DoCCA 2023 Winners

Winner proposals:

1. AMSR-D-22-00148 "Contemplative Consumer Activism as a Driver for Social Change"
   - Betul Cal, University of Strathclyde, UK

2. AMSR-D-23-00032 "AI credibility and psychological ownership of AI: A conceptual framework"
   - Abdul Wahid Khan, Indian Institute of Management Indore, India

3. AMSR-D-23-00023 "A conceptualization of self-deprecation – an unconventional advertising tool”
   - Vaishnavi Kale, IE Business School, Spain

4. AMSR-D-23-00017 "Synesthetic Customer Experiences"
   - Kane Koh, The University of Melbourne, Australia

5. AMSR-D-23-00046 "Shifting the Paradigm of Customer Loyalty Programs Towards Sustainability: A Synthesis of Literature and Guiding Framework"
   - Nicole Moch, University of Muenster, Germany

   - Phuong Nguyen, Hanken School of Economics, Finland