2013 AMS WMC 16
Tentative Session Program

Tuesday, July 16

DAILY HIGHLIGHTS
Tuesday, July 16, 2013

Third Biennial AMS International Doctoral Consortium
8:00-5:00 Monash University Law Offices

Second Biennial Sheth Emerging Scholars Faculty Consortium
8:00-5:00 Monash University Law Offices

Registration
Langham Hotel Ballroom, 1:00-5:00 p.m.

Reception
6:00-7:00 p.m.

DAILY HIGHLIGHTS
Wednesday, July 17

Registration
Langham Hotel Ballroom
8:00-5:00 p.m.

Reception
Level 89 Eureka
5:00-6:30 p.m.

Wednesday, July 17

Wednesday, 8:30 – 10:00 a.m.

Session 1.1. B2B Transactions, Price and Governance
Room: Flinders
Session 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

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

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

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**Session 1.2. Consumer Behavior General**  
Room: Yarra #1  
Session Chair: Antonis C. Simintiras, Swansea University

**The Effect of (In) congruence between General Self-Confidence and Specific Self-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  
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
Session 1.3. Base of Pyramid/Subsistence Market Actors and the Global Economy
Room: Yarra #2
Session Chair: Jeff Fang, RMIT University

Segment Characteristics of Subsistence Marketplaces
Tejinder Sharma, Kurukshetra 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

Session 1.4. Cross-Functional and Cross-Disciplinary Challenges and Opportunities
Room: Clarendon A
Session Chairs: Niall Piercy, Cardiff School of Management, 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

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

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

Session 1.6. Consumer Behavior: Food Issues
Room: Clarendon C
Session 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

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

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
Session 1.7. Using Social Marketing to Address Consumer Misbehavior and Problem Behavior: Insights from Theory and Practice
Room: Swanston #1
Session 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

Session 1.8. Excellence in International Marketing Education
Room: Swanston #2
Session 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, 10:00-10:30 a.m.
Refreshment Break
Wednesday, 10:30 a.m. – 12:00 p.m.

Session 2.1. Challenges and Opportunities for Logistics and Supply Chain Management
Room: Flinders
Session 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

Session 2.2. Corporate Reputational Issues
Room: Yarra #1
Session 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

Session 2.3. Advertising Appeals and Execution
Room: Yarra #2
Session 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

Consumption Emotion, Satisfaction and Word of Mouth: A Structural Study of Demographic Correlates
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

Session 2.4. B2B Customers and Processes: Integration, Interaction and Reacquisition
Room: Clarendon A
Session Chair: Janice Payan, University of Northern Colorado

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

A Framework for B2B Customer Reacquisition
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

Session 2.5. Marketing Models
Room: Clarendon B
Session 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

Session 2.6. Territorial Marketing
Room: Clarendon C
Session 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
Session 2.7. Brands, Purchase Intention and Loyalty
Room: Swanston #1
Session 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

Session 2.8. Special Session: Signposts for Australian Marketing 2020
Room: Swanston #2
Session 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, 12:00-1:00
Lunch on Your Own
Wednesday, 1:00-2:30 p.m.

Session 3.1. Sales Management Issues
Room: Flinders
Session 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

Session 3.2. Words of Wisdom: Drawing on the Past Experiences of Marketing Scholars to Shape Future Leaders Within the Academy
Room: Yarra #1
Session 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

Session 3.3. Creating Value in Relationships
Room: Yarra #2
Session 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: The Role of Exogenous Factors and Implications for Management
Antonella La Rocca, University of Lugano, USI
Andrea Perna, Uppsala University
Albert Caruana, University of Malta/Bologna
Ivan Snehota, University of Lugano, USI

Improving Inter-Firm Knowledge Sharing Effectiveness through 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

Session 3.4. Marketing in Asia: A New Perspective on Marketing and Distribution
Room: Clarendon A
Session Chair: Edward Kasabov, University of Exeter

Exploring SMEs’ Perception and Trust toward HRIs for a Sustainable HRM Performance: Case Study from SMEs in Vietnam
Duc Nguyen, Asian Institute of Technology

When Rural Entrepreneurial Marketing does not Work: The Case of OTOP Failure in Thailand
Edward Kasabov, University of Exeter
Pitchaya Panupattanapong, University of Bath

Channel Integration: Explanation by 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

Session 3.5. Social Media Marketing
Room: Clarendon B
Session Chair: George Christodoulides, Birkbeck, University of London

Defining Social Media Users by the Social Media User
Yolande Vandenberg, 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 Reynek, 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

Session 3.6. Exploring Ethical Consumer Behavior
Room: Clarendon C
Session 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
Isabella Maggioni, Catholic University of Sacro Cuore
Roberta Sebastiani, Catholic University of Sacro Cuore

Session 3.7. Empowering Customers: Co-Creation, Participation and Self-Service Initiatives
Room: Swanston #1
Session 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
A Strategic Choice of Co-Creation for Innovation
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

Session 3.8. Advertising in the Age of Social Media
Room: Swanston #2
Session 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
Barbara Kleine-Kalmer, University of Bremen
Michael Schade, University of Bremen
Christoph Burmann, University of Bremen

Wednesday, 2:30-3:00 p.m.
Refreshment Break
Wednesday, 3:00-4:30 p.m.

Session 4.1. Non Profit Marketing: Advancing Strategies and Policies
Room: Flinders
Session Chair: Gillian Sullivan-Mort, La Trobe University

Countering Counterfeit Branding: An Analysis of Mimesis and Cultural Appropriation with Implications for Policies and Actions
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

Session 4.2. Marketing in Asia: Branding and Word of Mouth
Room: Yarra #1
Session 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 the Vietnamese Banking Sector
Kiernan Tierney, RMIT International University, Vietnam
Kate Westberg, RMIT University
Ingo Karpen, RMIT University
Session 4.3. Special Session on Neuromarketing
Room: Yarra #2
Session Chair: Sandra Gountas, Curtin University

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

Session 4.4. Co-Creation and Service Strategies
Room: Clarendon A
Session Chair: Clay Voorhees, Michigan State University

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
Session 4.5. Consumer Behavior: Telecoms
Room: Clarendon B
Session 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 Personification in Effects of Self-Congruity Versus Functional Congruity
Wenling Wang, William Patterson University
Rajneesh Suri, Drexel University
Shan Feng, Guildford College

Session 4.6. Consumer Responses to Sustainability Issues
Room: Clarendon C
Session Chair: Verena Gruber, WU Vienna

What Does Sustainable Consumption Really Mean? A Three-Dimensional Measurement Approach
Barbara Seegebarth, 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, Swinbourne University
Rebecca Leshinsky, ACU
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, 5:00-6:30
AMS Reception
Level 89 Eureka

Dinner is on Your Own

DAILY HIGHLIGHTS
Thursday, July 18

Registration
Langham Hotel Ballroom
8:00-5:00 p.m.

Awards Luncheon
Melbourne Town Hall
12:10-1:40 p.m.

Wine Tasting Event
5:30-7:00 p.m.
Swanston Rooms

Thursday, July 18

Thursday, 8:30 – 10:00 a.m.

Session 5.1. International and Cross-Cultural Marketing: Brands and Luxury Consumption
Room: Flinders
Session 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
Stefan Behrens, Leibniz University of Hannover
Klaus-Peter Wiedmann, Leibniz University of Hannover
Nora Lado, Universidad Carlos III de Madrid
Fabrizio Cesaroni, Universidad Carlos III de Madrid
Alberto Maydeu-Olivares, University of Barcelona
Han Chiang Ho, Universidad Carlos III de Madrid

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
Christiane Klarmann, Leibniz University of Hannover
Priscilla Chan, Manchester Metropolitan University
Chris Halliburton, ESCP Europe – London
Junji Tsuchiya, Waseda University
Taro Koyama, Chubu University
Irina Ivanovna Skorobogatykh, 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

Session 5.2. New Approaches to Research Methodology
Room: Yarra #1
Session Chair: Gerald Albaum, University of New Mexico

Equivalence and the Imposed Etic in Marketing Research Methodology for Cross-Cultural/National Research
Gerald Albaum, University of New Mexico
Kenneth Baker, University of New Mexico

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

Session 5.3. Structural Equation Modeling: Situating Current Practice and Advancing a Future Research Agenda
Room: Yarra #2
Session 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
Siggi Gudergan, University of Newcastle

Session 5.4. Innovations and New Insights in Social Marketing
Room: Clarendon A
Session 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
Session 5.5. E-Buyer Behavior
Room: Clarendon B
Session 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 Huang, Taiwan National Ocean University
Maxwell Hsu, University of Wisconsin - Whitewater
Lou Pelton, University of North Texas
Annie Liu, Victoria University of Wellington

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

Affective States, Culture and Online Brand Perceptions: Evidence from Five Countries
Nikoletta-Theofania Siamagka, Henley Business School, University of Reading
Nina Michaelidou, Loughborough University
George Christodoulides, Birkbeck, University of London

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

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

Parental Influence on Children’s Eating Practices in Low SES Communities
Stephanie Judd, Monash University
Fiona Newton, Monash University
Joshua Newton, Monash University
Michael Ewing, 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

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

Session 5.7. Nonprofit Marketing: Contemporary Challenges
Room: Swanston #1
Session 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 Customer Focused Performance Benchmarking of 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, 10:00-10:30 a.m.
Refreshment Break

Thursday, 10:30 a.m. – 12:00 p.m.

Session 6.1 Consumer Behavior: Innovation
Room: Flinders
Session Chair: Frank Alpert, University of Queensland

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

Session 6.2. Tourism 1: Hotels and Hospitals
Room: Yarra #1
Session Chair: Sandra Gountas, Curtin University

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

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

Session 6.3. The Role of Service Employees
Room: Yarra #2
Session Chair: Nick Lee, Aston Business School

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

Session 6.4. Marketing in Asia: Retailing and Services
Room: Clarendon A
Session 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 Chyi 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

Session 6.5. Current Issues in Social Media Marketing
Room: Clarendon B
Session 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 Bilili, University of Neuchatel

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

Session 6.6. Social Media as a Source of Communication
Room: Clarendon C
Session 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

The Role of Source Credibility in the Social Creation of Value: 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

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

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, 12:10-1:40**
AMS Awards Luncheon
Melbourne Town Hall
Walk to the Venue from the Langham Hotel

**Thursday, 2:00-3:30 p.m.**

**Session 7.1. Ethics, Corporate Social Responsibility, and Corporate Governance in Academia: Bringing Teaching to the Forefront of our Efforts**
Room: Flinders
Session Chair: William Crittenden, Northeastern University

**Session Participants:**
Victoria Crittenden, Babson College
O.C. Ferrell, University of New Mexico
Linda Ferrell, University of New Mexico
Tracy Gonzalez-Padron, University of Colorado

**Session 7.2. International and Cross-Cultural Marketing: Country of Origin**
Room: Yarra #1
Session 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

Session 7.3. Special Session: Looking Forward, Looking Back on Customer Satisfaction as a Strategic Marketing Asset
Room: Yarra #2
Session Chairs: G. Tomas M. Hult, Michigan State University and Forrest Morgeson, Director of Research, American Customer Satisfaction Index

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

Session 7.4. Online Advertising and WOM
Room: Clarendon A
Session 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

Session 7.5. Dealing with Negative Incidents
Room: Clarendon B
Session 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

Exploring the Positive and Negative Aspects of Customer-Brand Relationships: Why Disengagement Matters
Jana Bowden-Everson, Macquarie University
Mark Gabbott, Macquarie University
Session 7.6. When Consumers Get Creative
Room: Clarendon C
Session 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 Naploi, Curtin University
Sonia Dickinson, Curtin University
Michael Beverland, University of Bath
Francis Farrelly, RMIT University

Session 7.7. Organizational Sustainability and the Future of Green Marketing
Room: Swanston #1
Session Chair: Leona Tam, University of Wollongong

*Holistic Management of SME Environmental Management Practices: Toward a New Typology*
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, 3:30-4:00 p.m.
Refreshment Break

Thursday, 4:00-5:30 p.m.

Session 8.1. Heritage, Arts and Wine
Room: Flinders
Session 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 Distribution in the Contemporary Art Market: A Structured Abstract
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
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

Session 8.2. Looking Forward, Looking Back: The 7 Sins of Social Marketing
Room: Yarra #1
Session 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
Session 8.3. Consumer Behavior: Sensory Marketing
Room: Yarra #2
Session 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 Papaioikonomou, 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
María Avello, Complutense University of Madrid
Carmen Abril, Complutense University of Madrid.

Session 8.4. Sport Sponsorship
Room: Clarendon A
Session 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
Session 8.5. Branding and Employee Relationships
Room: Clarendon B
Session 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 Polonsky, Deakin University

Session 8.6. Retailing Convenience, Patronage and Concessions
Room: Clarendon C
Session Chair: Maria Kalamas, Kennesaw State University

Convenience: Etymology and History
Maria Kalamas, Kennesaw State University

When They Look at a Display, what do They See? An Exploratory 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

Session 8.7. Towards a Global Framework for Advertising Self-Regulation
Room: Swanston #1
Session 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 Boddevyn, Baruch College, City University of New York

Thursday, 5:30-7:00 p.m.

Special Wine Tasting Event
Room: Swanston

Session Participants:
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
Langham Hotel Ballroom
8:00-5:00 p.m.

President’s Reception
Swanston Rooms
6:00-7:00 p.m.

Congress Banquet
Langham Hotel Ballroom
7:00-11:00 p.m.

Friday, July 19

Friday, 8:30 – 10:00 a.m.

Session 9.1. Understanding Relationships
Room: Flinders
Session 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

Session 9.2. Marketing in Asia: Adoption and Decision Making
Room: Yarra #1
Session 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

Session 9.3. Strategic Pricing and Pricing Promotion
Room: Yarra #2
Session 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

Session 9.4. Product Strategy
Room: Clarendon A
Session Chair: Stefanie Beninger, Simon Fraser University

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
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

Session 9.5. Global Warming and Consumer Behavior
Room: Clarendon B
Session 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

Session 9.6. Online Shopping
Room: Clarendon C
Session 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 Gunness, Monash University
Harmen Oppewal, Monash University

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

Session 9.7. Looking Forward and Back at Survey Research Response Issues in Marketing Research
Room: Swanston #1
Session 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

Friday, 10:00-10:30 a.m.
Refreshment Break

Friday, 10:30 a.m. – 12:00 p.m.

Session 10.1. Consumer Behavior: Unusual Consumption
Room: Flinders
Session Chair: Gregory Rose, University of Washington Tacoma

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

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
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

Session 10.2. International and Cross-Cultural Marketing: International Consumer Behavior
Room: Yarra #1
Session 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 Anadalucia
Jesús Ramírez, University Loyola Andalucía

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

Session 10.3. Looking Forward, Looking Back at Entrepreneurial Marketing: Comparative Perspectives on a Research Agenda
Room: Yarra #2
Session 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
Session 10.4. The Changing Nature of Market Research  
Room: Clarendon A  
Session Chair: Michael Gardiner, University of Southern Queensland

Co-Creational Research and Knowledge Communities - 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

Session 10.5. Sponsorship and Branding  
Room: Clarendon B  
Session 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
Session 10.6. Customer Loyalty and Customer Value
Room: Clarendon C
Session 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

Coaligning Service Quality Attributes and its Implication to Customer Value
Hanny Nasution, Monash University

Loyalty Among Casino Players: A Qualitative and Quantitative Investigation
Catherine Prentice, Swinburne University

Session 10.7. Tourism 2: Games, Groups and Events
Room: Swanston #1
Session 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

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

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
Friday, 12:00-1:30 p.m.
Lunch on Your Own

Friday, 1:30-3:00 p.m.

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

Session 11.2. Consumer Behavior: Branding
Room: Yarra #1
Session 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 Politechnica de Catalunya
Carolina Consolación, Universitat Politechnica de Catalunya
Room: Yarra #2
Session 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

When Rural Entrepreneurial Marketing does not Work: The Case of OTOP Failure in Thailand
Edward Kasabov, University of Exeter
Pitchaya Panupattanapong, University of Bath

Session 11.4. International and Cross-Cultural Marketing: Cross-National Consumer Research
Room: Clarendon A
Session 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 Commitment to Costco: The Antecedents and Consequences of Shopping Hedonism
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

Session 11.5. Brands in Different Contexts
Room: Clarendon B
Session Chair: Kevin Money, Henley Business School

An Examination of the Relationship between Country-of-Origin and Customer-Based Brand Equity: Testing the Effects of Some Moderators
Heba Ismail, Alexandria University
Nadia El-Aref, Alexandria University
Omneya Yacout, Alexandria University

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
Liu Yi-Fen, National Penghu University
Wu Chi-Cheng, National Sun Yat-Sen University

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

Emotion and Brand Placement on Brand Recall: 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
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
Tseng Ting-Hsiang, Feng-Chia University

Session 11.7. Relationships and Retention
Room: Swanston #1
Session 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, 3:00-3:30 p.m.
Refreshment Break
Friday 3:30-5:00 p.m.

**Session 12.1. Special Session: Creating Academic-Industry Interactions**

Room: Flinders
Session Chairs: Robert Peterson, University of Texas and Michael Ewing, Monash University

**Session Participants:**
Robert Peterson, University of Texas
Michael Ewing, Monash University
Anthony Boccanfuso, Head, University Industry Demonstration Partnership, U.S. National Academies of Science
Lamar Johnson, University of Texas
Ken Roberts, Managing Partner, Forethought Research
Bruce McColl, Chief Marketing Officer, Mars Incorporated

**Session 12.2. Online Communities**

Room: Yarra #1
Session 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
Session 12.3. Brand Theory and Strategy
Room: Yarra #2
Session 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
Marilyn Clarke, University of Adelaide
Steve Goodman, University of Adelaide

Brand Portfolio Strategy 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

Session 12.4. Retail Environments and Franchise Support
Room: Clarendon A
Session 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

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
Alastair Tombs, University of Queensland

Consumers’ Willingness to Patronize Foreign-Based Business Format Franchises
Scott Ertekin, Missouri Western University
Lou Pelton, University of North Texas
Annie Liu, Victoria University of Wellington
Thuy Nguyen, University of North Texas
Session 12.5. Pay What You Want Pricing, Price, Quality and Size
Room: Clarendon B
Session 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

Friday, 6:00-7:00 p.m.
President’s Reception
Swanston Rooms

Friday, 7:00-9:00 p.m.
Congress Banquet
Langham Hotel Ballroom
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