah, University of Central Florida

Responses to mHealth Application on Health Behavior: A Theoretical Extension of the Technology Acceptance Model
Morikazu Hirose, Fuji University
Keiya Tabe, Waseda University

1.6. Consumer Behavior: Food Issues
Sponsored by SAS Australia and New Zealand
Room: Clarendon C
Chair: Harmen Oppewal, Monash University

An Exploratory Analysis of Snack Food Purchasing Behavior in New Zealand
Eldrede Kahiya, Christchurch Polytechnic Institute of Technology
Sharon Forbes, Lincoln University
Chloe Balderstone, Lincoln University

Bundled Presentation, Susceptibility to Influence and Calorie Estimation: A Structured Abstract
Judy Harris, Towson University

If Only…? A Study on the Effects of Purchase Regret
Kristy Mcmanus, University of Wisconsin-La Crosse
Piyush Kumar, University of Georgia

Embarrassment Effects on Purchase Intent for a Product with Socially Shared Superstitious Meanings
Di Wang, Monash University
Harmen Oppewal, Monash University
Dominic Thomas, Monash University

1.7. Tourism 1: Hotels and Hospitals
Sponsored by School of Marketing, Curtin University
Room: Swanston #1
Chair: Sandra Gountas, Curtin University

The Effect of Organizational Structure and Hoteliers’ Risk Proclivity on Innovativeness
Kayhan Tajeddini, Lund University

How Brand Trust Mediates the Effects of Service Quality on Loyalty: An Illustration from a Medical Tourism Context
Aurathai Lertwannawit, Thammasat University
Nak Gulid, Srinakharinwirot University

Value Dimensions of a Group Package Tour and Their Effects on Behavioral Intentions
Ying Jen Pan, Southern Taiwan University of Science and Technology
Felicitas Evangelista, University of Western Sydney

1.8. Excellence in International Marketing Education
Room: Swanston #2
Chair: Angela Paladino, University of Melbourne

Student Experience Management in UK Higher Education and the Role of Technology in the Process
James Seligman, University of Southampton

Risk Aversion and Attributes of Study Abroad Programs among Marketing Majors in the U.S. and Norway: Validation of Cross-Cultural Scales
Janice Payan, University of Northern Colorado
Goran Svennson, Oslo School of Management
Nils Hogevold, Oslo School of Management

A Study of the Marketing Curriculum in Australia: The 1930s to Now
Robert Ellis, Victoria University
David Waller, University of Technology, Sydney

College Students’ Motivations, Attitudes, and Preferences Pertaining to Study Abroad
Swinder Janda, Kansas State University
Bente Janda, Kansas State University

Wednesday, 10 – 10.30am

Refreshment Break – morning tea provided in Clarendon Ballroom Foyer
Wednesday, July 17

Wednesday, 10.30am – 12pm

2.1. Challenges and Opportunities for Logistics and Supply Chain Management
Room: Flinders
Chair: Dan Flint, University of Tennessee

What do We Really Know about What We Know? The Nature of Relationship Governance in a Reverse Supply Chain
Diane Mollenkopf, University of Tennessee
Robert Frankle, University of North Florida
Ivan Russo, University of Verona
B. Jay Coleman, University of North Florida
G. Peter Dapiran, RMIT University

Reciprocity of Interfirm Opportunism in Marketing Channels and the Impact of Transaction Specific Assets
Zhuang Guijun, Xi’an Jiaotong University
Xiaolian Zhou, Xi’an University of Finance and Economics

Strategic Network Design of Reverse Supply Chain for Product Recovery and Remanufacturing
Tsai-Yun Liao, NYCU, Taiwan

Form Postponement: An Extension to Russian Private Sector Manufacturers
Richard Germain, University of Louisville
Xiaohua Lin, Ryerson University
Konstantin Krotov, St. Petersburg University

2.2. Corporate Reputational Issues
Sponsored by QUT Business School
Room: Yarra #1
Chair: Goran Svensson, Oslo School of Management

Is Trust a Pre-Requisite or Outcome of Corporate Social Responsibility? A Stakeholder Theoretical Perspective
Frederick Hong-Kit Yim, Hong Kong Baptist University
Henry Fock, Hong Kong Baptist University

Drivers and Outcomes of Corporate Identity Management
Claudia Simoes, Open University

Understanding Corporate Identity of SMEs: Conceptualization and Preliminary Construction of a Scale
Upendra Maurya, Xavier Institute of Management
Prahlad Mishra, Xavier Institute of Management
Sandip Anand, Xavier Institute of Management
Niraj Kumar, Xavier Institute of Management

Codes of Ethics Artifacts in Australia, Canada and Sweden: A Longitudinal Study
Michael Callaghan, Deakin University
Greg Wood, Deakin University
Goran Svensson, Oslo School of Management
Jang Singh, University of Windsor  
Svante Andersson, Halmstad University

2.3. Advertising Appeals and Execution
Room: Yarra #2
Chair: Kathleen Mortimer, University of Northampton

Matching Advertisement Layout with Metaphor Facilities Comprehension
Lampros Gkiouzepas,
The Use of Childhood Icons in Nostalgic Appeals for Charity
Altaf Merchant, University of Washington, Tacoma
Kathryn LaTour, Cornell University
John Ford, Old Dominion University
Michael LaTour, Cornell University

And Word of Mouth: A Structural Study of Demographic Correlates Consumption, Emotion Satisfaction
Madhupa Bakshi, NSHM Group of Institutions
Prashant Mishra, Indian Institute of Management

Advertising Execution Styles Matter: A Fear-Based Experiment on Attitude, Susceptibility, Efficacy and Behavior
Marlize Terblanche-Smit, Stellenbosch University
Ronel Du Preez, Stellenbosch University
Lucea van Huyssteen, Stellenbosch University

Room: Clarendon A
Chair: Janice Payan, University of Northern Colorado

A Process Analysis of Interactions and Actors' Roles in Unstable Business Networks
Ronika Chakrabarti, Lancaster University
Caita Ramos, Manchester University
Stephan Henneberg, Manchester University

A Framework for B2B Customer Reacquisition: Evaluating Key Determinants to Win Back Lost Customers
Annie Liu, Victoria University of Wellington
Mark Leach, Loyola Marymount University
Lou Pelton, University of North Texas

Role of Ethical Integration in the Effect of a Service Provider on the Outsourcing Organization's Reputation: A Structured Abstract
Violet Lazarevic, Monash University
Margaret Matanda, Monash University

A Social Identity Perspective of Customer Value Heterogeneity in Complex Industrial Solutions
Daniel Prior, University of New South Wales
Wednesday, July 17

2.5. Marketing Models
Sponsored by ANU Research School of Management
Room: Clarendon B
Chair: Ari Promono, Monash University

Customer Churn Models: A Comparison of Probability and Data Mining Approaches
Ali Tamaddoni Jahromi, Monash University
Stanislav Stakhovych, Monash University
Michael Ewing, Monash University

How Local Is Local Competition? An Analysis of Spatial Competition in the Fuel Retail Market
Ari Pramono, Monash University
Harmen Oppewal, Monash University

A Two-Stage Complex Systems Model of Interpersonal Influence in the Diffusion Process
Hume Winzar, Macquarie University
Steve D’Alessandro, Macquarie University

It’s the Strength of the Ties: How Multiplex Social Networks Among Frontline Employees Drive Service Performance
Miriam Guenther, University of Melbourne
Peter Guenther, University of Melbourne
Simon Bell, University of Melbourne
Garry Robbins, University of Melbourne

2.6. Special Session: Territorial Marketing
Room: Clarendon C
Chair: Steve Charters, Reims Management School

Panel Members:
Steve Charters, Reims Management School
David Menival, Reims Management School
Sylvie Jolly, Reims Management School
Nathalie Spielmann, Reims Management School

2.7. Brands, Purchase Intention and Loyalty
Sponsored by Griffith Business School, Department of Marketing
Room: Swanston #1
Chair: Thomas Aichner, Institute for Economic Research, Italy

The Impact of Counterfeiting Brands on Customer Perception and Purchase Intention
Anum Mohmood, Fatimah Jinnah Women’s University, Pakistan
Aneela Siddique, Fatimah Jinnah Women’s University, Pakistan
Zainab Tahir, Fatimah Jinnah Women’s University, Pakistan
Mateena Hassan, Fatimah Jinnah Women’s University, Pakistan
Hira Kanwal, Fatimah Jinnah Women’s University, Pakistan
Amna Akram, Fatimah Jinnah Women’s University, Pakistan

Are Consumers Willing to Buy Fictional Brands? The Case of Bertie Bott’s
Laurent Muzellec, ESSCA Business School, France
Christopher Kanitz, University of Bremen

**Foreign Branding and the Country-of-Origin Effect in the Fashion Sector in Italy: An Empirical Analysis**
Thomas Aichner, Institute for Economic Research, Italy

**Factors Affecting Brand Loyalty among Malaysian Consumers in their Choice of Mobile Phone Brands**
Belina Lew Lee Peng, University of Malaya
Brian Imrie, Sunway University
Nicolas Grigoriou, Monash University Sunway Campus

### 2.8. Special Session: Signposts for Australian Marketing 2020

**Room: Swanston #2**
**Chair: Mark Crowe, CEO, Australian Marketing Institute**

**Session Participants:**
Lee Tonitto, Chair, Australian Marketing Institute
Peter Harris, Managing Director, Vision Critical Australia and New Zealand

**Wednesday, 12 – 1pm**

Lunch on Your Own

**Wednesday, 1 – 2.30pm**

### 3.1. Special Session: Sales Management Issues

**Room: Flinders**
**Chair: Mark Leach, Loyola Marymount University**

**Active Waiting: An Investigation of Delayed Winback Strategies**
Mark Leach, Loyola Marymount University
Annie Liu, Victoria University of Wellington
Sijun Wang, Loyola Marymount University

**A Cross-Cultural Investigation of the Stereotype for Salespeople**
Christophe Fournier, IAE Montpellier 2
Emmanuel Cheron, Tokyo Business School
Jeff Tanner, Baylor University
Pierre Bikanda, Catholic University of Central Africa
Jorge Wise, ITESM

**Managing Control Expectations in Business-to-Business Relationships**
Ryan Mullins, Clemson University
Adam Rapp, University of Alabama
Lauren Beitelspacher, Portland State University
Dhruv Grewal, Babson University
Wednesday, July 17

3.2. Words of Wisdom: Drawing on the Past Experiences of Marketing Scholars to Shape Future Leaders Within the Academy
Room: Yarra #1
Chair: Joy Kozar, Kansas State University
Panel Members:
Barry Babin, Louisiana Tech University
Joe Hair, Kennesaw State University
Vicky Crittenden, Babson College
John Ford, Old Dominion University
Dave Ortinau, University of South Florida

3.3. Creating Value in Relationships
Room: Yarra #2
Chair: Thomas O’Connor, University of New Orleans
Service Dominant Logic: An Example of Competitive Advantage
Kenneth Le Meunier-Fitzhugh, University of Easy Anglia
Leslie Le Meunier-Fitzhugh, University of Easy Anglia
Roger Palmer, University of Bournemouth
Moira Clark, Henley Business School
Neil Hair, Rochester Institute of Technology
Developing New Business Relationships: An Outside-In Perspective
Antonella La Rocca, University of Lugano, USI
Andrea Perna, Uppsala University
Albert Caruana, University of Malta/Bologna
Ivan Snehota, University of Lugano, USI
Inter-Firm Knowledge Sharing Effectiveness: An Empirical Examination of Adaptation Ambidexterity
Binh Nguyen, New York Institute of Technology
Gary Frankwick, University of Texas at El Paso
Karen Flaherty, Oklahoma State University
Homophily and Peer Influence in Customer Co-Presence Networks
Gianna Giudicati, University of Trento
Massimo Riccaboni, IMT Lucca

3.4. Marketing in Asia: A New Perspective on Marketing and Distribution
Room: Clarendon A
Chair: Duc Nguyen, Asian Institute of Technology
Exploring SMEs’ Perception and Trust toward HRIs for a Sustainable HRM Performance: Case Study from SMEs in Vietnam
Duc Nguyen, Asian Institute of Technology
Channel Integration: An Explanation According to David Teece’s Theory of the Boundary of the Firm
Hidesuke Takata, Keio University

Relationship of Line Extension Brand and Parent Brand
Akira Shimizu, Keio University

3.5. Social Media Marketing
Sponsored by SAS Australia and New Zealand
Room: Clarendon B
Chair: Elsamari Botha, University of Cape Town

Defining Social Media Users by the Social Media User
Yolande Vanderberg, Deakin University
Kerrie Bridson, Deakin University
Melissa Parris, Deakin University

The Impact of Social Media Marketing on the Relationship among Dynamic Capabilities and Performance
Felipe Uribe, Universidad EAFIT
Joan Llonch, Universitat Autonoma de Barcelona
Josep Rialp, Universitat Autonoma de Barcelona

The Influence of Social Presence on Online Purchase Intention: An Experiment with Different Product Types
Elsamari Botha, University of Cape Town
Mignon Reyneke, University of Cape Town

‘On the Go’ vs. ‘On the Spot’: The Segmentation of Digital Natives
Amalia E. Maulana, BINUS University
Lexi Z. Hikmah, ETNOMARK Consulting

3.6. Exploring Ethical Consumer Behavior
Sponsored by SAS Australia and New Zealand
Room: Clarendon C
Chair: Karin Braunsberger, University of South Florida St. Petersburg

From Green to Ethical Consumers: What Really Motivates Consumers to Buy Ethical Products?
Eliane Karsaklian, Sorbonne University
Anthony Fee, University of Technology, Sydney

The Effect of Animal Protection Advertising on Opposition to the Slaughter of Wildlife and Willingness to Boycott the Offending Industry: Initial and Carryover Effects
Karin Braunsberger, University of South Florida, St. Petersburg

Reframing the Ethical Consumption ‘Gap’: A Structured Abstract
Michael Carrington, LaTrobe University
Benjamin Neville, University of Melbourne

Emerging Segments in Ethical Consumption: Young Adults and Cosmetics
Francesca Montagnini, Catholic University of Sacro Cuore
Wednesday, July 17

Isabella Maggioni, Catholic University of Sacro Cuore
Roberta Sebastiani, Catholic University of Sacro Cuore

3.7. Empowering Customers: Co-Creation, Participation and Self-Service Initiatives
Sponsored by Department of Management and Marketing, Faculty of Business and Economics, the University of Melbourne
Room: Swanston #1
Chairs: Simon Bell, University of Melbourne and Omar Merlo, Imperial College London

Co-Creation in a Service Innovation Context
Shikha Sharma, University of Adelaide
Jodie Conduit, University of Adelaide
Ingo Oswald Karpen, RMIT University
Sally Rao Hill, University of Adelaide
Francis Farrelly, RMIT University

Potential Dimensions of Customer Co-Creation
Max Theilacker, University of Melbourne
Bryan Lukas, University of Melbourne
Charles Snow, Penn State

Customer Satisfaction and Purchase Behavior: The Role of Customer Input
Andreas Eisingerich, Imperial College London
Omar Merlo, Imperial College London
Jan Heide, University of Wisconsin
Paul Tracey, University of Cambridge

Assessing the Market Valuation of Self-Service Technology Initiatives
Jiun-Sheng Chris Lin, National Taiwan University

3.8. Advertising in the Age of Social Media
Sponsored by QUT Business School
Room: Swanston #2
Chair: Nina Michaelidou, Loughborough University

Internet Users’ Attitudes towards Advertising on Facebook
Nina Michaelidou, Loughborough University
Caroline Moraes, University of Birmingham

Consumer Emotional Responses to Emotional Appeal Advertising within an online Social Network Context
Halimin Herjanto, Auckland University of Technology
Sanjaya Gaur, Auckland University of Technology
Sheau-Fen Yap, Auckland University of Technology

The Impact of Company Facebook Page on WOM Communication of a New Product
Melek Demiray, Istanbul Technical University
Sebnem Burnaz, Istanbul Technical University
Brand Fan Pages in Social Networks
Wednesday, July 17

Barbara Kleine-Kalmer, University of Bremen
Michael Schade, University of Bremen
Christoph Burmann, University of Bremen

Wednesday, 2.30 – 3pm

Refreshment Break – afternoon tea provided in Clarendon Ballroom Foyer

Wednesday, 3 – 4.30pm

Room: Flinders
Chair: Gillian Sullivan-Mort, La Trobe University

Countering Counterfeit Branding: An Understanding Incorporating Mimesis and Cultural Appropriation for Emerging Markets
Tanvir Ahmed, La Trobe University
Gillian Sullivan-Mort, La Trobe University

Coopetition (Contemporaneous Cooperation and Competition) Among Nonprofit Arts Organizations
Theresa Kirchner, Hampton University
John Ford, Old Dominion University
Edward Markowski, Old Dominion University

Sustainability Living in a Carbon Priced Economy: Trade-Offs in Purchasing and Practices and Sustainability Guilt
Menuka Jayaratne, La Trobe University
Gillian Sullivan-Mort, La Trobe University

What’s in a Name? A Systems Thinking Framework for Resource Types in Nonprofit Marketing
Erica Brady, Monash University
Linda Brennan, RMIT University

4.2. Marketing in Asia: Branding and Word of Mouth
Room: Yarra #1
Chair: Yoko Sugitani, Sophia University

Direct Experience and Emotional Attachment to Brands: Protecting Brands from the Negative Word of Mouth Opinion of Japanese Consumers
Yoko Sugitani, Sophia University

Ability of the Information Leader to Create Topics of Conversation and Purchase Decision Making
Takashi Teramoto, Meisei University

The Effects of Health Claims and the Symbolic Mark: A Case of FoSHU (Food for Specified Health Uses) in Japan
Makoto Ono, Keio University
Akinoro Ono, Keio University
Co-Creation of Service Brand Meaning: Initial Findings from an Exploration of Bank Branding in the Vietnamese Banking Sector
Kiernan Tierney, RMIT International University, Vietnam
Kate Westberg, RMIT University
Ingo Karpen, RMIT University

4.3. Special Session on Neuromarketing
Room: Yarra #2
Chair: Sandra Gountas, Curtin University

Panel Members:
Joseph Ciocciari, Swinburne University
Sandra Gountas, Curtin University
John Gountas, Murdoch University
Peter Pynta, Neuro-Insights Pty Ltd.
Phil Harris, University of Melbourne
Heath McDonald, Swinburne University
Nives Zubcevic, Swinburne University

4.4. Co-Creation and Service Strategies
Sponsored by UniSuper
Room: Clarendon A
Chair: Jay Weerawardena, Queensland Business School

Conceptualizing the Interplay of Knowledge Accumulation and Integration Capabilities in Service Innovation-Based Competitive Strategy: A Project-Oriented Firm Context
Sandeep Salunke, Queensland University of Technology
Jay Weerawardena, Queensland Business School
Janet McColl-Kennedy, Queensland Business School

Co-Creation: Conceptualization and Research Implications
Kumar Ranjan, Indian Institute of Management
G. Shainesh, Indian Institute of Management

None of the Glory: An Extended Abstract of the Implications of Customer Attributions of Credit in Successful Co-Productive Service Experiences
Ryan White, University of Wisconsin – La Crosse
Clay Voorhees, Michigan State University
Brian Bourdeau, Auburn University
Jessica Hoppner, George Mason University

Congruence in Positioning Service Brands: An Empirical Examination
Charles Blankson, University of North Texas
Stavros Kalafatis, Kingston University
Markos Tsogas, University of Piraeus
Stanley Coffie, Ghana Institute of Management and Public Administration

4.5. Consumer Behavior: Telecoms
Sponsored by SAS Australia and New Zealand
Room: Clarendon B
Chair: Lou Pelton, University of North Texas

Farzana Quoquab Binte Habib, Universiti Kebangsaan, Malaysia

**Towards an Understanding of the Motivations to Play Games on Smartphones**
Brian McCauley, RMIT University
Francis Farrelly, RMIT University
Foula Kopanidis, RMIT University

**It's Personal, It's Not Business: The Effects of Moods on Advertisement Recall**
Thuy Nguyen, University of North Texas
Waros Ngamsiriudom, University of North Texas
Lou Pelton, University of North Texas

**The Role of Product Personalization in Effects of Self-Congruity Versus Functional Congruity**
Wenling Wang, Guildford College
Rajneesh Suri, Drexel University
Shan Feng, William Patterson University

### 4.6. Consumer Responses to Sustainability Issues
Sponsored by School of Management and Marketing, Faculty of Business and Law, Deakin University
Room: Clarendon C
Chair: Verena Gruber, WU Vienna

**What Does Sustainable Consumption Really Mean? A Three-Dimensional Measurement Approach**
Barbara Seegerbarcht, Leibniz University of Hannover
Mathis Peyer, University of Potsdam
Anja Buerke, HHL Leipzig Graduate School of Management
Ingo Balderjahn, University of Potsdam
Manfred Kirchgeorg, HHL Leipzig Graduate School of Management
Klaus-Peter Wiedmann, Leibniz University of Hannover

**Sustainable or Conventional? Exploring the Fit of Sustainability Attributes**
Verena Gruber, WU Vienna
Bodo Schlegelmilch, WU Vienna

**Sustainable Retrofits of Apartment Blocks: Developing a Process to Address the Attitude Behavior Gap between the Stakeholders**
Judy Rex, Australian Catholic University
Rebecca Leshinsky, Australian Catholic University

**Decoding Green Marketing: Relationship between Green Experiential Values, Green Trust and Green Brand Equity**
Ansh Gupta, Indian Institute of Management, Lucknow
Satya Dash, Indian Institute of Management, Lucknow
Wednesday, July 17

Wednesday, 4.45 – 6.45pm

Monash University Department of Marketing
Welcome Reception for Delegates
Level 89 Eureka Tower, Southbank
(5 minutes walk from The Langham)

Dinner is on Your Own
Daily Highlights
Thursday, July 18

Special Breakfast Session: HELP WANTED! Forging collaborations between Academia and Industry*
Presented by Forethought Research
Swanston #2
The Langham
7 – 8.30am
*Please note this session is only open to delegates who registered their attendance in advance

Registration
Clarendon Room Foyer
The Langham
8am – 5pm

2013 World Marketing Congress Luncheon & AMS 2013 Global Marketer Award Presentation
Melbourne Town Hall
Swanston Street, Melbourne
12.10 – 1.40pm

Delegate’s Wine Tasting
Swanston #2
The Langham
5.30 – 7pm

Thursday, July 18

Thursday, 7 – 8.30am

Special Breakfast Session: HELP WANTED! Forging collaborations between Academia and Industry*
Presented by Forethought Research
Room: Swanston #2
Presenter: Ken Roberts, Managing Partner, Forethought Research
*Please note this session is only open to delegates who registered their attendance in advance

Thursday, 8.30 – 10am

5.1. International and Cross-Cultural Marketing: Brands and Luxury Consumption
Sponsored by QUT Business School
Room: Flinders
Chair: Gaetano Aiello, University of Florence

Consumer Desire for Luxury Brands: Individual Luxury Value Perception and Luxury Consumption
Nadine Hennings, Leibniz University of Hannover
Christine Klarmann, Leibniz University of Hannover
Thursday, July 18

Stefan Behrens, Leibniz University of Hannover
Klaus-Peter Wiedmann, Leibniz University of Hannover

Are You Like Me? I Will Be Attached to You. Empirical Findings from an International Research about Consumer, Brand and Store Personality Congruence in the Luxury Sector
Raffaele Donvito, University of Florence
Gaetano Aiello, University of Florence
Bruno Godey, Faculté du Groupe ESC Rouen
Daniele Pederzoli, Faculté du Groupe ESC Rouen
Klaus-Peter Wiedmann, Leibniz University of Hannover
Nadine Hennings, Leibniz University of Hannover
Klaus-Peter Wiedmann, Leibniz University of Hannover
Christian Karmann, Leibniz University of Hannover
Priscilla Chan, Manchester Metropolitan University
Chris Halliburton, ESCP Europe – London
Junji Tsuchiya, Waseda University
Taro Koyama, Chubu University
Irina Ivanovna Skorobogatikh, Plekhanov Russian University of Economics
Bart Weitz, University of Florida
Hyunjoo Oh, University of Florida
Mike Ewing, Monash University
Joshua Newton, Monash University
Yuri Lee, Seoul National University
Li Fei, Tsinghua University
Cindy Rong Chen, Tsinghua University

The Effect of Offshore Shifts on Brand Attitude and Corporate Image
Cassandra France, Griffith University
Nigel Pope, Griffith University

5.2. New Approaches to Research Methodology
Sponsored by ANU Research School of Management
Room: Yarra #1
Chair: Ralitza Nikolaeva, ISCTE Business School

The True Nature of Non-Linear Dynamic Effects: A Methodology to the Rescue of Imprecise Theory
Ralitza Nikolaeva, ISCTE Business School

What Was Brand Equity Anyway, and How Did They Measure It?
Daniil Muravskii, St. Petersburg University
Olga Alkanova, St. Petersburg University
Maria Smirnova, St. Petersburg University

5.3. Special Session: Structural Equation Modeling: Situating Current Practice and Advancing a Future Research Agenda
Room: Yarra #2
Chair: Bradley Wilson, RMIT University
Session Participants:
Christian Ringle, Hamburg University of Technology
Joe Hair, Kennesaw State University
Barry Babin, Louisiana Tech University
Marko Sarstedt, Otto-von-Guericke University
Bradley Wilson, RMIT University
Siegfried Gudergan, University of Newcastle

5.4. Innovations and New Insights in Social Marketing
Sponsored by College of Business, University of South Florida
Room: Clarendon A
Chair: Krzysztof Kubacki, Griffith University

Scared Topless: Why Social Marketers Need to Encourage Marketing-Like Activities in Avoidance-Service Workers
Jo Previte, University of Queensland
Rebekah Russell-Bennett, Queensland University of Technology

Not Quite Playing the Game? Mobile Applications for Healthier Lifestyles
Lynne Eagle, James Cook University
Stephan Dahl, University of Hull
Melody Muscat, James Cook University
David Low, James Cook University

A Service Approach to Social Marketing
Matthew Wood, University of Brighton
Rebekah Russell-Bennett, Queensland University of Technology
Jo Previte, University of Queensland

Perceived CSR Authenticity
Sarah Alhouti, University of Alabama
Betsy Holloway, Samford University
Catherine Johnson, University of Alabama

5.5. Online Buyer Behavior
Sponsored by SAS Australia and New Zealand
Room: Clarendon B
Chair: Lou Pelton, University of North Texas

Predicting Disloyalty to a Search Engine: The Role of Satisfaction, Brand Relationship, Reputation and the Search Engine’s Features
Cleopatra Veloutsou, University of Glasgow

Risky Business? Consumers’ Propensity to Engage in Online Banking Services
Stephen Wang, Taiwan National Ocean University
Maxwell Hsu, University of Wisconsin – Whitewater
Lou Pelton, University of North Texas
Annie Liu, Victoria University of Wellington
Thursday, July 18

Effective Interactive Websites: Examining the Moderating Role of Involvement
Polyxeni Palla, University of Macedonia
Rodoula Tsiotsou, University of Macedonia
Yorgos Zotos, Cyprus University of Technology

5.6. Issues Involving Children, Exercise and Health Campaigns
Room: Clarendon C
Chair: Yelena Tsarenko, Monash University

Employee Health: Motivations and Constraints to Fitness Program Participation
Mark Pritchard, Central Washington University
Nancy Graber, Central Washington University
Tiffany Nichols, Arizona State University

Supporting Children of HIV Positive Parents
Rudolf Conradie, Monash University
Yelena Tsarenko, Monash University

Influence of Parents on Child Eating Practices in Low SES Communities: Identifying Insights for Health Promotion Campaigns
Stephanie Judd, Monash University
Fiona Newton, Monash University
Joshua Newton, Monash University
Michael Ewing, Monash University

A Regional Approach to Implementation and Evaluation of Strategic Health Communication Campaigns to Support Non-Communicable Disease Prevention in Pacific Island Nations
Tahir Turk, World Lung Foundation

5.7. Nonprofit Marketing: Contemporary Challenges
Room: Swanston #1
Chair: Anne Lavack, Thompson River University

Internal Competition and Cooperation at Art Museums: A Qualitative Exploration
Sandra Mottner, Western Washington University
John Ford, Old Dominion University
Theresa Kirchner, Hampton University

SERVAQUA: Towards a Model For Service Quality in Potable Reticulated Water Services
Peter Prevos, La Trobe University

Development of a Market Orientation Research Agenda for the Nonprofit Sector
Paul Chad, University of Wollongong
Elias Kyriazis, University of Wollongong
Judy Motion, University of New South Wales
Thursday, 10 – 10.30am
Refreshment Break – morning tea provided in Clarendon Ballroom Foyer

Thursday, 10.30am – 12pm

6.1 Consumer Behavior: Innovation
Sponsored by SAS Australia and New Zealand
Room: Flinders
Chair: Ben Lowe, University of Kent

Antecedents and Consequences of Consumer Perception of Product Innovativeness
Ben Lowe, University of Kent
Frank Alpert, University of Queensland

An Alternative Model of the Diffusion Curve for New Products
Evan Douglas, Griffith University,

Variety Promotes Flexibility: The Effect of Exposure to High Variety on New Product Evaluations
Zixi Jiang, Peking University
Jing Xu, Peking University
Ravi Dhar, Yale University

The Transition from Complement to Substitute: Determinants Of Consumer Disadoption of Old Technologies
Ralitza Nikolaeva, ISCTE

6.2. Using Social Marketing to Address Consumer Misbehavior and Problem Behavior: Insights from Theory and Practice
Room: Yarra #1
Chair: Jo Previte, University of Queensland

Reducing Human Trafficking: A Social Marketing Research Agenda
Abi Badejo, Griffith University

Thou Shalt Not Steal: Illegal Downloading Behavior in a Church Community Context
Riza Casidy, Swinburne University
Ian Phau, Curtin University

How Social Marketing Can Address the Obesity Issue: The Role of Corporate Reputation
William Lake, University of Adelaide
Jodie Conduit, University of Adelaide

Investigating Consumer Message Processing of Fear and Challenge-Based Advertising: A Conceptual Framework
Svetlana de Vos, University of Adelaide
Roberta Veale, University of Adelaide
Pasquale Quester, University of Adelaide
Jasmina Ilicic, University of Adelaide
Thursday, July 18

6.3. The Role of Service Employees
Sponsored by UniSuper
Room: Yarra #2
Chair: Simon Bell, University of Melbourne

Do We Click at the First Sight? Modeling the Employee-Customer Instant Rapport in the First Service Encounter
Jiun-Sheng Chris Lin, National Taiwan University, Taiwan
Cheng-Yu Lin, National Taiwan University, Taiwan
Wei-Lin Wang, McGill University, Canada

The Dual Impact of Socio-Emotional and Operational Demands on Stress and Burnout
Ian Lings, Queensland University of Technology, Australia
Geoffrey Durden, LaTrobe University, Australia
John Cadogan, Loughborough University, United Kingdom
Nick Lee, Aston University, United Kingdom

Personality and the Creativity of Frontline Service Employees: Exploring Quadratic and Moderating Effects
Carlos Sousa, Durham University, United Kingdom
Filipe Coelho, University of Coimbra, Portugal
Cristiana Lages, Loughborough University, United Kingdom

Dealing with Variability in Professional Services: The Role of Scripting Versus Improvisation
Jessica Vredenburg, University of Melbourne, Australia
Simon Bell, University of Melbourne, Australia

6.4. Marketing in Asia: Retailing and Services
Room: Clarendon A
Chair: Charles Ingene, University of Mississippi

Charles Ingene, University of Mississippi
Ikuo Takahashi, Keio University

Online Perceived Value in the Low Cost Carrier Business
Pey Chyl Lim, University of Malaya
Brian Imrie, Sunway University
Nicolas Grigoriou, Monash University Sunway Campus

Adoption of Online Shopping in South Asia: A Technology Acceptance Perspective
Abdul Ashraf, University of New South Wales
Aqsa Akbar, University of Lahore
Mohammed Razzaque, University of New South Wales

When Rural Entrepreneurial Marketing does not Work: The Case of OTOP Failure in Thailand
Edward Kasabov, University of Exeter
Pitchaya Panupattanapong, University of Bath
6.5. Current Issues in Social Media Marketing
Room: Clarendon B
Chair: Kate Letheren, Queensland University of Technology

Social Presence’s Affects on User Relational Performance, Relational Information Process’ Role of Mediating, and Moderating Effects Caused by Variety of Social Media Websites
Su-Fang Lee, Overseas Chinese University
Chee-Wha Yann, Overseas Chinese University

A Qualitative Exploration of Student Perspectives on Social Media Use, Abuse and Content
James Mick Andzulis, University of Alabama
Jessica Ogilvie, University of Alabama
Lenita Davis, University of Alabama
Catherine Johnson, University of Alabama

Strategically Social – Drivers and Patterns in Social Media Management
Lukasz Bochenek, University of Neuchatel
Sam Blili, University of Neuchatel

Me or Not Me? The Avatar as Consumer Identity in Virtual Worlds
Leila El Kamel, Tele-Universite du Quebec

6.6. Social Media as a Source of Communication
Room: Clarendon C
Chair: Cesar Zemudio, Kent State University

Who has Written It? How Reviewer-Reader Similarity Moderates the Factuality of Online Reviews
Sonja Grabner-Krauter, Alpen-Adria-Universitat Klagenfurt
Martin K.J. Waiguny, Auckland University of Technology

What Type of Birdsong Carries? Twitter: Source Credibility and its Links to Value Creation in the Wine Business – A Tentative Model
Damien Wilson, Burgundy School of Business
Sarah Quinton, Oxford Brookes University

Examining Factors Affecting Mobile Social Media Customer-to-Customer Interactions in Real-Time Service Encounters
Ben Lucas, University of Newcastle
Jamie Carlson, University of Newcastle

The Effect of WOM Communication with Close Others on Repeat Purchase
Kaichi Saito, Meiji Gakuin University

6.7. Innovative Approaches to Marketing Education
Room: Swanston #1
Chair: Peter Wagstaff, Monash University
Thursday, July 18

The Power of Patterns: Effectiveness of Systematic Incentive Thinking in Teaching Creativity in Higher Education
Aparna Sundar, University of Cincinnati
Drew Boyd, University of Cincinnati
Sara Baskentli, University of Cincinnati

Michael Mills, University of Southern Queensland
Andrea Quinn, University of Southern Queensland

Foundations for Effective Sustainability Education
Lynne Eagle, James Cook University
David Low, James Cook University
Peter Case, James Cook University
Lisa Vandommele, James Cook University

Thursday, 12.10 – 1.40pm

AMS 2013 World Marketing Congress Luncheon & AMS 2013 Global Marketer Award Presentation
Venue: Melbourne Town Hall, Swanston Street, Melbourne
(10 minute walk from The Langham)

Thursday, 2.00 – 3.30pm

7.1. Cancelled

7.2. International and Cross-Cultural Marketing: Country of Origin
Sponsored by QUT Business School
Room: Yarra #1
Chairs: Klaus-Peter Wiedmann, Leibniz University of Hannover and Nadine Hennigs, Leibniz University of Hannover

Global Consumer Culture and Local Identity as Drivers of Materialism: An International Study of Convergence and Divergence
Mark Cleveland, University of Western Ontario
Michel Laroche, Concordia University
Nicolas Papadopoulos, Carleton University

Carmen Lopez, Plymouth Business School, Plymouth University
George Balabanis, City University, London

Ambivalence in Ethnocentric Bias
Ting-Hsiang Tseng, Feng-Chia University
George Balabanis, City University, London
Matthew Liu, University of Macau

Acculturation and Advertising: Evidence from South Korea
Caroline Gauthier, Grenoble School of Management
Marianela Fornerino, Grenoble School of Management
Alain Jolibert, Pierre Mendès University

7.3. Special Session: Looking Forward, Looking Back on Customer Satisfaction as a Strategic Marketing Asset
Room: Yarra #2
Chair: G. Tomas M. Hult, Michigan State University

Capabilities and Consumer Attitudes: Do Managers Know What Their Customers Want?
Claes Fornell, University of Michigan
G. Tomas M. Hult, Michigan State University
Neil Morgan, Indiana University

Forrest Morgeson, Director of Research, American Customer Satisfaction Index
Sunil Mithas, University of Michigan

Customer Satisfaction Across Nations: A Study of the Wireless Industry
Forrest Morgeson, Director of Research, American Customer Satisfaction Index
G. Tomas M. Hult, Michigan State University

A Value Chain and Institutional Theory Perspective of Stakeholders, Customer Satisfaction, and Performance
G. Tomas M. Hult, Michigan State University
Jeannette Mena, Michigan State University
Claes Fornell, University of Michigan
Mathias Arrfelt, Arizona State University

A Study of the Long-Term Value of Capabilities-Based Marketing Resources, Customer Satisfaction, and Firm Performance
Brian Chabowski, University of Tulsa
G. Tomas M. Hult, Michigan State University

7.4. Online Advertising and WOM
Sponsored by QUT Business School
Room: Clarendon A
Chair: David Waller, University of Technology, Sydney

How Companies Use Facebook to Promote Alcohol Brands to Young Adults
Nina Michaelidou, Loughborough University
Caroline Moraes, Birmingham University

I’m Friends with Louie the Fly, not Mortein: Conceptualizing the New Brand Relationships on Social Media
Kate Letheren, Queensland University of Technology
Kerri-Ann Kuhn, Queensland University of Technology

From Bricks to Clicks: Consumer Search Strategy as a Basis for Multi-Channel Management
Gerrita Van Der Veen, University of Applied Sciences, Utrecht
Robert Van Ossenbruggen, University of Applied Sciences, Utrecht
Reconciling the Customer Satisfaction-Word of Mouth Relationship
Bodo Lang, University of Auckland

7.5. Dealing with Negative Incidents
Room: Clarendon B
Chair: Gianfranco Walsh, Friedrich-Schiller University of Jena

Reporting Complaints: Scale Application and Replication
Gianfranco Walsh, Friedrich-Schiller University of Jena
Arne K. Albrecht, Friedrich-Schiller University of Jena
Patrick Hille, Friedrich-Schiller University of Jena
David Dose, Friedrich-Schiller University of Jena
Simon Brach, Friedrich-Schiller University of Jena

Fellow Customers as a Source of Unfriendliness: The Role of Descriptive Norms in Deviant Customer Behavior
Arne K. Albrecht, Friedrich-Schiller University of Jena
Gianfranco Walsh, Friedrich-Schiller University of Jena
Simon Brach, Friedrich-Schiller University of Jena

Service Failure and Recovery in Relationship Marketing: What We’ve Learned and What We Need to Know
Betsy Holloway, Samford University
Sijun Wang, Loyola Marymount University
Mark Leach, Loyola Marymount University

7.6. When Consumers Get Creative
Sponsored by Griffith Business School, Department of Marketing
Room: Clarendon C
Chair: Karen Robson, Simon Fraser University

The Coca Cola Experience with Creative Customers
Karen Robson, Simon Fraser University
Kirk Planggar, Simon Fraser University
Adam Mills, Simon Fraser University

The Brand Personality of a Copycat Product: The Case of the Tribute Bands
Francois Marticotte, University of Quebec, Montreal

Measuring Consumer-Based Brand Authenticity
Julie Napolli, Curtin University
Sonia Dickinison, Curtin University
Michael Beverland, University of Bath
Francis Farrelly, RMIT University
7.7. Organizational Sustainability and the Future of Green Marketing
Sponsored by School of Management and Marketing, Faculty of Business and Law, Deakin University
Room: Swanston #1
Chair: Leona Tam, University of Wollongong

Dale Miller, Griffith University
Bill Merrilees, Griffith University

Fit to Be Creative: Organization-Employee Congruence on Environmental Values
Jelena Spanjol, University of Illinois at Chicago
Leona Tam, University of Wollongong
Vivian Tam, University of Western Sydney

Reflecting on the Past Decade of Marketing: Stock Taking of Green Marketing Literature
Sabari Raghavendran, Bharathidasan Institute of Management
Satya Moorthi Sanjeevi, Bharathidasan Institute of Management

Marketing Renewable Energy in Developing Countries: A Policy Paradigm for Mexico
Pavel Reyes-Mercado, EGADE Business School, ITESM
Rajagopal Rajagopal, EGADE Business School, ITESM

Thursday, 3.30 – 4pm
Refreshment Break – afternoon tea provided in Clarendon Ballroom Foyer

Thursday, 4 – 5.30pm

8.1. Heritage, Arts and Wine
Sponsored by School of Marketing, Curtin University
Room: Flinders
Chair: Nathalie Spielmann, Reims Management School

Does Destination Service Matter in Gaming Destinations? The Role of Travel Purpose
Ipkin Anthony Wong, Institute for Tourism Studies
Xiangping Li, Institute for Tourism Studies

The Power Balance in the Contemporary Art Market: Artists, Dealers, and Collectors
Katharina Kurz, EBS Business School

The Dimensions of Authenticity in Terroir Products
Nathalie Spielmann, Reims Management School
Steve Charters, Reims Management School

What is the Perceived Value of Wine? A Cross-Generation Study of Consumer Wine Perception and Consumption Behavior
Thursday, July 18

Stefan Behrens, Leibniz University of Hannover
Nadine Hennigs, Leibniz University of Hannover
Christiane Klarmann, Leibniz University of Hannover
Klaus-Peter Wiedmann, Leibniz University of Hannover

8.2. Special Session: Looking Forward, Looking Back: The Seven Sins of Social Marketing
Sponsored by College of Business, University of South Florida
Room: Yarra #1
Chair: Sharyn Rundle-Thiele, Griffith University

Session Participants:
Sharyn Rundle-Thiele, Griffith University
Krzysztof Kubacki, Griffith University
Cheryl Leo, Griffith University
Denni Arli, Griffith University
Julia Carins, Griffith University
Timo Dietrich, Griffith University
Janet Palmer, Griffith University
Natalia Szablewska, Griffith University

8.3. Consumer Behavior: Sensory Marketing
Sponsored by SAS Australia and New Zealand
Room: Yarra #2
Chair: Leona Tam, University of Wollongong

Touching but with the Eyes Only! The Effectiveness of Textured Packaging and the Moderating Effect of Previous Tactile Stimulation
Bruno Ferreira, Clermont University
Sonia Capelli, Clermont University
Olivier Trendel, Grenoble Ecole de Management

The Ethical Consumer Decision Making: Understanding the Evaluation Process Prior to the Adoption of an Ethical Behavior
Eleni Papaokonomou, Universitat Rovira I Virgili
Nicholas G. Paparoidamis, IESEG School of Management
Ruben Chumpitaz, IESEG School of Management

The Formation of Customer Engagement Behavior (CEB) in a Hedonic Service Setting
Mark Pritchard, Central Washington University
Dan Funk, Temple University

Need for Touch and Multichannel Search and Purchase
Roberto Manzano, Complutense University of Madrid
Magdalena Ferrán, Complutense University of Madrid
Diana Gavilán, Complutense University of Madrid
Maria Avello, Complutense University of Madrid
Carmen Abril, Complutense University of Madrid.

AMS 2013 World Marketing Congress hosted by Monash University, Australia
8.4. Sport Sponsorship
Sponsored by QUT Business School
Room: Clarendon A
Chair: Aila Khan, University of Western Sydney

Differences in Effect of Sport and Non-Sport Sponsorship on Sponsor's Employees
Aila Khan, University of Western Sydney
John Stanton, University of Western Sydney

A Multi Criteria Decision Analysis Approach to Measure the Effectiveness of Sports Sponsorship
Mine Isik, Istanbul Technical University
Ozay Ozaydin, Istanbul Technical University
Sebnem Burnaz, Istanbul Technical University
Ilker Topcu, Istanbul Technical University

An Examination of Conditions that Moderate Negative Effects of Sponsorship Terminations on Fan Attitudes toward the Former Sponsor
Reinhard Grohs, University of Innsbruck
Kim Kopfer, WPP GmbH
David M. Woisetschläger, Technische Universität Braunschweig

8.5. Branding and Employee Relationships
Sponsored by UniSuper
Room: Clarendon B
Chair: Kirk Plangger, Simon Fraser University

“OK, I have to be the company…” A Model of Employee-Brand Ownership in Service Interactions
Adam Mills, Simon Fraser University
Kirk Plangger, Simon Fraser University
Anjali Bal, Dominican University of California
Leyland Pitt, Simon Fraser University, Canada
Karen Robson, Simon Fraser University, Canada

Satisfying Customers through Satisfied Service Employees: Integrating the Emotional Labor and Emotional Contagion Perspectives
Jiun-Sheng Chris Lin, National Taiwan University
En-Yi Chou, National Taiwan University
Cheng-Yu Lin, National Taiwan University

How to Measure Frontline Employees' Interaction Competence – Scale Development and Validation
Alke Töllner, Technische Universität Dortmund, Germany
Jasmin Ulrich, TU Dortmund University
Fabian Pahl, TU Dortmund University
Hartmut H. Holzmüller, TU Dortmund University

Impact of IM programs on FLE’s perception of IMO and Performance Outcomes
Ahmed Ferdous, Deakin University
Michael Jay Polonsky, Deakin University
8.6. Retailing Convenience, Patronage and Concessions
Room: Clarendon C
Chair: Maria Kalamas, Kennesaw State University

Convenience: Etymology and History
Maria Kalamas, Kennesaw State University

What Do Customers See When They Look at Displays?
An Eye-Tracking Study
Bridget Behe, Michigan State University
Patricia Huddleston, Michigan State University
R. Thomas Fernandez, Michigan State University
Lynnell Sage, Michigan State University

Waiting for Checkout: Toward an Understanding of Customers’ Perceptions
Fumikazu Morimura, Kyoto Sangyo University
Kenichi Nishioka, Kansai University
Chieko Minami, Kobe University

Determination of Success Factors of the Shop-in-Shop and the Concession Model in the Fashion Industry: An Empirical Analysis of Consumer Perceptions in the Case of HUGO BOSS Benelux in Spain
Christina Gaupp, Baden-Wuerttemberg Cooperative State University
Marc Kuhn, Baden-Wuerttemberg Cooperative State University

8.7. Special Session: Towards a Global Framework for Advertising Self-Regulation
Room: Swanston #1
Chair: Gayle Kerr, Queensland University of Technology

Session Participants:
Gayle Kerr, Queensland University of Technology
Sonia Dickinson, Curtin University
Kathleen Mortimer, University of Northampton
David Waller, University of Technology, Sydney
Park Beede, Higher Colleges of Technology, Abu Dhabi
Jean Boddewyn, Baruch College, City University of New York

Thursday, 5.30 – 7pm

Delegates’ Wine Tasting
Swanston Room #2
The Langham

Session Chairs:
Barry Babin, Louisiana Tech University
Mitch Griffith, Bradley University
Dave Ortinau, University of South Florida

Dinner on Your Own
Daily Highlights Friday, July 19

Registration
Clarendon Ballroom Foyer
The Langham
8am – 5pm

Special Luncheon Session: How can your university engage with one of the world’s global marketing giants, Mars Incorporated?*
Presented by Mars Incorporated
Swanston Room #2
The Langham
12.15 – 1.15pm
*Please note this session is only open to delegates who registered their attendance in advance.

AMS President’s Pre-dinner Reception
Clarendon Ballroom Foyer
The Langham
6 – 7pm

2013 World Marketing Congress Dinner
Sponsored by Forethought Research and Kimberly-Clark Corporation
Clarendon Ballroom
The Langham
7 – 11pm

Friday, July 19

Friday, 8.30 – 10am

9.1. Understanding Relationships
Room: Flinders
Chair: Antonella La Rocca, University of Lugano

Affective Meaning Transfer between Brands and Print Media
Brands in a French Setting: The Role of Emotions, Attachment and Affective Commitment
Pierre Valette-Florence, IAE, Grenoble
Rita Valette-Florence, Pole, Gestion

The Behaviors of Relationship Building: A Networking View
Sana Marroun, University of Western Sydney
Samrand Toufani, University of Western Sydney
Louise Young, University of Western Sydney

Parasocial Relationships and Brand Tribal Behavior: Delineating Their Link
Rodoula Tsiotsou, University of Macedonia
9.2. Meet the Editors
Sponsored by Monash University Department of Marketing
Room: Yarra #1
Chair: John Ford, Old Dominion University

Session Participants:
Barry Babin, Journal of Business Research
Simon Bell, Journal of Marketing
Tomas Hult, Journal of the Academy of Marketing Science
Les Johnson, Australasian Marketing Journal
Robert Peterson and Vicky Crittenden, AMS Review
Pascale Quester, RAM : Recherche et Applications en Marketing
Jeryl Whitelock, International Marketing Review

9.3. Strategic Pricing and Pricing Promotion
Room: Yarra #2
Chair: K. Sivakumar, Lehigh University

How Much Do Product Differentiation, Marketing Investments and Brand Equity Actually Affect Price? An Empirical Study in the Consumer Market
Nebojsa Davcik, ISCTE-IUL

The Antecedents of Strategic Pricing and Its Effect on Company Performance
Kostis Indounas, Athens University of Economics and Business

A Hidden Effect of Joint Price Promotions
Guan-Ru Chen, I-Shou University

Cross-Category Stability of OEM Price Adjustments: Initial Analysis
R. Mohan Pisharodi, Oakland University
John Henke, Jr., Oakland University
Ravi Parameswaran, Oakland University

9.4. Tourism 2: Games, Groups and Events
Sponsored by School of Marketing, Curtin University
Room: Clarendon A
Chair: Sandra Gountas, Curtin University

The Role of Expectations, Confirmation, and Perceived Performance in Olympic Games Attitudes: A Cross-National Longitudinal Study
Anahit Armenakyan, Nipissing University
Louise Heslop, Carleton University
Irene Lu, Carleton University
John Nadeau, Nipissing University
Norm O’Reilly, Ottawa University

Young Chinese Consumers’ Luxury Hotel Preference and Purchase Intention
Norman Peng, University of Westminster
Annie Chen, University of Westminster

Of Geeks and Achievers: Exploring Brand Community Tourism and the Infinite Game
Nathalie Collins, Edith Cowan University
Jamie Murphy, Murdoch University
Florence Guignard, Universite de Lausanne

9.5. Global Warming and Consumer Behavior
Sponsored by School of Management and Marketing, Faculty of Business and Law, Deakin University
Room: Clarendon B
Chair: Michael Jay Polonsky, Deakin University

Climate Change Science vs. Climate Sceptics: Is the World Really Flat?
David Low, James Cook University
Lynne Eagle, James Cook University

Past and Future Orientation, Environmental Attitudes and Green Consumer Behavior
Michael Jay Polonsky, Deakin University
Andrea Vocino, Deakin University
Martin Grimmer, University of Tasmania
Morgan Miles, University of Tasmania

Sustainability and Perception of Brand Communication
Yvonne Verena Zajonts, Baden-Wuerttemberg Cooperative State University
Vanessa Kollmann, Baden-Wuerttemberg Cooperative State University
Marc Kuhn, Baden-Wuerttemberg Cooperative State University

9.6. Online Shopping
Sponsored by SAS Australia and New Zealand
Room: Clarendon C
Chair: Esther Swilley, Kansas State University

The Role of Synergy and Complementarity in a Multichannel E-Commerce System
Gerhard Wagner, University of Siegen
Hanna Schramm-Klein, University of Siegen
Sascha Steinmann, University of Siegen

A Comparison of Online and Offline Gender and Goal-Directed Shopping Online
Robert Davis, UNITEC
Bodo Lang, University of Auckland
Josefino San Diego, UNITEC

How Mindset Affects Online Planned and Unplanned Purchasing
Aneeshta Gunnness, Monash University
Harmen Oppewal, Monash University
Friday, July 19

Moving Virtual Retail into Reality: Examining Metaverse and Augmented Reality in the Online Shopping Experience
Esther Swilley, Kansas State University

9.7. Special Session: Looking Forward, Looking Back at Entrepreneurial Marketing: Comparative Perspectives on a Research Agenda
Room: Swanston #1
Chair: Andrew McAuley, Southern Cross University

Session Participants:
Andrew McAuley, Southern Cross University
David Crick, Victoria University
Jenny Darroch, Claremont Graduate University
Paul Harrigan, University of Western Australia
Chickery Kasouf, Worcester Polytechnic Institute
Sussi Morrish, University of Canterbury
Morgan Miles, University of Tasmania

Friday, 10 – 10.30am

Refreshment Break – morning tea provided in Clarendon Ballroom Foyer

Friday, 10.30am – 12pm

10.1. Consumer Behavior: Unusual Consumption
Sponsored by SAS Australia and New Zealand
Room: Flinders
Chair: Gregory Rose, University of Washington Tacoma

Meaning of Money Among Hindus In India: Some Preliminary Findings
Altaf Merchant, University of Washington Tacoma
Gregory Rose, University of Washington Tacoma
Mohit Gour, Issues and Answers Network, Inc.

The Influence of Personal Values and Pet Attachment on Owners’ Pet Products Purchase Behavior
Annie Chen, University of Westminster
Norman Peng, University of Westminster
Kuang-Peng Hung, Ming Chuan University

Coping with Negative Consumption Experiences: How Attribution Influences Disappointment, Regret, Word Of Mouth and Complaining Behaviors
Muhammad Hossain, Monash University
Harmen Oppewal, Monash University
Dewi Tojib, Monash University

Funeral Consumption: An Extraordinary and Difficult Experience
Isabelle Szmigin, University of Birmingham
Louise Canning, University of Birmingham

10.2. International and Cross-Cultural Marketing: International Consumer Behavior
Sponsored by QUT Business School
Room: Yarra #1
Chair: Mike Reid, RMIT University

Does Consumer Innovativeness Influence Western and Eastern Customers’ Really New Product Adoption Behavior Differently?
Chih-Wei Chao, University of Newcastle
Mike Reid, RMIT University

Consumers’ Perception of Corporate Sustainable Activities: An Analysis of the German and the Spanish Consumer
Johannes Stolz, University Loyola Andalucia
Horacio Molina, University Loyola Andalucia
Jesús Ramírez, University Loyola Andalucia

Why Do Consumers Seek Coolness? Evidence from the Arab World
Kaleel Rahman, RMIT University

10.3. Special Session: Looking Forward and Back at Survey Research Response Issues in Marketing Research
Room: Yarra #2
Chair: David Ortinau, University of South Florida Session Participants:

David Ortinau, University of South Florida
Yasemin Ocal Atinc, Auburn University, Montgomery
Barry Babin, Louisiana Tech University
Mitch Griffin, Bradley University

10.4. The Changing Nature of Market Research
Sponsored by ANU Research School of Management
Room: Clarendon A
Chair: Michael Gardiner, University of Southern Queensland

A New Era: How New Media Might Shape Research Methods
Sarah Quinton, Oxford Brookes University

How the Innovation Diffusion Models from the Past Can Help Us to Explain Marketing in the New Media Era
Cinzia Colapinto, University of Venice
Elena Sartori, University of Venice
Marco Tolotti, University of Venice

Does Market and Social Research Practice Work with SD-Logic: A Structured Abstract
Michael Gardiner, University of Southern Queensland
Meredith Lawley, University of the Sunshine Coast
Friday, July 19

10.5. Sponsorship and Branding  
**Sponsored by QUT Business School**  
Room: Clarendon B  
Chair: Margaret Johnston, University of Queensland  

*Sponsorship Research: Drawing on the Past to Shape the Future of Sponsorship*  
Margaret Johnston, University of Queensland  
George Spais, Hellenic Open University  

*Construal Level Effects in Sponsorship Announcements*  
Tobias Schaefers, ESB Business School  
Joe Cobbs, Northern Kentucky University  
Mark Groza, Northern Illinois University  

*Which Model Has the Look and Motive to be Successful?*  
Sonia Dickison, Curtin University  
John Ford, Old Dominion University  
Donna Gill, Curtin University  

*Celebrity Portfolio Effects on Consumer Brand Evaluations*  
Sik Chuen Yu, University of Queensland  
Ravi Pappu, University of Queensland

10.6. Customer Loyalty and Customer Value  
Room: Clarendon C  
Chair: Siegfried Gudergan, University of Newcastle  

*Drivers of Perceptions of Fairness in Financial Services in Australia*  
James Devlin, Nottingham University Business School  
Steve Worthington, Monash University  

*What Drives Customer Loyalty? Nonlinear Effects of Customer Delight and Satisfaction on Loyalty and the Moderating Role of Service Experience*  
Dennis Ahrholdt, University of Hamburg  
Siegfried P. Gudergan, University of Newcastle  
Christian M. Ringle, Hamburg University of Technology  

*Gambler Loyalty: A Qualitative and Quantitative Investigation*  
Catherine Prentice, Swinburne University

10.7. Product Strategy  
**Sponsored by Griffith Business School, Department of Marketing**  
Room: Swanston #1  
Chair: Dean Wilkie, University of New South Wales  

*It Is Not About the Product Having Enhanced or Unique Attributes*  
Dean Wilkie, University of New South Wales  
Lester Johnson, University of Melbourne  

*Brand Innovativeness Effects on Quality, Satisfaction and Loyalty*
Friday, July 19

Ravi Pappu, University of Queensland
Pascale Quester, University of Adelaide

Engaging Internal Stakeholders: Revitalizing Not-For-Profit Organizations through Rebranding
Raisa Yakimova, Griffith University
Bill Merrilees, Griffith University
Dale Miller, Griffith University

Measurement of Perceived Multisensory Marketing Strategies
Karla Barajas-Portas, Universidad Anahuac Mexico Norte

Friday, 12 – 1.30pm

Lunch on Your Own

Friday 12.15 – 1.15pm

Special Luncheon Session: How does your university engage with one of the world’s global marketing giants, Mars Incorporated?*
Presented by Mars Incorporated
Room: Swanston #2
Presenters: Bruce McColl, Chief Marketing Officer, Mars Incorporated and Laurent Larguinat, Growth Lab Director, Mars Incorporated

*Please note this session is only open to delegates who registered their attendance in advance.

Friday, 1.30 – 3pm

11.1. Special Session: Editorial Reviewers’ Perspectives on Writing and Publishing in High Quality Marketing Journals: An Interactive Discussion
Room: Flinders
Chair: David Ortinau, University of South Florida

Session Participants:
David Ortinau, University of South Florida
Charles Ingene, University of Mississippi
Jeannette Mena, University of South Florida

11.2. Consumer Behavior: Branding
Sponsored by SAS Australia and New Zealand
Room: Yarra #1
Chair: Mei Rose, University of Alaska, Anchorage

Examining the Millennials’ Skepticism towards Cause-Related Marketing in Malaysia
Marhana Mohamed Anuar, Universiti Malaysia Terengganu
Maznah Wan Omar, University Teknologi MARA Cawangan Kedah
Osman Mohamad, University Kebangsaan Malaysia
The Influence of Inertia on Brand Switching Behavior
David Gray, Macquarie University
Steven D’Alessandro, Macquarie University
Leanne Carter, Macquarie University

Are Management Responses To Negative Online Consumer Reviews Beneficial?
Mei Rose, University of Alaska, Anchorage
Jeffery Blodgett, University of Houston, Victoria

Co-Branding Strategy in Cause-Related Marketing: The Fit between Brand And Cause
Rubén Huertas, Universidad de Barcelona
Jorge Lengler, ISCTE
Marta Mas, Universitat Politecnica de Catalunya
Carolina Consolación, Universitat Politecnica de Catalunya

Sponsored by QUT Business School
Room: Yarra #2
Chair: Annie Liu, Victoria University of Wellington

Relational Risks for Guanxi Boundary Spanners in Chinese-Foreign Business Interactions
Annie Liu, Victoria University of Wellington
Hongzhi Gao, Victoria University of Wellington

Hu Zuohao, Tsinghua University
Ju Xuenan, Tsinghua University
Cheng Yuan, Tsinghua University
Li Mengyuan, Tsinghua University
Chen Xi, China University of Political Science and Law

Networks, International Dynamic Opportunity Recognition and Performance among International New Ventures (INVs)
Anisur Faroque, University of Canterbury
Sussie Morrish, University of Canterbury

Learning to build global reputations: The case of an emerging strategy consultancy firm
William Harvey, University of Sydney, Australia
Timothy Morris, University of Oxford, UK
Milena Mueller, University of Oxford, UK

Sponsored by QUT Business School
Room: Clarendon A
Chair: Patricia Huddleston, Michigan State University
Susceptibility to Credit Card Effects and Revolving Credit Card Holders: A Multi-Country Evaluation on British, Singaporean and Malaysian Youth Markets
Sandra Awanis, University of Manchester
Charles Cui, University of Manchester

American and Australian Women’s Antecedents to Trust, Commitment and Loyalty to Costco
Patricia Huddleston, Michigan State University
Eunyoung Christine Sung, Michigan State University
Stella Minahan, Deakin University
Constanza Bianchi, Queensland University of Technology

Assessing the Feasibility of MTurk for Cross-National Consumer Online Sampling
Nina Reynolds, Southampton Management School
Luke Greenacre, Southampton Management School

11.5. Brands in Different Contexts
Sponsored by Griffith Business School, Department of Marketing
Room: Clarendon B
Chair: Elmira Bogoviyeva, KIMEP, Kazakhstan

Former and New Capital Cities of Kazakhstan: Residents’ Perceptions of Urban Brands
Elmira Bogoviyeva, KIMEP, Kazakhstan

Service Employees as Brand Champions: The Effect of Service Employees’ Branding Behaviors on Brand Outcomes
Jiun-Sheng Chris Lin, National Taiwan University
Cheng-Yu Lin, National Taiwan University
En-Yi Chou, National Taiwan University

Exploring the Influences of Communication Strategies and Message Types on Advertiser Spillover Effects in Product Lines
Yi-Fen Liu, National Penghu University
Chi-Cheng Wu, National Sun Yat-Sen University

11.6. Corporate Responsibility, Emotions and Brand
Sponsored by QUT Business School
Room: Clarendon C
Chair: Kevin Money, Henley Business School

The Impact of Emotion and Brand Placement on Brand Memory: A Neurophysiological View
Felipe Almeida, University of Fortaleza, Brazil
Danilo Dantas, HEC Montreal
Sylvain Senecal, HEC Montreal

Avoiding Collateral Damage from Your Corporate Message
Kevin Money, Henley Business School
Carola Hillenbrand, Henley Business School
Nuno Da Camara, Henley Business School
Friday, July 19

Believe It Or Not: How Social Axioms Impact on Customer Perceptions of Corporate Brand Reputation
Tina West, Henley Business School
Carola Hillenbrand, Henley Business School
Kevin Money, Henley Business School

The Influence of CSR and Mediating Effect of Brand Quality on Brand Preference
Matthew Liu, University of Macau
Ipkin Anthony Wong, Institute for Tourism Studies
Rongwei Chu, Fudan University
Ting-Hsiang Tseng, Feng-Chia University

11.7. Relationships and Retention
Room: Swanston #1
Chair: Alisha Stein, Curtin University

Antecedents of Word-of-Mouth: An Examination of Consumer- and Sector-Level Effects
Alke Töllner, Technische Universität Dortmund, Germany
David M. Woisetschläger, Technische Universität Braunschweig, Germany

Does the Age of Relationship Matter in Customer Referral Behavior?
Alisha Stein, Curtin University
B. Ramaseshan, Curtin University

Development of Long-Term Service Model on Customer Relationships: Consideration of Primary and Secondary Attributes
Takahiro Chiba, Keio University

An Appealing Connection: The Role of Relationship Marketing in the Attraction and Retention of Students in an Australian Tertiary Context
Duncan Moore, Macquarie University
Jana Bowden-Everson, Macquarie University

Friday, 3 – 3.30pm

Refreshment Break – afternoon tea provided in Clarendon Ballroom Foyer

Friday 3.30 – 5pm

12.1. Special Session: Creating Academic-Industry Interactions
Room: Flinders
Chairs: Robert Peterson, University of Texas and Michael Ewing, Monash University
Session Participants:
Anthony Boccanfuso, Head, University Industry Demonstration Partnership, U.S. National Academies of Science
Michael Ewing, Monash University
Lamar Johnson, University of Texas
Bruce McColl, Chief Marketing Officer, Mars Incorporated
Robert Peterson, University of Texas
Ken Roberts, Managing Partner, Forethought Research

12.2. Online Communities
Sponsored by SAS Australia and New Zealand
Room: Yarra #1
Chair: Sylvain Senecal, HEC Montreal

Contrasting Customer-to-Customer Communication in Firm Sponsored and User-Generated Online Branding Communities: A Social Exchange Theory Perspective
Sarah Sloan, Griffith University
Richard Jones, Griffith University
Kelli Bodey, Griffith University

Proposed Model for Online Community Member Purchase Intention
Mustika Sufiat Purwanegara, School of Business and Management, ITB
Mia Indriana, School of Business and Management, ITB
Nindya Kusuma Wardhani, School of Business and Management, ITB

Virtual World, Real Engagement: Building Brand Attachment via Hosted Brand Community Online Events
Michael Ewer, University of Adelaide
Roberta Veale, University of Adelaide
Pascale Quester, University of Adelaide

Online Consumer Engagement Behavior: The Consumer-Based Antecedents
Yeshika Alversia, University of Birmingham
Nina Michaelidou, Loughborough University
Caroline Moraes, University of Birmingham

12.3. Brand Theory and Strategy
Sponsored by Griffith Business School, Department of Marketing
Room: Yarra #2
Chair: Phillip Grant, KTH Royal institute of Technology

Stephen Lloyd, Auckland University of Technology
Matthew Barber, Auckland University of Technology

Antecedents and Consequences of Employer Brand Equity: Towards a Conceptual Framework
Sultan Alshathry, University of Adelaide
Friday, July 19

Marilyn Clarke, University of Adelaide  
Steve Goodman, University of Adelaide  
**Brand Portfolio Architecture and Firm Performance: The Moderating Role of Generic Strategy**  
Amanda Spry, University of Melbourne  
Bryan Lukas, University of Melbourne  
**Performance Benefits of Hybrid Brand and Market Orientation Interaction**  
Bill Merrilees, Griffith University  
Carsten Baumgarth, HWR, Berlin

12.4. Retail Environments and Franchise Support  
Room: Swanston #1  
Chair: Alistair Tombs, University of Queensland  

**How to Impact Franchisee Adjustment: An Empirical Examination of Franchisor Support**  
Markus Blut, Newcastle Business School  
Christof Backhaus, Technische Universität Braunschweig  
David M. Woisetschläger, Technische Universität Braunschweig  
Heiner Evanschitzky, Aston Business School  
Tobias Heussler, DB Management Consulting, Germany  

**Customer Value and Shopping Experience**  
Beatriz Chamie, University of Sao Paolo  
Ana Ikeda, University of Sao Paolo  
Marcos Campomar, University of Sao Paolo  

**Consumer Innovativeness Effects on Retail Extension Evaluations**  
Merissa Chong, Swissotel The Stamford, Singapore  
Ravi Pappu, University of Queensland  
Alistair Tombs, University of Queensland  

**Consumers’ Willingness to Patronize Foreign-Based Business Format Franchises: Exploring the Fast-Food Sector**  
Scott Ertekin, Missouri Western University  
Lou Pelton, University of North Texas  
Annie Liu, Victoria University of Wellington  
Thuy Nguyen, University of North Texas

12.5. Pay What You Want Pricing, Price, Quality and Size  
Room: Swanston #2  
Chair: Atanu Adhikari, Indian Institute of Management  

**Pay What You Want: Willingness to Pay under No, Part, and Full Information about Cost of Product**  
Atanu Adhikari, Indian Institute of Management  

**Factors Influencing Customers’ Willingness to Pay Under What You Want Context: A Structured Abstract**  
Rajat Roy, Curtin University  
Fazlul Rabbanee, Curtin University
Factors Moderating Asymmetric Inter-Tier Competition: A Conceptual Examination Using Price-Quality Tradeoff Framework
K. Sivakumar, Lehigh University

The Effect of Simultaneous Changes in Retail Price and Size on Consumer Price Attitudes: The Moderating Role of Unit Price
Jun Yao, Monash University
Harmen Oppewal, Monash University

12.6. Marketing in Asia: Adoption and Decision Making
Room: Tower 2
Chair: Matthew Liu, University of Macao

Predicting Chinese Migrant Workers’ Adoption of New Products
Rongwei Chu, Fudan University
James Leonhardt, University of California, Irvine
Matthew Liu, University of Macau

A New Viewpoint on the Structure of Consideration Set and Its Change
Naoki Akamatsu, Keio University

How Confucius Influences Consumer’s View on Socially Responsible Corporations: A Structured Abstract
Felix Tang, Hang Seng Management College
Vane-Ing Tian, Open University of Hong Kong
Alan Ching-Biu Tse, Chinese University of Hong Kong
Eric Chee, Hang Seng Management College

Impact of Culture on Indian Consumers: An Exploratory Study
Taposh Ghoshal, Central University of Jharkhand

Friday, 6 – 7pm

AMS President’s Pre-dinner Reception for Delegates
Clarendon Ballroom Foyer
The Langham

Friday, 7 – 11pm

2013 World Marketing Congress Dinner
Sponsored by Forethought Research and Kimberly-Clark Corporation
Clarendon Ballroom
The Langham
Yarra Valley Winery Wine Tour, including Healesville Sanctuary*

Hosted by Monash University Department of Marketing
Saturday, July 20
8.30am to 5pm

8.30am Pick up – The Langham
10am Healesville Sanctuary for a guided tour
11am Free time at Healesville Sanctuary
12pm Spirits of the Sky (Optional)
1.15pm Lunch at Rochford winery
3pm Dominique Portet winery for tasting
3.45pm Depart Dominique Portet Winery
5pm Drop off – The Langham

Spirits of the Sky: Discover Australia’s majestic birds of prey and magnificent parrots in this this spectacular daily show, free with general admission. Who rules the sky? Parrots, by their sheer numbers – or birds of prey, as skilled predatory hunters? Watch and make up your own mind.

Healesville Sanctuary is a not-for-profit conservation organisation dedicated to fighting wildlife extinction. The sanctuary does this through breeding and recovery programs for threatened species and by working with visitors and supporters to reduce threats facing endangered wildlife.

www.zoo.org.au/healesville

Rochford Winery is one of the most popular large wineries in the Yarra Valley. Chef, Ciaran Butler, has worked in several Michelin star restaurants throughout Europe and Asia before settling in Australia with his family. Now as Head Chef he produces an amazing array of dishes favouring fresh local produce from the Yarra Valley.

www.rochfordwines.com.au

The Portet family boasts ten consecutive generations of winemaking that began in Bordeaux in the 18th century. Dominique Portet’s French lineage dates back to 1720 and the family’s sale of eaux de vie to the Martell family. Several generations later his father André Portet became régisseur (vineyard and winery manager) of Chateau Lafite-Rothschild in Pauillac.

www.dominiqueportet.com

*Please note participating in the winery tour and visit to Healesville Sanctuary is an additional cost. The tour is only open to delegates who registered and paid in advance to attend.
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A key element of the collaboration involves the mixture of hard sciences (applied mathematics, statistics, data-mining) and soft sciences (psychology, cognitive sciences, neurosciences, ethnography, behavioral economics).

Such an eclectic mix of disciplines gives the Growth Lab an exceptional breadth and depth of knowledge unmatched in most corporations; it also provides unique collaboration opportunities for scientists in a variety of disciplines.

**Special Lunch Session:**
How can your university engage with one of the world’s global marketing giants, Mars Incorporated?

**Friday 19 July, 12.15pm - 1.15pm**

Bruce McColl, Chief Marketing Officer, Mars Incorporated and Laurent Larguinat, Growth Lab Director, Mars Incorporated, would like to invite you to attend a presentation by Mars on current collaborations with universities around the world, and discuss how your university may be able to participate.

Capacity at this special session is limited. Lunch will be provided to guests. Please email your RSVP to the address below. We will be in touch with you via return email to confirm your attendance.

**RSVP:** mars@2013wmc.org
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