

2022 AMA SUMMER ACADEMIC CONFERENCE

> August 12-14 | Chicago, IL + Virtual

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All sessions are listed in Central (Chicago) Time.

All in-person registrations include access to the online portion of the event taking place August 9. To join us in Chicago, you will be required to show proof of COVID-19 vaccination or proof of a negative test result taken within 48 hours of the start of the event.



Tuesday, 9 August

7am **Virtual | The Three C's: Capabilities, Crisis, and CSR**
Chaired by: Dr. Jake Hoskins (United States)

How Patient Visits Predict Donor Behavior: Evidence from a University Health System

» Dr. Eric VanEpps (United States) - University of Utah, [Dr. Jake Hoskins](#) (United States) - Willamette University, Dr. Debra Scammon (United States) - University of Utah, Mrs. Amanda Hoskins (United States) - Oregon Health & Science University Foundation

How Operational Capability Affects Hospital Performance? Role of Environmental Turbulence

» [Prof. Hardeep Chahal](#) (India) - University of Jammu, Prof. Mahesh Gupta (United States) - University of Louisville, Dr. Madhu Bala (India) - Government Degree College, Kishtwar, JK, Prof. Professor T.C.E Chang (Hong Kong) - The Hong-King Polytechnic University

WHAT DRIVES SERVICE MANAGERS' PERFORMANCE? TOWARDS AN INTEGRATIVE CONCEPTUAL MODEL

» [Mr. Fabian Redden](#) (Australia) - Curtin University, [Prof. Piyush Sharma](#) (Australia) - Curtin University, Dr. Russel Kingshott (Australia) - Curtin University

Can sustainability accompany extraordinariness? The case of cross-cultural luxury dining

» [Ms. Chau Minh Nguyen](#) (Canada) - HEC Montreal, Dr. Michael Hair (United States) - Southern Illinois University Edwardsville, Dr. Adnan Zahid (Pakistan) - LUMS

THE C IN CRISIS STANDS FOR CHARISMA – THE ROLE OF ADVISOR CHARISMA IN CRISIS SITUATIONS FOR SERVICE SUCCESS

» [Ms. Heike Hebborn](#) (Austria) - University of Innsbruck

7am **Virtual | Digital Predictors of Online Behavior**
Chaired by: Ms. Katja Spoerl-Wang (Germany)

THE ROLE OF CONSUMER'S OPINION IN SOCIAL MEDIA ON SUSTAINABLE PURCHASE INTENTION AND OTHER SUSTAINABLE BEHAVIOURAL INTENTION

» [Ms. Nuzhat Nuery](#) (United Kingdom) - University of Lincoln

When Personification Triggers Online Consumer Engagement: The Moderating Role of Hedonic Motive

» [Dr. Rong Li](#) (United Kingdom) - University of the West of Scotland, [Dr. Michel Laroche](#) (Canada) - Concordia University

Revisiting the legitimacy in online communities of the people, by the people, and for the people

» [Prof. Ling-Yen Pan](#) (Taiwan) - National Taiwan University, Prof. Heng-Chiang Huang (Taiwan) - National Taiwan University

A Meta-Analysis Of Drivers And Predictors Of Social Media Influencer Effectiveness

» [Ms. Katja Spoerl-Wang](#) (Germany) - EBS Universität für Wirtschaft & Recht, Prof. Franziska Krause (Germany) - EBS Universität für Wirtschaft & Recht, Prof. Sven Henkel (Germany) - EBS Universität für Wirtschaft & Recht

Attract more patients?: The effect of physician interaction performance in telemedicine based on signaling theory and externality

» [Dr. Huan Liu](#) (China) - Nankai University, Dr. Yao Zhang (China) - Nankai University

7am **Virtual | New Horizons in Advertising and Brand Communications**
Chaired by: Prof. Jiaoju Ge (China)

Online Advertising Spending and Firm Value: The Moderating Effect of Consumer and Investor Heterogeneity

» [Prof. Jiaoju Ge](#) (China) - School of Economics and Management, Harbin Institute of Technology Shenzhen, Prof. Guoxin Li (China) - School of Management, Harbin Institute of Technology, Dr. Bo Lu (China) - School of Management, Harbin Institute of Technology, [Dr. Xiaoning Liang](#) (Ireland) - Trinity Business School, Trinity College Dublin, the University of Dublin



Continued from **Tuesday, 9 August**

The Impact of Anatomical Depiction on Simulated Assemblage and Product Judgments

» Ms. Seo Yoon Kang (United States) - State University of New York at Buffalo, Dr. Junghan Kim (Singapore) - Singapore Management University, Dr. Arun Lakshmanan (United States) - State University of New York at Buffalo

Dynamic, Tempting but Dangerous! How Dynamic Food Imagery Leads to Inferences of Reduced Healthfulness

» Mr. Junjie (Jensen) Gui (China) - Nanjing University, Mr. Dickson Tok (China) - Nanjing University, Prof. Xing-Yu (Marcos) Chu (China) - Nanjing University

THE MORE THE MERRIER: EXPLORING THE EFFECTS OF THEMATIC CONGRUENCY IN CASE OF BRAND PLACEMENT REPETITION

» Dr. Davit Davtyan (United States) - University of North Carolina at Asheville

CONSUMERS' BELIEF THAT THE MODEL USES THE PRODUCTS IN THE SAME WAY THEY DO IN THEIR DAILY LIVES: A NEW PERSPECTIVE THAT CREATES EMPATHY IN MARKETING COMMUNICATIONS

» Dr. Takumi Kato (Japan) - Meiji University

7am

Virtual | Examining Influences in Marketspaces and the Metaverse

Chaired by: Ms. Parvathy B (India)

Recommendation Framings Impact Users' Responses to Rating Dispersion Information.

» Ms. Parvathy B (India) - Indian Institute of Management , Bangalore

I CAN'T TRUST YOU WITH MY INFORMATION: INDIAN MILLENNIALS IN MARKETSPACE

» Ms. Anjali Singh (India) - Central University of Haryana

Reconsidering the Customer Experience for Users in the Metaverse

» Dr. Hsiu-Yu Hung (Taiwan) - National Taiwan Normal University, Dr. Yung-Cheng Shen (Taiwan) - National Taiwan Normal University, Dr. Chih-Cheng Lin (Taiwan) - Shih Chien University

Construing Customer Engagement from Customer Experience with Service Providers and Artificial Intelligence Chatbots: The Contingent Role of Emotional Intelligence

» Dr. Tai Anh Kieu (Vietnam) - Ho Chi Minh City City Open University

A Qualitative Comparative Analysis of The Antecedents of Adolescents Materialism

» Mrs. Jasmine Mohsen (United Kingdom) - University of leeds, Mr. Hassan Mohamed Hussein Mohamed (United Kingdom) - University of Hull, Mr. Ahmed Zaky (United Kingdom) - University of Hull, Dr. Abeer Mahrous (Egypt) - Cairo university

7am

Virtual Asynchronous Posters

THE EFFECT OF GAME PLAYING AND GOAL ORIENTATION ON CREATIVITY

» Dr. Jungim Mun (United States) - University of Massachusetts Boston

Pretended or Real Disruption: How Disruptive Vision Affects Short-term Analyst Forecast and Long-term Financial Performance

» Mr. Martin Schmickler (Germany) - Innovation and Entrepreneurship Group (WIN) - TIME Research Area, RWTH Aachen University

Shareholder Communication as Turnaround Intention: How Attainment Discrepancy Affects the Degree of CEOs' Disruptive Vision

» Mr. Martin Schmickler (Germany) - Innovation and Entrepreneurship Group - TIME Research Area, RWTH Aachen University

Robots Feel No Pain: Considering the Role of Empathy in Crafting Effective Advertising Copy

» Ms. Meg Truluck (United States) - Clemson University, Mr. Charles Truluck (United States) - Clemson University, Prof. Mike Giebelhausen (United States) - Clemson University



Continued from **Tuesday, 9 August**

Don't be a hypocrite! How inconsistency of perceived CSR performance hurts employees and firms

» [Mr. Sven Engelhardt](#) (Germany) - RWTH Aachen University

Buddies on the TMT: Management teams and CEO opportunism

» [Ms. Victoria Metzler](#) (Germany) - RWTH

The impact of myopic management and CEO opportunism on downsizing

» [Ms. Victoria Metzler](#) (Germany) - RWTH

Mixed feelings: Does governmental funding of new ventures trigger opposing signals? A closer investigation of spillover effects in entrepreneurial finance

» [Mr. Dominik Burger](#) (Germany) - RWTH Aachen University, Dr. Denise Fischer-Kreer (Germany) - RWTH Aachen University

Consumer Experiences with Artificial Intelligence (AI) Services: Role of Customization

» [Dr. Iiyong Hwang](#) (United States) - University of North Carolina Greensboro

Crypto Marketing – Classification of non-fungible tokens (NFTs) in marketing applications

» [Dr. Claudio Schapsis](#) (United States) - Nebraska Wesleyan University, Dr. Ngoc Cindy Pham (United States) - Brooklyn College

A Double-Edged Sword: The Bilateral, Cognitive Impact of Political Skill on Unethical Decision-Making and Receptiveness to Opposing Views

» [Mr. Julian Fischer](#) (Germany) - RWTH Aachen University, Prof. Malte Brettel (Germany) - RWTH Aachen University

Yes We Can: How Prosocial Entrepreneurs' Self-Efficacy Is Linked to Promoting Their Vision of Social Change

» [Mr. Ilias Ikarri](#) (Germany) - RWTH Aachen University

Balanced Purpose: An Empirical Study on How Social Entrepreneurs Balance Market and Social Needs in Light of Mission Hybridity

» [Mr. Ilias Ikarri](#) (Germany) - RWTH Aachen University

Shareholder pressure on the CMO: how activist investors impact firms' marketing leaders

» [Mr. Christian Ketterer](#) (Germany) - University of Muenster, Dr. Colin Schulz (Germany) - University of Muenster

VERBAL OR WRITTEN: THE IMPACT OF APOLOGY ON THE REPAIR OF TRUST BASED ON A COMPETENCE- VS. INTEGRITY-BASED TRUST VIOLATION

» [Ms. Shuhong Gao](#) (China) - Changzhou Vocational Institute of Mechatronic Technology, Prof. Jinzhe Yan (Korea, Republic of) - Gachon University, Mr. Lei Wang (China) - Changzhou Vocational Institute of Engineering

How Does Intention for Sustainability Translate into Triple-bottom-line Performance? An Investigation into the Role of Causation

» [Mr. Georg Schaal](#) (Germany) - RWTH Aachen University

We Only Have One Earth: The Role of Innovation Performance and Frugal Behavior in Sustainable Entrepreneurship

» [Mr. Georg Schaal](#) (Germany) - RWTH Aachen University

THE ROLE OF EMPLOYEE INFLUENCERS IN SUSTAINING BUSINESS AND EMPLOYER BRANDS

» [Dr. Dominyka Venciute](#) (Lithuania) - ISM University of Management and Economics, Prof. Vilte Auruskeviciene (Lithuania) - ISM University of Management and Economics, Prof. Vida Skudiene (Lithuania) - ISM University of Management and Economics

The Effect of the Video Ad Content and Creator Type on Consumer Engagement: Evidence from Youtube and Tiktok

» [Ms. Azel Shokparova](#) (Korea, Republic of) - Ulsan National Institute of Science and Technology (UNIST), Dr. Molan Kim (Korea, Republic of) - Ulsan National Institute of Science and Technology (UNIST), Dr. Yeolib Kim (Korea, Republic of) - Ulsan National Institute of Science and Technology (UNIST)



Continued from **Tuesday, 9 August**

Experiential purchase

» [Dr. Yue Liu](#) (United States) - Southern Connecticut State University, [Dr. Yuansi Hou](#) (United Kingdom) - Queen Mary University of London, [Dr. Fan Liu](#) (United States) - Adelphi University

Can Karmic Nudge Induce Sustainable Behaviour?

» [Dr. Satadruta Mookherjee](#) (France) - Grenoble Ecole de Management

A conceptual model of international sponsorship processes and liabilities

» [Dr. Hsin-Chen Lin](#) (Canada) - University of New Brunswick, [Dr. Patrick Bruning](#) (Canada) - University of New Brunswick

A Consumer Value-Oriented Perspective to Promote Green Consumer Behavior

» [Ms. Jana Maria Weinand](#) (Germany) - RWTH Aachen

The More, The Better? The Joint Influence of Environmental and Health Information on the Perceived Quality of a Food Product

» [Ms. Jana Maria Weinand](#) (Germany) - RWTH Aachen University, [Dr. Denise Fischer-Kreer](#) (Germany) - RWTH Aachen University

Consumers' Silence is Gold: effect of Psychological ownership towards a brand in crisis

» [Dr. Ranjitha GP](#) (India) - Indian Institute of Management, Nagpur, [Dr. Krishnan Jeeshha](#) (India) - Indian Institute of Management, Lucknow, [Dr. Teiodorlang Lyngdoh](#) (United Kingdom) - Kent Business School

One Foot into the Metaverse: Phy-gital Fashion NFTs and the Evolution of the Experience Economy

» [Dr. Danielle Testa](#) (United States) - Arizona State University

The Influence of Multigenerational Family Structure on Children's Food Consumer Socialization: A life Course Perspective

» [Dr. Zhewen Tang](#) (United Kingdom) - Northumbria University, Prof. George P. Moschis (United States) - Mahidol University, Thailand, Prof. Anil Mathur (United States) - Hofstra University

Bumpy Road Ahead: The Role of Grit in Strategically Flexible Organizations

» [Mr. Marvin Kaes](#) (Germany) - RWTH Aachen University, [Dr. Sebastian Kruse](#) (Germany) - RWTH Aachen University

Going the Extra Mile: How Human Capital in the Form of Grit Enables Organizations to Drive Success

» [Mr. Marvin Kaes](#) (Germany) - RWTH Aachen University

The signaling effect of green orientation on different investor types

» [Mr. Hendrik Göthel](#) (Germany) - RWTH Aachen University, [Dr. Sebastian Kruse](#) (Germany) - RWTH Aachen University

To Lead Or To Be Led: How Ecological Opinion Leading & Seeking Affects The Willingness To Pay For Remanufactured Products

» [Mr. Carl Hieronymi](#) (Germany) - RWTH Aachen University, [Dr. Denise Fischer-Kreer](#) (Germany) - RWTH Aachen University

Old Is The New New: Influence Of Innovativeness In Product Categories On Willingness To Pay For Remanufactured Products

» [Mr. Carl Hieronymi](#) (Germany) - RWTH Aachen University

Does perceived product weight lead to weakening psychological ownership of products in the digital environment?

» [Mr. Soonho Kwon](#) (Japan) - Waseda University

Exploring Booth Staff's Interaction Behavior in Industrial Exhibitions

» [Dr. Po-Chien Li](#) (Taiwan) - Yuan Ze University, [Mr. MENG-FANG LU](#) (Taiwan) - Yuan Ze University, [Dr. Kuo-Nan Hsieh](#) (Taiwan) - Yuan Ze University

The Search for Purpose in Corporate Retail Careers

» [Dr. Danielle Testa](#) (United States) - Arizona State University



Continued from **Tuesday, 9 August**

Are You Really Sad? The Effect of Brand Prominence on Victim Derogation.

» Mrs. Eunmi Jeon (Korea, Republic of) - Global convergence content research center, SKKU, Prof. Heejo Keum (Korea, Republic of) - Global convergence content research center, SKKU, Prof. Seyoung Lee (Korea, Republic of) - Global convergence content research center, SKKU

The moderating effect of Vietnamese Gen Z customers' experience with corporate social responsibility (CSR) on the relationship between CSR type and their buying behavior

» Mr. The Anh Phan (Vietnam) - Eastern International University, Dr. Chi-Cheng Luan (Taiwan) - National Yang Ming Chiao Tung University, Ms. Thi Thanh Thuy Nguyen (Vietnam) - Eastern International University

Can We Humanize Dogs to Protect Them? The Role of Humanization on Empathy and Animal Protection

» Dr. Chi-Cheng Luan (Taiwan) - National Yang Ming Chiao Tung University, Ms. Ngoc Anh Pham (Taiwan) - National Yang Ming Chiao Tung University, Mr. Su Zhang (Taiwan) - National Yang Ming Chiao Tung University

Increasing CSR Visibility Is Not Always a Good Strategy: The Moderating Role of Company Competence

» Mr. Su Zhang (Taiwan) - National Yang Ming Chiao Tung University, Dr. Chi-Cheng Luan (Taiwan) - National Yang Ming Chiao Tung University, Ms. Ngoc Anh Pham (Taiwan) - National Yang Ming Chiao Tung University

Maximizing Fan Touchpoints and Engagement: The Return of Premium Tailgating in Division I Intercollegiate Athletics

» Dr. Robert Zullo (United States) - Westminster College (PA)

The Rise of Robotic Workforce: A New Standard for Customer Satisfaction

» Ms. Milly Mcleod (Korea, Republic of) - Hankuk University of Foreign Studies, Dr. Dipendra Shrestha (Korea, Republic of) - Hankuk University of Foreign Studies

What are the critical value attributes sought by shoppers in online shopping?

» Mr. Ashish Kakar (United States) - Texas Tech University, Dr. Adarsh Kumar Kakar (United States) - Alabama State University

AM I TALKING TO AI? THE EFFECTS OF CONSUMERS' MINDSETS ON COMMUNICATION PATTERNS WITH VOICE-BASED SERVICES

» Prof. Lien-ti Bei (Taiwan) - National Chengchi University (NCCU), Mr. Ching-Wei Liao (Taiwan) - National Chengchi University (NCCU)

Consumers' Interactions with Virtual Conversational Agents: The Mediating Role of Perceived Anthropomorphism

» Mr. Cong-Minh Dinh (Taiwan) - National Chengchi University (NCCU), Dr. Sungjun (Steven) Park (Taiwan) - National Chengchi University (NCCU)

Impact of social, cultural, and external influencers on Gen Z consumers' sustainable consumption behaviors: A moderator analysis

» Dr. Ali Kara (United States) - Penn State York, Dr. Maung Min (United States) - Penn State University - Lehigh Valley

Brands Big and Small: How Emphasizing Brand vs. Attribute Information Impacts WTP for Strong Brands

» Dr. Priya Narayanan (India) - Indian Institute of Management Kozhikode, Prof. Arvind Sahay (India) - Indian Institute of Management Ahmedabad

Financing innovation or seeking sensation? The impact of VC investor personality on venture success

» Mr. Konrad Schmidt (Germany) - RWTH Aachen University

AI AND IoT: A META-ANALYSIS OF CONSUMERS' ADOPTION OF EMERGING TECHNOLOGIES

» Mr. Cong-Minh Dinh (Taiwan) - National ChengChi University, Ms. Mai Pham (Taiwan) - National ChengChi University, Ms. Yen-Yu Chen (Taiwan) - National ChengChi University, Mr. Ching-Wei Liao (Taiwan) - National ChengChi University, Prof. Sungjun Steven Park (Taiwan) - National ChengChi University



Continued from **Tuesday, 9 August**

How Political Ideology Impacts Consumers' Responses to Hotels' Donations of Rooms

» Dr. Sohyun Bae (Taiwan) - National Cheng Kung University

Technologies in the Cruise Tourism Services: A Systematic and bibliometric approach

» Mrs. Marcya Stefany Gonz ales Santiago (Portugal) - ISCTE-Instituto Universit rio de Lisboa and Business Research Unit (BRU-IUL), Dr. Sandra Maria Correia Loureiro (Portugal) - ISCTE-Instituto Universit rio de Lisboa and Business Research Unit (BRU-IUL), Dr. Daniela Langaro (Portugal) - ISCTE-Instituto Universit rio de Lisboa and Business Research Unit (BRU-IUL)

How Do Monetary Rewards Affect Individuals' Intrinsic Motivation in Online Communities

» Dr. Murong Miao (United States) - Northern Michigan University, Dr. Yi Peng (United States) - Tennessee Technological University

Are Frugal Consumers Receptive to Opposing Views? A Cross-Cultural Perspective From Developing And Emerging Economies On The Dualistic Model of Passion

» Mr. Marcel Hechler (Germany) - RWTH Aachen University

The antecedents and consequences of Customer Engagement for Group Buying in e-commerce Platforms

» Prof. Chueh-Chu Ou (Taiwan) - Department of Marketing and Logistics Management, Ling Tung University, Prof. Wei-Kuo Tseng (Taiwan) - Department of Business Management, National Taichung University of Science and Technology,, Ms. YA-Yun Lin (Taiwan) - Department of Marketing and Logistics Management, Ling Tung University

Text Mining Customer Reviews: What Makes an Impactful Review?

» Dr. Rae Yule Kim (United States) - Montclair State University

The study on Mongolian music consumer behaviour

» Mrs. Baasanjargal Purev (Mongolia) - MNUAC

To be personalized or not, that is the question: personalized advertising in attention economy

» Ms. Hanlin Wang (United Kingdom) - University of Manchester, Dr. Amy Benstead (United Kingdom) - university of manchester, Dr. Marta Cano (United Kingdom) - university of manchester, Ms. Zhe Li (United Kingdom) - university of manchester

8:15am

Virtual | Consumer Pro-Environmental Behaviors: The Influence of COVID, Culture, and Mindset

Chaired by: Ms. Nan (Iris) Xue (Hong Kong) and Prof. Elisa Chan (Hong Kong) and Prof. Isabella Blengini (Switzerland) and Prof. Cindy Heo (Switzerland)

Consumer Pro-Environmental Behaviors: The Influence of COVID, Culture, and Mindset

» Ms. Nan (Iris) Xue (Hong Kong) - The Chinese University of Hong Kong, Prof. Elisa Chan (Hong Kong) - The Chinese University of Hong Kong, Prof. Isabella Blengini (Switzerland) - University of Applied Sciences and Arts Western Switzerland, Prof. Cindy Heo (Switzerland) - University of Applied Sciences and Arts Western Switzerland

8:15am

Virtual | The Role of Brands and Platforms in Digital Communication

Chaired by: Dr. Jake Hoskins (United States)

CONSUMER DELIBERATION, AD BLOCKERS, AND CONTENT PROVISION BY A DIGITAL MEDIA PLATFORM

» Prof. Shan-Yu Chou (Taiwan) - National Taiwan University, Prof. Chyi-Mei Chen (Taiwan) - National Taiwan University

ONLINE TRADING PLATFORMS WITH DEBT-FINANCED THIRD- PARTY SELLERS

» Prof. Chyi-Mei Chen (Taiwan) - National Taiwan University, Prof. Shan-Yu Chou (Taiwan) - National Taiwan University

Digital Influence: A comprehensive model of influencer attributes and their effects on Brands

» Ms. Anindita R (India) - Indian Institute of Management, Kozhikode, Prof. Krishnan Jeesha (India) - Indian Institute of Management, Lucknow, Prof. Keyoor Purani (India) - Indian Institute of Management Kozhikode



Continued from **Tuesday, 9 August**

What are brands and consumers communicating on social media? Exploring consumer perceptions of luxury brands on Weibo using text-mining approaches

» Mr. Zhi Jiang (Italy) - University of Padua, Prof. Eleonora Di Maria (Italy) - University of Padua

The Online Word of Mouth Implications of Mainstream Channel Distribution and Sales by Niche Brands

» Dr. Jake Hoskins (United States) - Willamette University, Dr. Jameson Watts (United States) - Willamette University

8:15am **Virtual | Marketing Strategy**

Developing and Testing a Targeting Strategy Framework: A Holistic and Behavioral approach

» Dr. Marina Kyriakou (Greece) - University of Piraeus, Prof. Markos Tsogas (Greece) - University of Piraeus

Relative Advertising- Antecedents and Consequences

» Dr. Arpita Agnihotri (United States) - Penn State University-Harrisburg, Dr. Saurabh Bhattacharya (United Kingdom) - Newcastle University Business School

8:15am **Virtual | Purchase Intentions**

Chaired by: Dr. Shweta Jha (India)

More maximization mind-set, more omni-channel usage? An explanation based on status quo bias and construal level theory

» Dr. Jie Chen (China) - Shanghai Jiao Tong University Antai College of Economics and Management, Dr. Wei Gao (China) - Southwest University, Mr. Ning Jiang (China) - Shanghai Jiao Tong University Antai College of Economics and Management, Ms. Wenjian Fan (China) - Shanghai Jiao Tong University Antai College of Economics and Management

How power distance belief affect switching intention?

» Ms. Qi An (China) - GACHON UNIVERSITY, Prof. Jinzhe Yan (Korea, Republic of) - GACHON UNIVERSITY, Ms. Fang Wang (China) - GACHON UNIVERSITY

When Buying Is Losing: How Expired Coupon Undermines Willingness to Buy

» Ms. Yunzhi Huang (China) - Xiamen University

Not in control, will take the set: How sets impact purchase quantities

» Dr. Shweta Jha (India) - Indian Institute of Management Ranchi, Prof. Sanjeev Tripathi (India) - Indian Institute of Management, Indore, Prof. Sudipta Mandal (India) - Indian Institute of Management, Indore

IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER PURCHASE INTENTION: A STUDY OF GENERATION Z CONSUMERS DURING COVID-19 PANDEMIC

» Ms. Norliana Jailani (United Kingdom) - university of manchester, Ms. Sadia Idrees (United Kingdom) - university of manchester, Ms. Darya Badiekhorsand (United Kingdom) - university of manchester, Dr. Gianpaolo Vignali (United Kingdom) - university of manchester

9:30am **Virtual | The Influence of Consumer Motivations and Values on Sustainable Consumption**

Chaired by: Dr. Sohyoun Shin (United States)

The Dual Mediator of Environmental Consciousness and Eco-labeling in the Relationship between Environmental Knowledge and Attitude toward Green Product

» Ms. Dinarti Tarigan (Taiwan) - National Dong Hwa University, Prof. Wen-Hai Chih (Taiwan) - National Dong Hwa University

CORPORATE SOCIAL IRRESPONSIBILITY AND CONSUMERS' POLITICAL ORIENTATION AND RESPONSES

» Dr. Sohyoun Shin (United States) - California State University, Chico, Dr. Jungmin Jang (United Kingdom) - Brunel University London, Dr. Jennifer Brundidge (United States) - California State University, Chico



Continued from **Tuesday, 9 August**

Role of Moral Obligation in Adoption of Green IT among End Users

» Prof. Arunima Shah (India) - Indian Institute of Management Raipur, Prof. Moutusy Maity (India) - Indian Institute of Management, Lucknow

MANAGING FOOD WASTE BEHAVIOUR IN SAUDI ARABIA - INVESTIGATING THE ROLE OF SOCIAL MARKETING

» [Mr. Suliman Albalawi](#) (Australia) - Curtin University

Do Ownership and Consumption of Time-saving Durables Promote Happiness? ---Evidence from Chinese Urban Households

» [Dr. Xiaodan Zhang](#) (China) - University of Science and Technology Beijing, Prof. Guoqun Fu (China) - Peking University

9:30am

Virtual | Sales and Sales Management

Chaired by: Ms. Krista Li (United States)

SALES MANAGER ENCOURAGEMENT BEHAVIOR IN VALUE-CENTRED BUSINESS MODELS

» [Ms. Clara Hoffmann](#) (Germany) - Ruhr-University Bochum, Prof. Sascha Alavi (Germany) - Ruhr-University Bochum, Prof. Christian Schmitz (Germany) - Ruhr-University Bochum

Optimal Compensation Policy for Salespersons

» [Mr. Anomitra Bhattacharya](#) (Canada) - McMaster University

Bringing Sales Employees Envy into Focus: Prevention- Versus Promotion- Focused Employees on Engagement and Turnover Intention

» [Dr. Teng Wang](#) (China) - Hohai University, Dr. Murong Miao (United States) - Northern Michigan University

EMOTIONAL OR PROFESSIONAL ADVISOR COMPETENCE? - THE KEY TO SUCCESS IN CURATED FASHION RETAILING

» [Ms. Anna Teresa Wanisch](#) (Austria) - University of Innsbruck

Human touch: The (still) important role of salesperson credibility in a changing world.

» [Dr. Rhett Epler](#) (United States) - Old Dominion University, [Dr. Laurianne Schmitt](#) (France) - Strasbourg University, [Dr. Frederik Beuk](#) (United States) - The University of Akron, [Dr. Tim Butler](#) (United States) - University of North Alabama

9:30am

Virtual | Innovation and New Product Development

Developing firm-level Frugal Innovation Capability in Emerging Markets: - Strategic Impact of Entrepreneurial and Marketing Orientations

» [Dr. Avinash Shivdas](#) (India) - Amrita School of Business, Amrita Vishwa Vidyapeetham (University), Dr. S. Sivakumar (United States) - Marymount University

BUSINESS CONTINUITY CAPABILITIES AND BUSINESS MODEL INNOVATION BY SMEs IN A TURBULENT EXTERNAL ENVIRONMENT: TOWARDS AN INTEGRATIVE CONCEPTUAL MODEL

» [Mr. Brillyanes Sanawiri](#) (Australia) - Curtin University, [Prof. Piyush Sharma](#) (Australia) - Curtin University, Dr. Russel Kingshott (Australia) - Curtin University

Investigating negative word of mouth as a behavioral consequence of consumer resistance to innovation: Moderating effects of consumer characteristics

» [Mr. Iman Jana](#) (United Kingdom) - University of Essex, Dr. Neeru Malhotra (United Kingdom) - University of Essex, Dr. Hongfei Liu (United Kingdom) - University of Southampton

Order Matters: Rating Service Professionals Reduces Tipping Amount

» Dr. Jinjie Chen (Hong Kong) - City University of Hong Kong, Dr. Alison Jing Xu (United States) - University of Minnesota, [Dr. Maria Rodas](#) (United States) - University of Illinois at Urbana-Champaign, Dr. Xuefeng Liu (United States) - University of Minnesota



Continued from **Tuesday, 9 August**

Predicting sustainable consumption behaviour of SNS users' by examining e-mavenism and big-five personality traits

» [Dr. Twinkle Trivedi](#) (India) - Gujarat Technological University, [Dr. Ritesh Patel](#) (India) - S.R.E.S. Sanjivani College of Engineering (SCOE), Affiliated to Savitribai Phule Pune University, [Dr. Viral Bhatt](#) (India) - Gujarat Technological University, [Dr. Sujo Thomas](#) (India) - Ahmedabad University

9:30am

Virtual | Should I stay or should I go? Behavioral maintenance vs. change

Personal and attitudinal drivers of both access-based and ownership consumption. The moderating role of brand tiers.

» Mr. Daniel Espinosa Sáez (Spain) - University of Murcia, Dr. Elena Delgado-Ballester (Spain) - University of Murcia, [Dr. José Luis Munuera-Alemán](#) (Spain) - University of Murcia

Investigating the Conditional Effects of Action versus Inaction Decisions on Regret

» [Prof. Sunil Contractor](#) (United States) - The University of Tampa

THE POWER OF NATURE: EXPOSURE TO NATURE INCREASES CONSUMERS' WAITING PATIENCE supported by the Fundamental Research Funds for the Central Universities, and the Research Funds of Renmin University of China (22XNH150)

» [Ms. Sunxu Xu](#) (China) - Renmin University of China, Prof. Ying Ding (China) - Renmin University of China

Renting as a Coping Strategy: The Effect of Unethical Product Attributes on Choice Between Renting and Buying

» [Dr. In-Hye Kang](#) (United States) - The University of North Carolina at Greensboro, [Dr. Taehoon Park](#) (United States) - Florida Gulf Coast University

Let's escape pollution: Examining role of eco-anxiety on tourism through mediated moderation analysis

» [Dr. Nitika Sharma](#) (India) - Christ (Deemed to be) University, Dr. Madan Lal (India) - Department of Commerce, Delhi University

10:45am

Virtual | Promoting Sustainability Among Firms and Business Leaders

Chaired by: Ms. Antonia Samakovlis (Germany)

A NEW MARKETING MANIFESTO FOR A CHANGING CLIMATE

» [Dr. Sabrina Helm](#) (United States) - University of Arizona, Dr. Vicki Little (Vietnam) - RMIT University

Value measurement across marketing stakeholders

» [Prof. Philip Sugai](#) (Japan) - Doshisha University, Ms. Satanan Phattanaprayoonvong (Japan) - Doshisha University, Mr. Jakkraphan Phetharn (Japan) - Doshisha University, Mr. Reyn Koizumi (Japan) - Doshisha University, Mr. Nicholas Linnan (Japan) - Doshisha University

Towards More Circularity: How MO and EO Foster Closed-loop Orientation

» [Ms. Antonia Samakovlis](#) (Germany) - TU Dortmund University, Dr. Corinna Vera Hedwig Schmidt (Germany) - TU Dortmund University, Prof. Tessa Christina Flatten (Germany) - TU Dortmund University

Impact of financial well-being on intention to donate: Does materialism-altruism matter?

» [Prof. Mayank Iyotsna Soni](#) (India) - Indian Institute of Management Ranchi, [Dr. Mousumi Mahapatra](#) (India) - Institute of Public Enterprise Hyderabad, [Prof. Soumya Sarkar](#) (India) - Indian Institute of Management Ranchi

How Marketers Make their Online Media Choice Decisions? Evidence from Three Online Businesses

» [Prof. Arunima Shah](#) (India) - Indian Institute of Management Raipur, Prof. Moutusy Maity (India) - Indian Institute of Management, Lucknow

10:45am

Virtual | Global Marketing and Consumer Behavior

Chaired by: Dr. Heba Hassan (Egypt)



Continued from **Tuesday, 9 August**

Demographics, Cognitive Age, Materialism, Fashion Innovativeness, and Health Satisfaction as Correlates of Life Satisfaction: A Cross-National Study

» [Dr. Keun S. Lee](#) (United States) - Hofstra University, Prof. Anil Mathur (United States) - Hofstra University, Dr. Yong Zhang (United States) - Hofstra University

Global Identity in Marketing: A Review of Research Literature

» Dr. Nada Nasr (United States) - Bentley University, [Ms. Zhe Li](#) (United States) - Bentley University

THE ROLE OF CONSUMER XENOCENTRISM ON FOREIGN AND DOMESTIC PRODUCT PURCHASE: THE MODERATING EFFECT OF CONSPICUOUSNESS

» [Dr. Merve Vardarsuyu](#) (Turkey) - Kutahya Dumlupinar University, Dr. Christina Papadopoulou (United Kingdom) - Leeds University Business School, University of Leeds

Insights into Students' College Experiences at a State University in Turkey using the Ultimate Question: A Net Promoter Score Analysis

» [Dr. Ali Kara](#) (United States) - Penn State York, [Dr. Deniz Zeren](#) (Turkey) - Cukurova University

MOBILE HEALTH ADOPTION IN EMERGING MARKETS: A STUDY OF EGYPTIAN CUSTOMERS

» [Dr. Heba Hassan](#) (Egypt) - Suez University, Dr. Suzanne Makarem (United States) - Virginia Commonwealth University, Dr. Van Wood (United States) - Virginia Commonwealth University

10:45am **Virtual | Judgment and Decision Making, and Consumer Culture Theory**
Chaired by: Ms. Vincentia Yuen (United States)

Smartphone Bias: When Consumers Unnecessarily Avoid Smartphones

» [Ms. Vincentia Yuen](#) (United States) - University of Miami, Prof. Claudia Townsend (United States) - University of Miami, Prof. Michael Tsiros (United States) - University of Miami

The Impact of Online Reviews on Hotel Ratings Through the Lens of Elaboration Likelihood Model

» [Dr. Qiannan Guo](#) (Korea, Republic of) - GACHON UNIVERSITY, Prof. Jinzhe Yan (Korea, Republic of) - GACHON UNIVERSITY

A Study of the Time-varying Association: Customer Satisfaction, Future Cash flow, and Shareholder Value

» Dr. Yang Pan (Canada) - McMaster University, Dr. Thomas Gruca (United States) - University of Iowa, [Ms. Lan Yu](#) (Canada) - McMaster University

Synergies between salesperson orientation and sales force control systems: A person-organization fit perspective

» Dr. Yaqin Zheng (China) - University of Shanghai for Science and Technology, Prof. Hsin-Yi Liao (United States) - Niagara University, Dr. Wyatt Schrock (United States) - Michigan State University, [Mr. Yi Zheng](#) (United States) - University of Texas at Arlington, Dr. Zhimei Zang (China) - Central South University

Several Uncertain Inferior Rewards Are More Motivating than One Uncertain Reward

» [Mr. Aihui Ding](#) (United States) - University of South

10:45am **Virtual | How I see it. Perception**
Chaired by: Mrs. Baasanjargal Purev (Mongolia)

AN INVESTIGATION OF CONSUMERS' PERCEPTIONS OF MEAL PROGRAMS: MEAL-KITS VERSUS READY-TO-EAT MEALS

» [Dr. Sinem Atakan](#) (United States) - Siena College, Dr. Alison Shields (United States) - Ithaca College



Continued from **Tuesday, 9 August**

How Does Uniform Pricing Influence Product Acquisition Value Judgment? The Role of Promotion Perceptions

» Prof. Xiaobing Xu (China) - Hainan University, Mr. Shuaifan Zeng (China) - Hainan University, Ms. Yu Gu (China) - Tsinghua University

DENSITY OF VISUAL ELEMENTS ON FOOD PACKAGE AND CALORIE ESTIMATION

» Ms. Zhuoyi Fan (China) - Tsinghua University, Prof. Rong Chen (China) - Tsinghua University, Prof. Xiaobing Xu (China) - Hainan University

E-Scooters, Perceived Value and Users' Subjective Well-Being: An Empirical Study about Organization-based Shared Micromobility

» Mr. Maximilian Schwing (France) - TSM-Research, University of Toulouse 1 Capitole, CNRS

The bigger the better or the smaller the better? Exploring the different dominant effects of male and female consumers on product size preference

» Ms. Yu Gu (China) - Tsinghua University, Prof. Rong Chen (China) - Tsinghua University, Prof. Xiaobing Xu (China) - Hainan University

12pm **Virtual | Journal of Marketing | Special Issues Session**

12pm **Virtual | Emerging Economy Innovation: Research Opportunities and Challenges**

Chaired by: Dr. S.P. Raj (United States)

Emerging Economy Innovation: Research Opportunities and Challenges

» Dr. S.P. Raj (United States) - Syracuse University

12pm **Virtual | Marketing Analytics, AI, and Machine Learning**

Getting used to Voice Assistants: Examining Drivers and Consequences of AI enabled Devices

» Prof. Pooja Singh Darda (India) - DR. VISHWANATH KARAD MIT World Peace University, Dr. Pei Shan Soon (Malaysia) - Sunway College, Dr. Sanjaya Gaur (United States) - New York University

UNLEASHING EMPLOYEE CREATIVITY: AI ASSISTANCE AND EMPLOYEE PERFORMANCE IN A FIELD EXPERIMENT

» Dr. Nan Jia (United States) - University of Southern California, Dr. Xueming Luo (United States) - Temple University, Dr. Zheng Fang (China) - Sichuan University, Mr. Han Chen (United States) - Temple University

The Role of Cuteness in Artificial Intelligence Assistants

» Dr. Alexis Yim (United States) - Radford University, Dr. Annie Cui (United States) - West Virginia University, Dr. Michael Walsh (United States) - West Virginia University

Upgrade Optimization in the Airline Industry: A Privacy-Preserving Federated Learning Approach

» Dr. Sien Chen (China) - Tsinghua University, Dr. YINGHUA HUANG (United States) - San Jose State University, Dr. Dong-Ling Xu (United Kingdom) - university of manchester, Dr. Wei Jiang (China) - Shanghai Jiao Tong University, Ms. Jueying Zhang (China) - Tech Valley Information Co., Ltd

12pm **Virtual | Heritage, Patents, and Social Value - Oh My! Managing Brand Assets in a New and Changing World**

Chaired by: Dr. Milos Bujisic (United States)

Corporate Brand Heritage during COVID-19: Advantages of Conservative and Innovative Brand Heritage in Restaurants

» Dr. RONALD RIVAS (United States) - Canisius College, Dr. David Mayorga (Peru) - Universidad del Pacifico

Brand Social Value (BSV) Indices - Instrument Development and Validation

» Dr. Milos Bujisic (United States) - New York University, Mr. Michael Diamond (United States) - New York University



Continued from **Tuesday, 9 August**

Corporate Patenting, Customer Capital, and Financial Market Outcomes

» Prof. Mine Ertugrul (United States) - UMass Boston, Prof. Karthik Krishnan (United States) - Northeastern University, Prof. Bo Xu (China) - Harbin Institute of Technology Shenzhen, [Prof. Qiangian Yu](#) (United States) - Lehigh University

The Determinants of Customer Loyalty in the Industrial Supply and Delivery B2B Area: Meditating Role of Customer Satisfaction

» [Dr. Sooyeon Choi](#) (United States) - Loras college

1:15pm **Virtual | Journal of Marketing | Awards Session**

Journal of Marketing | Award Session 2 (Possibly Virtual)

» [Mrs. Marilyn Stone](#) (United States) - AMA

Friday, 12 August

1pm **Journal of Marketing Research | Awards Session**

1pm **The Macroenvironment and Strategic Marketing**

Chaired by: Prof. Nikolina Fuduric (Switzerland)

Climate Change and the Innovation Output of Firms

» [Ms. Priya Rangaswamy](#) (United States) - Texas A&M University, Dr. Alina Sorescu (United States) - Texas A &M University

The Sustainability Marketing Canvas: Creating order from disorder

» [Prof. Nikolina Fuduric](#) (Switzerland) - University of Applied Sciences Northwestern Switzerland

Freelance Orientation in the Sharing Economy: Evidence from Labor Platforms

» [Dr. Avishek Lahiri](#) (Norway) - University of Stavanger, Dr. V. Kumar (United States) - St John's University, Dr. Divya Ramachandran (United States) - Georgia State University

Changing Product Perceptions: A Pre-COVID-19 and Post-COVID-19 Survey of Software Products

» [Dr. Adarsh Kumar Kakar](#) (United States) - Alabama State University, Mr. Ashish Kakar (United States) - Texas Tech University

A Theoretical Model on the Role of Marketing in Strategic Exits of Corporate Venture Capitalists

» Dr. Mayukh Dass (United States) - Texas Tech University, [Dr. Manaswini Acharya](#) (United States) - Texas Tech University

1pm **Cross-Cultural and International Marketing**

Chaired by: Dr. Andreas Zehetner (Austria)

Recovering from Product Liability Incidents: The Roles of Regulatory Focus and National Culture

» [Mrs. Barbara Duffek](#) (United Kingdom) - Imperial College London, Prof. Vivek Astvansh (United States) - Indiana University, Prof. Andreas Eisingerich (United Kingdom) - Imperial College London

Analyzing Perceived Customer Orientation and Innovativeness Effects across Nations

» [Ms. Nele Jacobs](#) (Germany) - Trier University, Prof. Bernhard Swoboda (Germany) - Trier University

Effects of Intangible Resources on E-Commerce Firms' Geographic Scope

» [Mr. Marius Müller](#) (Germany) - Trier University, Prof. Bernhard Swoboda (Germany) - Trier University

A Cross-cultural Analysis of Impulsive Buying Behaviors among Chinese and US Consumers: The Influence of Long-term Orientation and Cultural Values

» [Ms. Pei Wang](#) (United States) - Florida State University



Continued from **Friday, 12 August**

Does it matter to all in the same way? How culture moderates the perception of corporate unethical behavior

» Ms. Stefanie Dewender (Germany) - University of Muenster, Prof. Raoul Kübler (Germany) - University of Muenster

1pm

Innovation and New Product Development: Session 1

Chaired by: Dr. K. Sivakumar (United States)

Innovation and Inter-Tier Price Competition

» Dr. K. Sivakumar (United States) - Lehigh University

Does Geopolitical Risk Stifle Technological Innovation?

» Prof. Vivek Astvansh (United States) - Indiana University, Prof. Xiaohu Deng (Australia) - University of New South Wales, Mr. Adnan Habib (Australia) - University of Tasmania

Entrepreneurial Orientation and Innovation of Post-IPO Firms

» Dr. Kehan Xu (China) - Chinese University of Hong Kong, Mr. Runtong Lin (Hong Kong) - University of Hong Kong

AN APPLICATION OF SENTIMENT ANALYSIS ON ASSESSING SPONSORSHIP MARKETING EFFECT

» Dr. Junhong Min (United States) - Michigan Technological University, Mr. Matthew Monte (United States) - Monte Consulting, Dr. M. Deniz Dalman (Russian Federation) - Saint Petersburg University

1pm

That's my brand! Influences on brand relationships

Chaired by: Dr. Ying Ying Li (United States)

THE INFLUENCE OF EXPERIENCE TYPE ON CONSUMERS' EMOTIONAL BRAND ATTACHMENT: THE MEDIATING ROLE OF PERCEIVED SHARED EXPERIENCE

» Dr. Ying Ying Li (United States) - Seton Hill University, Dr. Kevin Voss (United States) - Oklahoma State University

Reversal Effects of Highly Prestigious Brands' Contrast Bias

» Dr. Yi-Wen Chien (Taiwan) - National Taiwan University, Dr. Chung-Chiang Hsiao (Taiwan) - National Taiwan Normal University

Consumers' Perceptions of Partnering Service brands: the Roles of Brands' Perceived Sustainable Development Goals and Partnership Authenticity.

» Prof. Nicolas Lorgnier (United States) - Canisius College, Prof. Che-Jen Su (Taiwan) - Fu Jen Catholic University, Prof. Nicolas Chanavat (France) - Universite de Rouen Normandie, Dr. Kevser Çınar (Turkey) - Necmettin Erbakan University, Dr. Bin Chen (China) - Fujian Agriculture and Forestry University, Dr. Shawn O'Rourke (United States) - Canisius College

The guilt-relief pill: the effect of a sustainability claim for luxury brands

» Dr. Nabanita Talukdar (United States) - Professor and Research Fellow, Hult International Business School, San Francisco, Dr. Shubin Yu (Norway) - Assistant Professor, Department of Communication and Culture BI Norwegian Business School, Oslo, Norway

Eco-friendly Versus Polyester Gucci Handbags: The Effect of Matching Green Claims and Temporal Frame on Product Evaluation of Self-enhancement Brands.

» Dr. Nabanita Talukdar (United States) - Professor and Research Fellow, Hult International Business School, San Francisco, Dr. Shubin Yu (Norway) - Assistant Professor, Department of Communication and Culture BI Norwegian Business School, Oslo, Norway, Dr. Esterina Nervino (Hong Kong) - Assistant Professor Department of English Department of Marketing City University of Hong Kong

1pm

Expert Workshop | AI and Machine Learning Techniques in Consumer Research: Using Non-Text Unstructured Data

Chaired by: Dr. Shane Wang (United States)

1pm

Expert Workshop | Effective Use and Design of Experiments for Non-Experimentalists

Chaired by: Dr. Linda Salisbury (United States) and Dr. Gergana Nenkov (United States)

2:30pm

Journal of Public Policy & Marketing | Kinnear Award Presentation



Continued from **Friday, 12 August**

2:30pm

Artificial Intelligence and Customer Insights

Chaired by: Prof. Isabelle Hillebrandt (Germany)

A Bibliometric Analysis in the Area of Voice Marketing

» Ms. Hannah Kraemer (Germany) - University of Applied Sciences Mainz, Prof. Isabelle Hillebrandt (Germany) - University of Applied Sciences Mainz, Prof. Bjoern Ivens (Germany) - University of Bamberg

Tell Me More: The Importance of Voice Assistants for Marketing and Branding

» Ms. Maximiliane Schorer (Germany) - University of Applied Sciences Mainz, Prof. Isabelle Hillebrandt (Germany) - University of Applied Sciences Mainz

Pricing Paradigms in Retail Gasoline: A Machine Learning Approach

» Mr. Syed Mohammad Ali Shah (Canada) - McMaster University, Dr. Martin Qiu (Canada) - Wilfrid Laurier University, Dr. Ruhai Wu (Canada) - McMaster University

The effect of product recall message design on consumer reactions: An analysis of user-generated content

» Ms. Lina Oechsner (Germany) - Münster University, Prof. Raoul Kübler (Germany) - University of Muenster, Prof. Sönke Albers (Germany) - Kühne Logistics University, Prof. Wayne Hoyer (United States) - McCombs School of Business, University of Texas at Austin

2:30pm

Digital Brand Strategies

Chaired by: Dr. Chandra Srivastava (United States)

Online Reviews' Helpfulness Votes and Sales

» Dr. Chen Li (United States) - Palm Beach Atlantic University, Dr. Srinivasan Swaminathan (United States) - Drexel University, Dr. Junhee Kim (United States) - California State University, Stanislaus

To Respond or Not to Respond? Managing Brand Crises in the Digital World

» Dr. Chandra Srivastava (United States) - St. Edward's University, Dr. Rajiv Garg (United States) - Emory University, Dr. Vijay Mahajan (United States) - University of Texas at Austin

Peer Effects of Brand Activism: Evidence from Firm-Generated Content And Online Chatter

» Ms. Mithila Guha (United States) - Drexel University, Dr. Daniel Korschun (United States) - Drexel University

Enhancing value from business model innovation of social commerce: An empirical study of Pinduoduo in China

» Dr. Xin Song (France) - Rennes School of Business

CUSTOMER-FACING DIGITALIZATION AND PERFORMANCE IN DIGITAL START-UPS

» Dr. Willem Smit (Malaysia) - Asia School of Business, Prof. Erko Autio (United Kingdom) - Imperial College London, Dr. Kun Fu (United Kingdom) - Loughborough University London, Dr. Anang Muftiadi (Indonesia) - Padjadjaran University, Dr. Raymund Habaradas (Philippines) - DLSU, Ms. Quynh Pham Minh (Vietnam) - TDMU, Dr. Chiraphol Chiyachantana (Singapore) - Singapore Management University, Dr. Pattarawan Prasarnphanich (Thailand) - Sasin, Dr. Yothin Jinjarak (Philippines) - Asian Development Bank, Dr. Cynthia Petalcorin (Philippines) - Asian Development Bank, Dr. Donghyun Park (Philippines) - Asian Development Bank

2:30pm

Marketing Analytics, AI, and Machine Learning

Love Despite Flaws—Impact of Algorithmic Decision Systems on Inventory Ordering Decisions

» Dr. Yingda Lu (United States) - University of Illinois Chicago, Dr. Xueming Luo (United States) - Temple University, Dr. Liqiang Huang (China) - Zhejiang University

IMPRESSION FOR EXPRESSION: ARTIFICIALLY INTELLIGENT VOICE AGENT, CONSUMER SELF DISCLOSURE AND CONSUMER-BRAND INTIMACY

» Ms. Priya Premi (India) - Indian Institute of Management Kozhikode, Prof. Keyoor Purani (India) - Indian Institute of Management Kozhikode



Continued from **Friday, 12 August**

Buying and Payment Habits: Using Grocery Data to Predict Credit Card Payments

» Ms. Jung Youn Lee (United States) - Northwestern University, Prof. Joonhyuk Yang (United States) - University of Notre Dame, Prof. Eric Anderson (United States) - Northwestern University

Using Social Network Structures to Predict User Engagement: The Importance of Social Ties in Influencer Marketing

» Dr. Pankhuri Malhotra (United States) - University of Oklahoma, Dr. Remi Daviet (United States) - University of Wisconsin- Madison, Dr. Seungbae Kim (United States) - University of California Los Angeles

Social Robotics: Emerging Technology for Autism Spectrum Disorder through the Lenses of Service-Dominant Logic and Conversation Management

» Dr. Anshu ARORA (United States) - University of the District of Columbia, Dr. Amit Arora (United States) - University of the District of Columbia

2:30pm

Affect, Trust, and Judgment

Chaired by: Dr. Sampath Kumar (United States)

The Psychological Effect of Masks: The Influence of Wearing Masks on Ethical Judgment and Behaviors

» Ms. Jiwoon Park (Korea, Republic of) - Korea University, Prof. Jungkeun Kim (New Zealand) - Auckland University of Technology, Prof. Jooyoung Park (China) - Peking University HSBC Business School

The Two Faces of Compassion – How Different Valence Levels of Emotions Affect Prosocial Data Disclosure

» Ms. Klara Greinwald (Germany) - University of Passau, Ms. Eileen Dauti (Germany) - University of Passau, Ms. Alisa Keller (Germany) - University of Passau, Dr. Eva Pieringer (Germany) - University of Passau, Prof. Dirk Totzek (Germany) - University of Passau

The Impact of Trust-Transfer from an existing Payment-Service-Provider towards Cryptocurrency

» Mr. Jan-Lukas Selter (Germany) - University of Siegen, Mrs. Anne Fota (Germany) - University of Siegen, Prof. Hanna Schramm-Klein (Germany) - University of Siegen

DIVERGING EFFECTS OF PHYSICAL CLEANSING ON CONSUMERS' MORAL JUDGMENTS AND DECISIONS

» Dr. Jungkeun Kim (New Zealand) - Auckland University of Technology, Dr. Yuri Seo (New Zealand) - University of Auckland, Dr. Jongwon Park (Korea, Republic of) - Korea University

How Anxiety Affects Consumer Responses to Stimulus Atypicality in a Retail Context

» Dr. Seth Ketron (United States) - University of North Texas, Dr. Amaradri Mukherjee (United States) - Portland State University, Mr. Atmadeep Mukherjee (United States) - University of Arkansas, Dr. Pramod Iyer (United States) - Middle Tennessee State University

2:30pm

Expert Workshop | Growth Modeling in Marketing — Opportunities and Challenges

Chaired by: Dr. Huanhuan Shi and Dr. Son K. Lam

2:30pm

Expert Workshop | Incorporating Sustainability into Business Curriculum

Chaired by: Dr. Shuili Du (United States) and Dr. Luciana Echazu (United States)

4pm

Journal of Marketing Research | Editorial Review Board Meeting (by Invitation Only)

4pm

CEOs' PERSONALITY TRAITS, TEMPORAL ORIENTATIONS, AND MYOPIC MANAGEMENT

Chaired by: Mr. Giovanni Visentin (France) and Prof. Fabrizio Zerbini (France) and Prof. Sandrine Macé (France)



Continued from **Friday, 12 August**

CEOs' PERSONALITY TRAITS, TEMPORAL ORIENTATIONS, AND MYOPIC MANAGEMENT

» Mr. Giovanni Visentin (France) - ESCP Business School, Prof. Fabrizio Zerbini (France) - ESCP Business School, Prof. Sandrine Macé (France) - ESCP Business School

4pm

UGC, WOM, and Sentiment in Digital Environments

Chaired by: Dr. Siti Aqilah Jahari (Malaysia)

Emotion Dimensions in Electronic Word of Mouth: How Arousal and Valence Impact Firm Value

» Dr. Hang Nguyen (United States) - Michigan State University, Mr. Brandon Holle (United States) - Michigan State University, Dr. Pham Thi Minh Ly (Vietnam) - Ton Duc Thang University

Harnessing the value and customer archetypes of user-generated content in service failure recovery

» Prof. Wilson Ozuem (United Kingdom) - Anglia Ruskin University, Prof. Silvia Ranfagni (Italy) - University of Florence, Dr. Michelle Willis (United Kingdom) - University of Cum, Prof. Kerry Howell (United Kingdom) - University of Northumbria, Prof. Serena Rovai (France) - Exce

SOCIAL MEDIA SENTIMENT ANALYSIS: THE CASE OF VIRTUAL LUXURY FASHION SHOWS

» Dr. Maya Farah (Lebanon) - Lebanese American University, Dr. Zahy Ramadan (Lebanon) - Lebanese American University, Dr. Wissam Sammouri (Lebanon) - American University Beirut, Ms. Patricia Tawk (Lebanon) - American University Beirut

To share or not to share? How culture orientation moderate the privacy trade-off of Digital Contact Tracing Applications

» Dr. Siti Aqilah Jahari (Malaysia) - Monash University, Dr. Ashley Hass (United States) - Texas Tech University, Prof. Mathew Joseph (United States) - St Mary's University

More than a selfie: Investigating the contagious effect of eye gaze on boosting the impact of positive user-generated content

» Mr. Mohammadali Koorank Beheshti (United States) - Old dominion University, Dr. Yuping Liu-Thompkins (United States) - Old dominion University

4pm

NATURAL LANGUAGE PROCESSING (NLP) TOOLS FOR TEXT ANALYSIS IN MARKETING

Chaired by: Dr. SESHADRI TIRUNILLAI (United States) and Dr. VENKY SHANKAR (United States)

NATURAL LANGUAGE PROCESSING (NLP) TOOLS FOR TEXT ANALYSIS IN MARKETING

» Dr. SESHADRI TIRUNILLAI (United States) - University of Houston, Dr. VENKY SHANKAR (United States) - Texas A

4pm

Biases, Rewards, and Solidarity

Theorizing Marketplace Solidarity Systems: From Consumer-Firm Dyads to Structures of Mutual Support

» Mr. Benedikt Alberternst (Germany) - Freie Universität Berlin, Prof. Lena Steinhoff (Germany) - University of Rostock, Prof. Andreas Eggert (Germany) - Freie Universität Berlin, Prof. Markus Giesler (Canada) - York University

4pm

Expert Workshop | Impactful Marketing Research: Making a Difference Beyond the Journal Pages

Chaired by: Dr. Kelly Martin (United States) and Dr. Maura Scott (United States)

4pm

Expert Workshop | Marketing Myopia 3.0 — Creating a Dynamic Learning Ecosystem with University, Industry and Future Technology

Chaired by: Dr. Nagaraj Bukkapatnam (United States)

5:15pm

Poster Reception

A Study of Consumer Food Waste Behavior Using Motivation-Opportunity-Ability Framework

» Dr. Asli Aydin (Turkey) - Istanbul Bilgi University



Continued from **Friday, 12 August**

On the Determinant of Judgmental Correction on Brand Extension

» [Dr. Chung-Chiang Hsiao](#) (Taiwan) - National Taiwan Normal University, [Dr. Yi-Wen Chien](#) (Taiwan) - National Taiwan University

MORALISTIC TENSIONS IN TABOO-BASED MARKETING: THE CASE OF OkCupid's DTF CAMPAIGN

» [Dr. Eda Anlamlier](#) (United States) - University of Nevada, Las Vegas, [Dr. Mengtian \(Montina\) Jiang](#) (United States) - University of Kentucky, [Dr. SEVINCGUL ULU](#) (United States) - New Jersey City University, [Prof. Colleen Harmeling](#) (United States) - Florida State University

The role of emotions in the adoption of pro-environmental purchasing behavior and in intentions to support pro-environmental pressure groups

» [Mrs. Sandra Miranda](#) (Portugal) - University of Lisbon, ISEG-Lisbon School of Economics and Management, [Ms. Margarida Duarte](#) (Portugal) - University of Lisbon, ISEG-Lisbon School of Economics and Management, [Ms. Claudia Ferreira](#) (Portugal) - University of Lisbon, ISEG-Lisbon School of Economics and Management

The Drivers and Mechanisms Behind Persistent Sustainable Consumption

» [Mrs. Tracy Khan](#) (United States) - University of Rhode Island, [Dr. Christy Ashley](#) (United States) - University of Rhode Island, [Dr. Cinthia Satornino](#) (United States) - University of New Hampshire

Caring about Coopetition: The Coopetition Effect, Why Cooperating with Competitors Increases Purchase Preferences

» [Mr. Martin Söndergaard](#) (Sweden) - Stockholm School of Economics, [Prof. Anne L. Roggeveen](#) (United States) - Babson College

How Social Class Affects Service Recovery Expectations in Response to Service Failure

» [Mr. Todd Haderlie](#) (United States) - Florida International University, [Dr. Jaehoon Lee](#) (United States) - Florida International University, [Mr. Kaan Canayaz](#) (United States) - Florida International University, [Mr. Shivam Agarwal](#) (United States) - Florida International University

Is This a Fair Price? – Using Neuroscientific Methods to Understand Fairness Perceptions of Dynamic Prices

» [Dr. Nicolas Jankuhn](#) (United States) - University of Southern Indiana, [Dr. Sabinah Wanjugu](#) (United States) - University of Southern Indiana, [Dr. Bohan Ye](#) (United States) - University of Southern Indiana

Signaling strategies of sinful companies - Do companies with controversial involvement communicate different values than conventional companies?

» [Ms. Michaela Grädener](#) (Germany) - RWTH Aachen University, [Dr. Sebastian Kruse](#) (Germany) - RWTH Aachen University

Building New Venture Legitimacy Through Marketing: The Signaling Role of Branding Efforts

» [Mr. Yuewu Li](#) (United States) - TTU, [Dr. Xinchun Wang](#) (United States) - WVU, [Dr. Alejandra Marin](#) (United States) - TTU, [Dr. Mayukh Dass](#) (United States) - Texas Tech University

Channel Contracting For Network Goods

» [Mr. Dawei Jian](#) (United States) - University of California, Riverside

Bind or blind - How network ties influence a founder's innovation performance in emerging economies

» [Mr. Tobias Baum](#) (Germany) - RWTH Aachen University

YOU HAVE BEEN WARNED: The Effect of Proposition 65 on Consumer Perceptions and Evaluations

» [Ms. Kristina Medvedeva](#) (United States) - Saint Louis University, [Mrs. Lauren Drury](#) (United States) - Saint Louis University, [Mrs. Katie Kelting](#) (United States) - Saint Louis University

The problem with "love your body!" discourse: New avenues for marketing research and practice

» [Dr. Carly Drake](#) (United States) - North Central College, [Ms. Allison Grady](#) (United States) - North Central College

TEMPORAL REFRAMING OF DISCOUNTS AND OFFER VALUE

» [Dr. Mazen Jaber](#) (United States) - Saginaw Valley State University, [Dr. Kylie Jaber](#) (United States) - Saginaw Valley State University



Continued from **Friday, 12 August**

The Experiences of Making and Selling Repurposed Products

» [Dr. Irene R. R. Lu](#) (Canada) - Carleton University, [Dr. Ernest Kwan](#) (Canada) - Carleton University, [Ms. Sarah Buckingham](#) (Canada) - Carleton University

Convenient For Customers, Not Employees: The Impact Self-Service Technology has on Front-Line Employees

» [Ms. Abigail Torres](#) (United States) - The University of Texas at Arlington, [Dr. Elten Briggs](#) (United States) - The University of Texas at Arlington

MUKBANG, AND THE PARADOXICAL SIMULTANEITY OF DISGUST AND PLEASURE

» [Ms. Jun Wang](#) (United States) - University of Massachusetts - Amherst

Consumer Willingness to Pay for Durability and Repairability of Electronic Devices

» [Mr. Paul Bengart](#) (Germany) - Otto von Guericke University, [Prof. Bodo Vogt](#) (Germany) - Otto von Guericke University

Bright and Dark Sides of Engaging in Fan Communities for Human Brand Loyalty

» [Dr. Jeongsoo Han](#) (United Arab Emirates) - Middlesex University Dubai, [Prof. Mina Jun](#) (Korea, Republic of) - Sookmyung Women's University, [Dr. Miyea Kim](#) (Korea, Republic of) - Barun ICT Research Center, Yonsei University

UNDERSTANDING HOW LIVE STREAMING COMMERCE INFLUENCES CONSUMERS' PURCHASE INTENTIONS

» [Ms. Kaixi Wang](#) (United States) - California State University Northridge

WEARABLE DEVICES: HOW TO MANAGE CONSUMER ANXIETY THAT COEXISTS WITH POSITIVE PERCEPTIONS

» [Dr. Miyea Kim](#) (Korea, Republic of) - Barun ICT Research Center, Yonsei University, [Prof. Jeongsoo Han](#) (United Arab Emirates) - Middlesex University Dubai, [Prof. Mina Jun](#) (Korea, Republic of) - Sookmyung Women's University

The Three-dimensional Effect in Logo Design: Using Depth to Influence Consumers' Perceptions and Evaluations of a Brand

» [Dr. Taku Togawa](#) (Japan) - Sophia University, [Dr. Naoto Onzo](#) (Japan) - Waseda University

The Effect of Numerical Information on Persuasion Knowledge in Charitable Appeals

» [Dr. jungsil choi](#) (United States) - Cleveland State University

Evolving Lifestyles, Upward Social Mobility, and Conspicuous Consumption: Evidence from Emerging Markets

» [Dr. Aniruddha Pangarkar](#) (United States) - University of Wisconsin Green Bay, [Dr. Jayesh Patel](#) (India) - Ganpat University, [Dr. Sampath Kumar](#) (United States) - University of Wisconsin Green Bay

Examining e-Tailing Success Attributes in Both Websites and Mobile Apps

» [Prof. Boonghee Yoo](#) (United States) - Hofstra University, [Prof. Naveen Donthu](#) (United States) - Georgia State University

Online Travel Research and Booking Channel Selection

» [Ms. Wonjung Joey Ryu](#) (United States) - Cornell University, [Prof. Christopher Anderson](#) (United States) - Cornell University

Donate to Get Along or Ahead: Persuading Messages for Private Information Donation

» [Ms. Trang Mai-McManus](#) (Canada) - University of Manitoba, [Prof. Kelley Main](#) (Canada) - University of Manitoba

Consumer response toward stigmatized line extension targeting Muslims.

» [Mrs. Fella-Dehiri Nawel](#) (France) - IAE Paris Sorbonne

Unboxing the unboxing: Investigating the effects of product review and video features in unboxing videos

» [Dr. Steven Liu](#) (United States) - St. Cloud State University, [Dr. Myra Wang](#) (United States) - St. Cloud State University, [Dr. Garth Harris](#) (United States) - St. Cloud State University, [Dr. Reza Fazli-Salehi](#) (United States) - St. Cloud State University



Continued from **Friday, 12 August**

Human Chefs Cook More Calories: The Impact of Human (vs. Robotic) Food Producer on Calorie Estimation

» [Ms. Wenyan Yin](#) (United States) - Drexel University, Dr. Yanliu Huang (United States) - Drexel University, Dr. Cait Lambertson (United States) - University of Pennsylvania

Consumer Perception of Brand Activism; the Role of Moral Grandstanding

» [Ms. Sahel Zaboli](#) (United States) - Oklahoma State University, Dr. Steven Shepherd (United States) - Oklahoma State University

AI-based chatbots in conversational commerce and their effects on perceived product personalization and price

» [Mrs. Justina Sidlauskienė](#) (Lithuania) - ISM University of Management and Economics, Prof. Vilte Auruskeviciene (Lithuania) - ISM University of Management and Economics

CONSUMER ACCEPTANCE OF FUNCTIONAL FOOD: THE CASE OF PRODUCTS FORTIFIED WITH MICROENCAPSULATED FISH OIL

» [Prof. Natalia Maehle](#) (Norway) - Western Norway University of Applied Sciences, Dr. Sewuese Okubanjo (Norway) - Norwegian University of Science and Technology, Dr. Eva Falch (Norway) - Norwegian University of Science and Technology

Influencer Marketing of Green Products

» [Dr. Satadruta Mookherjee](#) (France) - Grenoble Ecole de Management, Dr. Amy Yiping (France) - NEOMA Business School

Choice Certainty and Customer Delight in Online Retailing

» [Dr. Donald Barnes](#) (United States) - University of North C, Dr. Alexandra Krallman (United States) - University of North C

Social Behavior is Sustainable Behavior: How Social Inclusion Enhances Conscious Consumption

» [Dr. Yoko Sugitani](#) (Japan) - Sophia University, Dr. Taku Togawa (Japan) - Sophia University

The Reconsideration of the Driver of Goal-Gradient and Small-Area Hypothesis: Focusing on Sunk Cost and Regulatory Orientation

» [Ms. Mikyoung Lim](#) (United States) - University of South Florida

Types of Marketing Promotions Involving Uncertainty: Implications for Firm Strategy

» [Ms. Mikyoung Lim](#) (United States) - University of South Florida

CONSUMER HAPPINESS TOWARD CELEBRITY ENDORSEMENT: ATTITUDE TOWARD THE BRANDS

» [Prof. Paula Rodrigues](#) (Portugal) - Universidade Lusíada - Norte, COMEGI Research Center and BRU-IUL Research Center, Dr. Ana Pinto Borges (Portugal) - ISAG - Business School, CICET, COMEGI, Dr. Ana Sousa (Portugal) - Universidade Lusíada, COMEGI, Mrs. Clara Madeira (Portugal) - Universidade Lusíada, COMEGI, Dr. Carlos Martins (Portugal) - Universidade Lusíada, COMEGI

How Breaking the Form of Wholeness of Savings Affects Consumer's Spending Decisions

» [Dr. jungsil choi](#) (United States) - Cleveland State University

To Blur or Not to Blur? Background Blurriness and Effectiveness of Virtual Communications

» [Dr. Zhihao Yu](#) (United States) - University of Nebraska - Omaha, [Dr. Lam An](#) (Canada) - University of Winnipeg

Investigating the influence of Anti-Semitic sentiments on buying decisions in the context of third country nationals: Is it more than animosity?

» [Dr. Hayiel Hino](#) (Israel) - Ariel University

Doing the right thing: How perceived CSR performance is related to job performance through psychological meaningfulness

» [Mr. Julian Krauskopf](#) (Germany) - RWTH Aachen University

A case of supererogation? The role of CSR perceptions in felt obligation and workaholism

» [Mr. Julian Krauskopf](#) (Germany) - RWTH Aachen University, Dr. Denise Fischer-Kreer (Germany) - RWTH Aachen University



Continued from **Friday, 12 August**

How Word Familiarity Influences Reactions to Word of Mouth and Chatter

» [Ms. Yiping Li](#) (United States) - University of Massachusetts Lowell, Dr. Ann Kronrod (United States) - University of Massachusetts Lowell

Dare to disrupt: The role of alliance networks in introducing disruptive innovation for strategic change

» [Mr. Janosch Baer](#) (Germany) - PHD Student RWTH Aachen University

Shift to disrupt: Can the flexible reallocation of resources enable disruptive innovation?

» [Mr. Janosch Baer](#) (Germany) - RWTH Aachen University, Dr. Sebastian Kruse (Germany) - RWTH Aachen University, Prof. Malte Brettel (Germany) - RWTH Aachen University

Breaking the PACT: Disrupting Consumer Responsibilization Through Political Comedy

» [Mr. Hunter Jones](#) (Finland) - Aalto University

GENERATION Z'S EXPECTATIONS OF THEIR FUTURE LEADERS: A CROSS-CULTURAL PERSPECTIVE WITH IMPLICATIONS FOR MARKETERS.

» Ms. Daniela Zehetner (Ukraine) - Simon Kuznets Kharkiv National University of Economics, Dr. Tetyana Lepeyko (Ukraine) - Simon Kuznets Kharkiv National University of Economics, Dr. Tetyana Blyznyuk (Ukraine) - Simon Kuznets Kharkiv National University of Economics, [Dr. Andreas Zehetner](#) (Austria) - University of Applied Sciences Upper Austria

Guess Who's Coming to Dinner: Interracial Couples in Advertising

» [Dr. Kelly Cowart](#) (United States) - University of South Florida, [Dr. Zhihao Yu](#) (United States) - University of Nebraska at Omaha, [Mr. Aihui Ding](#) (United States) - University of South Florida

A Second Look at Causation and Effectuation for Making Decisions Under Uncertainty

» [Ms. Ling Hu](#) (China) - University of South Florida, Dr. Sajeev Varki (United States) - University of South Florida, Dr. Brianna Paulich (United States) - University of South Florida

New technology introduction in the frontline: The role of customers' Political Ideology

» [Mr. Hesam Teymouri Athar](#) (United States) - Oklahoma State University, Dr. Steven Shepherd (United States) - Oklahoma State University

Towards the "sustainable" firm: Top management diversity in companies surviving crises

» [Mr. Michael Geulen](#) (Germany) - RWTH Aachen University

Food well-being during social distancing time: new forms of food sociality, resilience, and creativity to feel close to others

» [Dr. Paula Peter](#) (United States) - San Diego State University, [Dr. Monica Mendini](#) (Switzerland) - SUPSI, [Dr. Anjala Krishen](#) (United States) - UNLV

Try it on digitally! – The influence of virtual try-ons on consumer purchases

» [Ms. Luisa Thomas](#) (Germany) - RWTH Aachen University, Dr. Andrea Greven (Germany) - RWTH Aachen University

The Future Of Online Retailer Brands? – The Influence Of Virtual Try-Ons On Brand Choice And Inter-Cultural Differences

» [Ms. Luisa Thomas](#) (Germany) - RWTH Aachen University, Dr. Andrea Greven (Germany) - RWTH Aachen University

Potential of Conjoint Analysis For Advancing Startup Investor Decision-Making Research: A Roadmap And Systematic Literature Review

» [Mr. Daniel Skambraks](#) (Germany) - RWTH Aachen University - Innovation and Entrepreneurship group (WIN)



Continued from **Friday, 12 August**

“PLEASE DON’T CANCEL ME.” EXAMINING FOLLOWERS’ REACTIONS TO INFLUENCER ACTIVISM

» [Ms. Serwaa Karikari](#) (United States) - Morgan State University, Dr. Michael Callow (United States) - Morgan State University

The Darkside of Corporate Gifts: Examining the potential backfire effect of relational business-to-consumer gifts

» [Ms. Martha Troncoza](#) (United States) - Kennesaw State University, Dr. Kristin Stewart (United States) - California State University San Marcos

Driving the Download of Mobile Banking Apps: The Cross-Channel Effects of Traditional Online and Social Media Advertising

» [Prof. Hsin-Lu Chang](#) (Taiwan) - National ChengChi University, Prof. Kai Wang (Taiwan) - National University of Kaohsiung, Mr. Yi-Chun Lu (Taiwan) - National ChengChi University

Small Minded: Modeling Consumer Perceptions of Small Businesses

» [Mr. Michael Jenkins](#) (United States) - university of kentucky

The impact of consumers’ Ethnic Disidentification (an anti-ingroup trait) and Cosmopolitanism (a pro-outgroup trait) in Multicultural Advertising

» [Dr. Reza Fazli-Salehi](#) (United States) - St. Cloud State University, Dr. Ivonne Michelle Torres (United States) - New Mexico State University, [Dr. Rozbeh Madadi](#) (United States) - Middle Georgia State University, Dr. Miguel Zuniga (United States) - Morgan State University

The impact of consumers’ Need to Belong and Brand Use as an Identity Signal on Self-Brand Connection in Multi-ethnic Advertising

» [Dr. Reza Fazli-Salehi](#) (United States) - St. Cloud State University, Dr. Ivonne Michelle Torres (United Kingdom) - New Mexico State University, [Dr. Rozbeh Madadi](#) (United States) - Middle Georgia State University, Dr. Miguel Zuniga (United States) - Morgan State University

Our Values Our Food - Ideology in Niche Markets

» [Mr. Lavy Khoushinsky](#) (Canada) - Queen's University

What Makes a ‘Perfectly Investable Product’? A Conjoint Analysis of Startup Investor Decision-Making

» [Mr. Daniel Skambraks](#) (Germany) - Innovation and Entrepreneurship Group (WIN) – TIME Research Area, RWTH Aachen University

Understanding the Effects of Uncertainty on NPD speed: a Moderating Perspective of External Network Embeddedness

» [Dr. Zeng Fue](#) (China) - Wuhan University, [Ms. Ying Huang](#) (China) - Wuhan University

Saturday, 13 August

7am **Women in Sales Breakfast**

8am **Meet the Editors | AMA Journals**

8am **Marketing Mix and Performance**
Chaired by: Dr. Jen Riley (United States)

Reaping the Bitter Harvest of Channel Integration

» [Mr. Bharat Vaishnav](#) (Canada) - McMaster University, Dr. Sourav Ray (Canada) - McMaster University

The Link Between Customer Satisfaction and Loyalty: A Cross-level Analysis

» [Dr. Fengxia zhu](#) (United States) - Cleveland State University, Dr. Shuya Lu (United States) - Cleveland State University

The effect of bundling on performance outcomes: a meta-analysis

» Mr. Marco P. Alves (Brazil) - Insper, [Prof. Carla Ramos](#) (Brazil) - Insper, [Prof. Danny Claro](#) (Brazil) - Insper

Understanding Social Selling as a Marketing Strategy: Dissecting Customer Awareness of Salesperson Social Media Content

» [Dr. Jen Riley](#) (United States) - Kansas State University



Continued from **Saturday, 13 August**

8am **Marketing to End War, Create Peace, and Enhance Sustainable Well-Being**

Chaired by: Prof. Jose Rosa (United States) and Prof. Cliff Shultz (United States) and Dr. Alan Malter (United States)

Marketing to End War, Create Peace, and Enhance Sustainable Well-Being

» [Prof. Jose Rosa](#) (United States) - Iowa State University, [Prof. Cliff Shultz](#) (United States) - Loyola University Chicago, [Prof. Andres Barrios](#) (Colombia) - Universidad de los Andes, [Prof. June N. P. Francis](#) (Canada) - Simon Fraser University, [Dr. Dominic Chai](#) (Holy See (Vatican City State)) - Dicastery for Promoting Integral Human Development, Città del Vaticano, [Prof. Nicholas Santos](#) (United States) - Creighton University, Dr. Alan Malter (United States) - University of Illinois, Chicago

8am **AI, AR, and Linguistics in Digital Marketing**

Chaired by: Prof. Alexander Rossmann (Germany)

A Unified Theory on Organizational Conditions, User Acceptance and the Performance Impact of Customer Service Chatbots

» [Prof. Alexander Rossmann](#) (Germany) - Reutlingen University

Text vs. Voice: How Communication Modality Impacts Consumers' Attitudes in Human-Machines Interactions

» [Ms. Claudia Iglesias](#) (Canada) - Wilfrid Laurier University

Risk Averse and Amenable to AI: Consumer Trust in Recommendations from AI versus Humans

» [Dr. Forrest Watson](#) (Turkey) - Middle East Technical University, Dr. REBECCA Trump (United States) - Loyola University Maryland, Ms. Eda Öztürk (Turkey) - Middle East Technical University

Humanoid in Virtual Social Media Influencers: Developing and Testing a Scale

» Dr. Hang Nguyen (United States) - Michigan State University, [Dr. Farnoosh Khodakarami](#) (United States) - Michigan State University

Brand Animacy: Applying Linguistic Theory to Social Media Communications

» [Mr. Kevin McGuire](#) (United States) - University of Oklahoma

8am **Sales and Sales Management: Session 1**

Chaired by: Dr. Valerie Good (United States)

Artificial Intelligence in Sales

» [Dr. Irene Nahm](#) (United States) - University of Minnesota, Dr. Linda Alkire (United States) - Texas State University, Dr. Kaushik Jayaram (United States) - Simon-Kucher & Partners, Dr. Yashar Atefi (United States) - University of Denver

Drivers of Salesforce Engagement: a Justice Perspective

» [Dr. Reza Rajabi](#) (United States) - Northern Illinois University, [Mr. Hossein Hashemi](#) (United States) - UMass Amherst, Dr. Thomas Brashear Alejandro (United States) - UMass Amherst

Exploring the Impact of Salesperson Loneliness

» [Dr. Valerie Good](#) (United States) - Grand Valley State University, [Dr. Amy Greiner Fehli](#) (United States) - Geo

The Neurotic Salesperson

» Dr. Ad de Jong (Denmark) - Copenhagen Business School, [Prof. Johannes Habel](#) (United States) - University of Houston, Dr. Nathaniel Hartmann (United States) - MUMA College of Business, University of South Florida, [Dr. Selma Kadic-Maglajlic](#) (Denmark) - Copenhagen Business School, Dr. Nicolas Zacharias (Germany) - Martin Luther University Halle-Wittenberg

When Does Sales System Agility Lead to Organizational Performance?

» [Mr. Robin Wagner-Fabisch](#) (Germany) - University of Mannheim, Prof. Christian Homburg (Germany) - University of Mannheim, Prof. Arnd Vomberg (Germany) - University of Mannheim

8am **Much Ado About Well-Being**

Chaired by: Dr. Penelope Muzanenko (Ireland)



Continued from **Saturday, 13 August**

HOW DO VULNERABLE CONSUMERS' RESPONSES TO MARKETPLACE VIOLENCE INFLUENCE SUSTAINABILITY IN POST-COLONIAL CONTEXTS?

» [Dr. Penelope Muzanenhamo](#) (Ireland) - Michael Smurfit Graduate Business School, [Dr. Rashedur Chowdhury](#) (United Kingdom) - Southampton Business School, [Prof. Kevin Ibeh](#) (United Kingdom) - Birkbeck, University of London

To vaccinate or not to vaccinate - which beliefs split the crowd?

» [Prof. Tatjana König](#) (Germany) - Saarland Business School htw saar, [Ms. Nina Buchholz](#) (Germany) - Saarland Business School htw saar, [Ms. Maike Hoge](#) (Germany) - Saarland Business School htw saar, [Mrs. Martina Schneider](#) (Germany) - Saarland Business School htw saar, [Ms. Kristin Manthey](#) (Germany) - Saarland Business School htw saar

How Can We Reduce Consumer Resistance to Sustainability Interventions in Retail Stores? Moderating Roles of Culture, Personality, Customer Loyalty, and Marketing Efforts.

» [Dr. jjeun park](#) (United States) - Cleveland State University, [Ms. Janell Craig](#) (United States) - Cleveland State University

It's Okay Not to Be Okay: Understanding Mental Health Help-Seeking Behavior

» [Dr. McDowell Porter](#) (United States) - California State, Fresno, [Dr. Elyria Kemp](#) (United States) - University of New Orleans, [Ms. Kristi Williams](#) (United States) - University of North Texas, [Dr. Jane Cromartie](#) (United States) - University of New Orleans

8am Expert Workshop | Addressing Endogeneity in Behavioral Research

Chaired by: [Dr. Dhruv Grewal](#) and [Dr. Maureen \(Mimi\) Morrin](#)

9:30am AMA EBSO RRBM Awards Session Part 2

9:30am Journal of Marketing |

Journal of Marketing | Special Issue Session 1

» [Mrs. Marilyn Stone](#) (United States) - AMA

9:30am Emerging Techniques for Brand Management: Sustainability, Emerging Markets, Brand Loyalty

Chaired by: [Dr. Nwamaka Anaza](#) (United States)

Exploring How Marketers Can Build A Sustainable Brand Community with Consumers: An Examination of a Consumer-Focused Approach

» [Dr. Debra Laverie](#) (United States) - Texas Tech University, [Mr. Chu-Yen Pai](#) (United States) - Texas Tech University, [Dr. Kerry Manis](#) (United States) - Texas Tech University, [Dr. Miles Condon](#) (United States) - St. Norbert College

WHAT 'S THE SOUND OF YOUR BRAND? DEVELOPMENT AND VALIDATION OF A VOICE TYPOLOGY

» [Mr. Maximilian Bruder](#) (Germany) - University of Augsburg, [Prof. Michael Paul](#) (Germany) - University of Augsburg

How to build brand devotion: An investigation of antecedents of brand devotion

» [Prof. Ritu Mehta](#) (India) - Indian Institute of Management Calcutta, [Ms. Radhika Sriram](#) (India) - Indian Institute of Management Calcutta

The Business of Brands: B2B Buying in an Emerging Market Context

» [Dr. Nwamaka Anaza](#) (United States) - Southern Illinois University Carbondale, [Dr. Elyria Kemp](#) (United States) - University of New Orleans, [Dr. Chris Osakwe](#) (Morocco) - Rabat Business School, [Université Internationale de Rabat](#), [Dr. Ogechi Adeola](#) (Nigeria) - Lagos Business School Pan-Atlantic University

Sustainable Brand Promotion: The Advantaged Position of the Unaffiliated Professional Service Provider

» [Dr. Thomas Hickman](#) (United States) - Washburn University, [Dr. Michael Stoica](#) (United States) - Washburn University

9:30am Innovation and New Product Development: Session 2

Chaired by: [Mr. Ruichun Liu](#) (United States)



Continued from **Saturday, 13 August**

Future-Making Practices in Innovation: A Conviction Narrative Perspective on Foresight

» Prof. Jose Rosa (United States) - Iowa State University, Mr. Marcelo F. de la Cruz (Germany) - LMU Munich School of Management, Prof. Jelena Spanjol (Germany) - LMU Munich School of Management

Digital Transformation and Marketing Innovation: A Review, Synthesis, and Research Agenda

» Dr. Gerard Athaide (United States) - Syracuse University, Mr. Jaihyun Jeon (United States) - Syracuse University, Dr. S.P. Raj (United States) - Syracuse University, Dr. Guiyang Xiong (United States) - Syracuse University

The Impact of E-Scooters on Retail Visits: Empirical Analysis using Graph Neural Networks

» Mr. Ruichun Liu (United States) - University of Illinois at Urbana-Champaign, Dr. Unnati Narang (United States) - University of Illinois at Urbana-Champaign

9:30am **You Don't See What I See: Deviation and Trust in Today's Marketplace**

Chaired by: Dr. Annie Cui (United States) and Dr. Jody Crosno (United States) and Dr. Raj Agnihotri (United States) and Dr. Mohammad Amin (United States) and Dr. Julian Givi (United States) and Mrs. Yumei Mu (United States) and Dr. Alexis Yim (United States) and Ms. Lin Zhao (United States) and Ms. Paige Fender (United States)

You Don't See What I See: Deviation and Trust in Today's Marketplace

» Dr. Annie Cui (United States) - West Virginia University, Dr. Jody Crosno (United States) - West Virginia University, Dr. Raj Agnihotri (United States) - Iowa State University, Dr. Mohammad Amin (United States) - Western Michigan University, Dr. Julian Givi (United States) - West Virginia University, Mrs. Yumei Mu (United States) - West Virginia University, Dr. Alexis Yim (United States) - West Virginia University, Ms. Lin Zhao (United States) - West Virginia University, Ms. Paige Fender (United States) - West Virginia University

9:30am **Identification, Comparison, and Shared Experiences**
Chaired by: Dr. Karen Tejedor Bowen (United Kingdom)

Social Comparison Effects on Exercise Performance and Happiness: A Two-Mechanism Model

» Dr. Karen Tejedor Bowen (United Kingdom) - Leeds University Business School, University of Leeds, Prof. Josko Brakus (United Kingdom) - Leeds University Business School, University of Leeds, Dr. Yi-Chun Ou (Taiwan) - Institute of Service Science, National Tsing Hua University

The Mediating Effect of Social Identification on Civic Duty and WOM Among Community Orchestra Subscribers

» Dr. Brooke Reavey (United States) - Dominican University, Prof. Zoe Godfrey (United States) - Drexel University

When Shared Experiences Look More Attractive: Role of Voice Assistants in Encouraging Shared Experiences

» Dr. Smaraki Mohanty (United States) - Elon University, Dr. Iman Paul (United States) - Clarkson University

THE IMPACT OF ROMANTIC MOTIVES AUTOMATION ADOPTION

» Dr. Aysu Senyuz (Austria) - Central European University, Dr. Xin He (United States) - University of Central Florida

9:30am **Expert Workshop | How to Conduct an Effective Peer Review**
Chaired by: Dr. Abbie Griffin and Dr. Gloria Barczak (United States)

11am **AMA/PhD Project Partnership for Latinx Faculty and Student Advancement**

Chaired by: Prof. Jose Rosa (United States) and Dr. Christina Pazos (United States)

AMA/PhD Project Partnership for Latinx Faculty and Student Advancement

» Prof. Jose Rosa (United States) - Iowa State University, Dr. Christina Pazos (United States) - The PhD Project

11am **Journal of International Marketing | Special Issue Session**



Continued from **Saturday, 13 August**

11am **MARKETING/IT CHEMISTRY AND THE INFLUENCE ON DATA-DRIVEN DECISION MAKING**

Chaired by: Dr. Stefan Sleep (United States) and Dr. Prachi Gala (United States) and Dr. Dana Harrison (United States)

MARKETING/IT CHEMISTRY AND THE INFLUENCE ON DATA-DRIVEN DECISION MAKING

» [Dr. Stefan Sleep](#) (United States) - Kennesaw State University, Dr. Prachi Gala (United States) - Kennesaw State University, Dr. Dana Harrison (United States) - East tennessee state university

11am **Performance Implications of B2B Marketing Strategy Development and Implementation**

Chaired by: Dr. Ljubomir Pupovac (Australia) and Dr. Rahul Govind (United Kingdom) and Dr. Dimitri Simonin (Australia) and Mr. Mu Li (United States) and Dr. Mahima Hada (United States) and Prof. Kostis Indounas (Greece) and Dr. Ravi Agarwal (United States) and Mr. Masato Abe (Thailand) and Dr. Joseph P. Cannon (United States) and Dr. Alok Kumar (United States)

Performance Implications of B2B Marketing Strategy Development and Implementation

» Dr. Ljubomir Pupovac (Australia) - University of New South Wales, Dr. Rahul Govind (United Kingdom) - University of New South Wales, Dr. Dimitri Simonin (Australia) - University of Technology Sydney, [Mr. Mu Li](#) (United States) - Baruch College, City University of New York, Dr. Mahima Hada (United States) - Baruch College, City University of New York, [Prof. Kostis Indounas](#) (Greece) - Athens University of Economics and Business, Dr. Ravi Agarwal (United States) - University of Nebraska-Lincoln, Mr. Masato Abe (Thailand) - UNESCAP, Dr. Joseph P. Cannon (United States) - Colorado State University, Dr. Alok Kumar (United States) - University of Nebraska-Lincoln

11am **Innovation and New Product Development: Research Opportunities and Challenges**

Chaired by: Dr. Gerard Athaide (United States)

Innovation and New Product Development: Research Opportunities and Challenges

» [Dr. Gerard Athaide](#) (United States) - Syracuse University

11am **Individual and Contextual Factors Influencing Sustainable and Pro-Social Behavior**

Chaired by: Prof. Andreas Hinterhuber (Italy)

Sustainable consumption of services: willingness-to-pay for sustainable alpine skiing experience

» [Prof. Andreas Hinterhuber](#) (Italy) - Università Ca Foscari, Venezia, Dr. Iveta Malasevska (Norway) - Inland Norway University of Applied Sciences, Prof. Erik Haugom (Norway) - Inland Norway University of Applied Sciences, Mr. Orjan Mydland (Norway) - Inland Norway University of Applied Sciences, Mr. Per Kristian Alnes (Norway) - Inland Norway University of Applied Sciences, Prof. Gudbrand Lien (Norway) - Inland Norway University of Applied Sciences

The Signaling Effect of Image Color Saturation on Pro-Social Behavior

» [Ms. Yiping Li](#) (United States) - University of Massachusetts Lowell, Dr. Ann Kronrod (United States) - University of Massachusetts Lowell

Explaining consumer support for sustainable business practices in a multi-religious frontier market

» [Dr. Mark Peterson](#) (United States) - University of Wyoming, Dr. Forrest Watson (Turkey) - Middle East Technical University, Dr. Walid Abou-Khalil (Lebanon) - Saint Joseph University

Your Contribution Matters : Motivating Collective Climate Action through Shared Goal Proximity

» [Dr. Kihyon Kim](#) (Korea, Republic of) - Korea University, Prof. Sujin Song (Korea, Republic of) - Korea University, Prof. Sangyoung Song (Korea, Republic of) - Hanyang University, Prof. Hyun Shin (Korea, Republic of) - Hanyang University

An Attempt to Explain Sustainable attitude but Unsustainable Behavior

» [Ms. Cindy Chuah](#) (Malaysia) - Sunway University, [Dr. Sanjaya Gaur](#) (United States) - New York University



Continued from **Saturday, 13 August**

11am **Consumer Behavior and Interactivity**
Chaired by: Dr. Aniruddha Pangarkar (United States)

Online shopping: Why do Costs loom larger than Gains for some while Gains loom larger than Costs for others?

» Mr. Ashish Kakar (United States) - Texas Tech University, Dr. Adarsh Kumar Kakar (United States) - Alabama State University

Will Conversational Commerce Replace Online Shopping? A Qualitative Examination of Drivers and Barriers to the Intention to Use Digital Voice Assistants for Online Shopping

» Mrs. Katja Wagner (Germany) - University of Siegen, Mrs. Anne Fota (Germany) - University of Siegen, Prof. Hanna Schramm-Klein (Germany) - University of Siegen

Is this 4.5-star equal to that 4.5-star? Investigating the role of perspective taking in consumers' inference about online reviews

» Mr. Mohammadali Koorank Beheshti (United States) - Old dominion University, Dr. Yuping Liu-Thompkins (United States) - Old dominion University

The effect of third-party tracking cookies on online purchase behavior: a conceptual model

» Ms. Fariba Sanaei (United States) - University of Central Florida, Dr. Hamid Abbassi (United States) - Fayetteville State University

11am **Expert Workshop | Increasing Impact through Practitioner Engagement**
Chaired by: Dr. Kimberly Whitler and Dr. Willy Bolander (United States)

12:15pm **Awards Lunch**

2pm **WQS Award Session**

2pm **Journal of International Marketing | Editorial Review Board Meeting (By Invitation Only)**

2pm **Consumer Behavior SIG | Special Session**
Chaired by: Prof. Mathew Isaac (United States)

2pm **DocSIG | Navigating the Job Market: Finding Success and Prioritizing Fit in this Changing Landscape**

2pm **SportSIG | Marketing's Role in Driving Positive Change in Sport & Sponsorship-Linked Marketing**

Chaired by: Dr. Ashley Stadler Blank (United States) and Dr. Julie Rousseau (United States) and Mr. Rich Rodriguez (United States) and Ms. Jennah Motani (United States) and Mr. Frank E. Martin II (United States) and Dr. Arianna Uhalde (United States) and Dr. Joe Cobbs (United States) and Dr. B. David Tyler (United States) and Dr. T. Marius Truta (United States) and Dr. Bridget Nichols (United States) and Mr. Padric Hall (United States) and Dr. Sudipta Mukherjee (United States) and Dr. Jennifer Stoner (United States) and Dr. David M. Houghton (United States) and Dr. Yiran Su (United States) and Dr. Bradley J. Baker (United States)

SportSIG: Marketing's Role in Driving Positive Change in Sport & Sponsorship-Linked Marketing

» Dr. Ashley Stadler Blank (United States) - Xavier University, Dr. Julie Rousseau (United States) - USC Athletics, Mr. Rich Rodriguez (United States) - USC Athletics, Ms. Jennah Motani (United States) - USC Athletics, Mr. Frank E. Martin II (United States) - USC Athletics, Dr. Arianna Uhalde (United States) - USC Athletics, Dr. Joe Cobbs (United States) - Northern Kentucky University, Dr. B. David Tyler (United States) - University of Massachusetts Amherst, Dr. T. Marius Truta (United States) - Northern Kentucky University, Dr. Bridget Nichols (United States) - Northern Kentucky University, Mr. Padric Hall (United States) - Capitol Technology University, Dr. Sudipta Mukherjee (United States) - Xavier University, Dr. Jennifer Stoner (United States) - University of North Dakota, Dr. David M. Houghton (United States) - Xavier University, Dr. Yiran Su (United States) - University of Georgia, Dr. Bradley J. Baker (United States) - Temple University

2pm **Addressing Psychological Barriers to Behavioral Change**
Chaired by: Dr. Ernest Kwan (Canada)



Continued from **Saturday, 13 August**

Using WOM to Overcome Consumer Aversion for Returned Products

» Dr. Ishani Banerji (United States) - Fort Lewis College, Dr. Kurt Carlson (United States) - College of William and Mary, Dr. Richard Gretz (United States) - University of Texas San Antonio

Why and When Consumers Engage (or not) in Product Reuse?

» Dr. Giuseppe Musarra (United Kingdom) - Leeds University Business School, University of Leeds, Dr. Karen Tejedor Bowen (United Kingdom) - Leeds University Business School, University of Leeds

When does Artificial Intelligence evoke Consumer Inferences of Manipulative Intent? An Empirical Investigation about the Role of Concept of Human Nature

» Mr. Robin Pade (Germany) - Karlsruhe Institute of Technology (KIT), Marketing & Sales Research Group, Prof. Martin Klarmann (Germany) - Karlsruhe Institute of Technology (KIT); Marketing & Sales Research Group

Willingness to eat insect-based food among Generation Z consumers: the role of correct information and communication

» Dr. Monica Mendini (Switzerland) - SUPSI - Scuola universitaria professionale della Svizzera italiana, Mrs. Daina Matise Schubiger (Switzerland) - SUPSI - Scuola universitaria professionale della Svizzera italiana

Sustainable consumption and contagion concerns: A comparison of refurbished, repurposed, and recycled products

» Dr. Ernest Kwan (Canada) - Carleton University, Dr. Irene R. R. Lu (Canada) - Carleton University

2pm

Communications in an Evolving Society

Chaired by: Dr. Eric Van Steenburg (United States)

Would You Prefer Cryptocurrency or USD? The Moderating Role of Product Involvement

» Ms. Archana Mannem (United States) - Wayne State University, Mr. Ayan Bhattacharyya (United States) - Wayne State University

Investigating Digital Transit Advertising Effectiveness in a Subway Station: One-Year Observations through Facial Recognition Systems

» Dr. Mark Yim (United States) - University of Massachusetts Lowell, Mr. Sameed Khan (United States) - University of Massachusetts Lowell

Meaning Transverse in Celebrity Political Endorsements

» Ms. Keely Morrison (United States) - Montana State University, Dr. Eric Van Steenburg (United States) - Montana State University

“Illuminating” How IMC Comes to Life: The Case of the Chicago Tabernacle

» Dr. Kristina Kaufman (United States) - College of DuPage, Dr. Peter Kaufman (United States) - Illinois State University, Ms. Tabitha Garneata (United States) - North Park University

2pm

Expert Workshop | Building Relationships with Practitioner Partners for Research and Pedagogy

Chaired by: Dr. Lauren Beitelspacher (United States) and Prof. Daniele Mathras (United States)

3:30pm

AMA EBSCO RRBW Award

3:30pm

Sales SIG | Understanding the Buyer’s Perspective to Better Inform Professional Selling

Chaired by: Dr. Stephanie Mangus (United States) and Dr. Maria Rouziou (Canada) and Dr. Ellen Pullins (United States)

Understanding the Buyer’s Perspective to Better Inform Professional Selling

» Dr. Stephanie Mangus (United States) - Baylor University, Dr. Maria Rouziou (Canada) - HEC Montreal, Dr. Ellen Pullins (United States) - University of Toledo

3:30pm

SIG Programming

3:30pm

Higher Ed SIG | Diversity, Ethics, and, Inclusion (DEI) in Higher Education

Chaired by: Dr. Divya Ramachandran (United States) and Ms. Ashley Hass (United States) and Dr. Atefeh Yazdanparast (United States)



Continued from **Saturday, 13 August**

Diversity, Ethics, and Inclusion (DEI) in Higher Education

» Dr. Divya Ramachandran (United States) - Georgia State University, Ms. Ashley Hass (United States) - University of Portland, Dr. Atefeh Yazdanparast (United States) - Clark University

3:30pm

SERVSIG | Conducting Impactful and Relevant Service Research to Address the Major Challenges of our Times

Chaired by: Prof. Jan Hendrik Schumann (Germany) and Prof. Sertan Kabadayi (United States) and Mrs. Rachel Hochstein (United States) and Prof. Ela Veresiu (Canada) and Prof. Colleen Harmeling (United States) and Prof. Jonathan Beck (United States) and Prof. Clay Vorhees (United States) and Prof. Riley Krotz (United States) and Prof. Mike Giebelhausen (United States) and Prof. Lura Forcum (United States) and Prof. Stacey Robinson (United States)

Conducting Impactful and Relevant Service Research to Address the Major Challenges of our Times

» Prof. Jan Hendrik Schumann (Germany) - University of Passau, Prof. Sertan Kabadayi (United States) - Fordham University, Mrs. Rachel Hochstein (United States) - Florida State University, Prof. Ela Veresiu (Canada) - York University, Prof. Colleen Harmeling (United States) - Florida State University, Prof. Jonathan Beck (United States) - University of Kansas, Prof. Clay Vorhees (United States) - University of Alabama, Prof. Riley Krotz (United States) - Texas Tech University, Prof. Mike Giebelhausen (United States) - Clemson University, Prof. Lura Forcum (United States) - Clemson University, Prof. Stacey Robinson (United States) - University of Alabama

3:30pm

SIG Programming

3:30pm

SIG Programming

3:30pm

SIG Programming

5pm

Sales SIG Reception

5pm

Marketing Communications and Teaching and Learning SIG Reception

5pm

Interorganizational SIG Reception

6:30pm

Networking Reception

Sunday, 14 August

8am

Meet the Editors - Non-AMA Journals

8am

Journal of Interactive Marketing | ERB Meeting (By Invitation Only)

8am

Seeking Pleasure and Avoiding Pain: Influence of CEO Regulatory Focus on Firms' International Diversification

Chaired by: Mr. Muhammad Mollah (United States) and Prof. Nitish Singh (United States) and Prof. Mark Arnold (United States) and Prof. Chin-Chun Hsu (United States)

Seeking Pleasure and Avoiding Pain: Influence of CEO Regulatory Focus on Firms' International Diversification

» Mr. Muhammad Mollah (United States) - Saint Louis University, Prof. Nitish Singh (United States) - Saint Louis University, Prof. Mark Arnold (United States) - Saint Louis University, Prof. Chin-Chun Hsu (United States) - University of Nevada, Las Vegas

8am

THE ROLE OF PRICING RESEARCH IN B2B SERVICE INDUSTRIES

Chaired by: Prof. Kostis Indounas (Greece)

THE ROLE OF PRICING RESEARCH IN B2B SERVICE INDUSTRIES

» Prof. Kostis Indounas (Greece) - Athens University of Economics and Business

8am

What you see is what you do? Influences on perception and intention

Chaired by: Dr. Steven Chan (United States)



Continued from **Sunday, 14 August**

Channel Integration in the Customer Journey. Effects on Omnichannel Quality and Repurchase Intention

» Mr. Nils Fränzel (Germany) - Trier University, Prof. Bernhard Swoboda (Germany) - Trier University

When it comes to sustainable product packaging, do product categories play a certain role in consumers' purchase intention?

» Ms. Anne Kuentzler (Germany) - Saarland University, Ms. Elena Banowitz (Germany) - Saarland University

'Women-Owned Business' Label Enhances Perceived Competence

» Mrs. Nicole Davis (United States) - University of Georgia, Dr. Tami Kim (United States) - University of Virginia

USAGE OF VISUAL PERSPECTIVES FOR ENHANCING SUSTAINABLE PURCHASING BEHAVIORS: AN ETHICAL MODEL VIEW

» Ms. Virginie Lavoye (Finland) - LUT Business School, Dr. Anssi Tarkiainen (Finland) - LUT Business School, Dr. Jenni Sipilä (Finland) - LUT Business School, Dr. Joel Mero (Finland) - Jyväskylä School of Business and Economics, Dr. Maria Uzhegova (Finland) - LUT Business School

COUNTERFEIT PRODUCTS AS PARADOXES AND THE ROLE OF PERCEIVED SIMILARITY TO GENUINE PRODUCTS

» Dr. Steven Chan (United States) - Independent researcher, Dr. Nelson Amaral (Canada) - Ontario Tech

8am

Consumers and Service Technology

Chaired by: Dr. Nicolas Jankuhn (United States)

How Customers React to Touch Types and Assistance Offered by Humanoid Service Robots in Retail Stores

» Ms. Veronika Quast (Germany) - MSB Muenster School of Business, Prof. Carmen-Maria Albrecht (Germany) - MSB Muenster School of Business, Prof. Auke Hunneman (Norway) - BI Norwegian Business School

Is This Money Even Real? – How The Source of Your Venmo Account Balance Affects Payment Behavior

» Dr. Nicolas Jankuhn (United States) - University of Southern Indiana, Prof. Mark Arnold (United States) - Saint Louis University

THE ROLE OF EMOTIONS ON CONSUMERS' DESIRE TO USE AUGMENTED REALITY APPLICATIONS

» Dr. Pei Shan Soon (Malaysia) - Sunway College, Dr. Sanjaya Gaur (United States) - New York University

ATTRIBUTION OF SERVICE FAILURES ON ONLINE RETAIL-BASED MULTISIDED PLATFORMS

» Dr. Khadija Ali Vakeel (United States) - Depaul University, Dr. K. Sivakumar (United States) - Lehigh University

8am

Toward a better Understanding of Advertising Effectiveness

Chaired by: Mr. Hamid Shirdastian (Canada)

Does CEO Narcissism Matter? The Moderating Role of CEO Narcissism in Generating Advertising Effectiveness

» Dr. Joo Hwan Seo (Korea, Republic of) - Dong-A University, Dr. Mark Yim (United States) - University of Massachusetts Lowell

The Influence of Vivid Product Presentations on Privacy related Issues: A Mental Imagery Perspective

» Mr. Julian Schmitz (Germany) - University of Siegen, Mr. Jan-Lukas Selter (Germany) - University of Siegen, Mr. Tobias Roeding (Germany) - University of Siegen, Prof. Hanna Schramm-Klein (Germany) - University of Siegen

Spatial Distance Effects in Advertising: the Role of Need for Cognition and Susceptibility to Ads

» Mr. Hamid Shirdastian (Canada) - Concordia University, Dr. Boris BARTIKOWSKI (France) - Kedge Business School, Dr. Michel Laroche (Canada) - Concordia University, Dr. Marie-Odile Richard (United States) - State University of New York Polytechnic Institute



Continued from **Sunday, 14 August**

The Two-Facet Model of Pride and Self-Construal in Health Advertising

» Ms. Lindsay Bouchacourt (United States) - The University of Texas at Austin, Dr. Kathryn Pounders (United States) - The University of Texas at Austin, Dr. Deena Kemp (United States) - The University of Texas at Austin, Ms. Sarah Lee (United States) - The University of Texas at Arlington

WHEN OTHERS SIGNAL WHAT TO EXPECT: CULTURAL BIASES IN ONLINE COMPLAINING

» Dr. Sanchayan Sengupta (France) - ESSCA School of Management, Dr. Wolfgang Weitzl (Austria) - University of Applied Sciences Upper Austria, Dr. Marc Linzmajer (Switzerland) - University of St.Gallen (HSG)

9:30am **PhD Project: Mentoring First Gen Students**

9:30am **Consumer Behavior in a Digital World**
Chaired by: Dr. Rebecca Rabino (United States)

Influencer Content with AR Filter Can Help or Hurt Brand?

» Ms. Phumsiri Poolperm (Taiwan) - National Cheng Kung University, Dr. Tien Wang (Taiwan) - National Cheng Kung University

HOW DO CONSUMERS PROCESS AUGMENTED REALITY CONTENT?

» Mrs. Katrin Schein (Germany) - Universität der Bundeswehr München, Prof. Sandra Praxmarer-Carus (Germany) - Universität der Bundeswehr München, Prof. philipp rauschnabel (Germany) - Universität der Bundeswehr München

The Use of IoT Technology in Durable Consumer Goods: Measuring Customers' Perceptions and Capturing Their Impact on the Relationship with the Manufacturer

» Prof. Christian Homburg (Germany) - University of Mannheim, Mr. Stephan Mettler (Germany) - University of Mannheim, Dr. Robin Christopher Ruhnau (Germany) - University of Mannheim

DOING GOOD FEELS GOOD: SOCIAL MEDIA INFLUENCER PROMOTION OF PROSOCIAL BEHAVIOR

» Ms. Ashley Hass (United States) - University of Portland, Dr. Rebecca Rabino (United States) - Texas Tech, Dr. Debbie Laverie (United States) - Texas Tech University

NOTHING MATTERS BUT YOU – SEEING YOUR OWN FACE IN ADVERTISING

» Ms. Janina Katharina Krick (Germany) - EBS Universität für Wirtschaft & Recht, Prof. Franziska Krause (Germany) - EBS Universität für Wirtschaft & Recht, Prof. Sven Henkel (Germany) - EBS Universität für Wirtschaft & Recht

9:30am **Marketing and Regulation**
Chaired by: Prof. Vivek Astvansh (United States)

Data Privacy Regulation: Effects on Firm Performance

» Mrs. Natalie Chisam (United States) - University of Washington, Prof. Robert Palmatier (United States) - University of Washington, Dr. Frank Germann (United States) - University of Notre Dame

The Effects of Regulatory Investigation, Supplier Defect, and Product Age on Stock Investors' Reaction to a Product Recall

» Prof. Vivek Astvansh (United States) - Indiana University Bloomington, Prof. Kamran Eshghi (Canada) - Laurentian University

The impact of marketing on regulatory investigations

» Dr. Samuel Staebler (Netherlands) - Tilburg University, Prof. Vivek Astvansh (United States) - Indiana University

9:30am **Marketing and Policy Insights into Contemporary and Contentious Social Issues**
Chaired by: Ms. Nqobile Bundwini (South Africa)

DESTIGMATIZING SOUTH AFRICA'S RECREATIONAL CANNABIS INDUSTRY: A MIXED METHODS LITERATURE REVIEW AND RESEARCH AGENDA

» Ms. Nqobile Bundwini (South Africa) - University of Cape Town, Dr. James Lappeman (South Africa) - University of Cape Town



Continued from **Sunday, 14 August**

General Data Protection Regulation: Marketing, Regulatory and Global Issues

» [Dr. Syed Anwar](#) (United States) - West Texas A&M University

Can Vegan Product Distribution Mitigate Food Deserts Disparities? A Natural Experiment From Burger King

» [Ms. Erya Ouyang](#) (United States) - Temple, [Dr. Yang Wang](#) (United States) - Temple University, [Dr. Xueming Luo](#) (United States) - Temple University

Second order effects of marketing interventions: Evidence from firearm daily deals

» [Dr. Ted Matherly](#) (United States) - Tulane University, [Dr. Brad Greenwood](#) (United States) - George Mason University

9:30am

What drives you? Influences of goals and mindsets

Chaired by: [Ms. Stella Tavallaei](#) (United States)

The Cure Bias: Consumers Demand Fairer Prices for Curatives than Therapeutics

» [Prof. Mathew Isaac](#) (United States) - Seattle University

Time versus Money and Inaction Inertia

» [Dr. Myungjin Chung](#) (United States) - St. Ambrose University, [Dr. Ritesh Saini](#) (United States) - University of Texas at Arlington

Constructing Who We Are Through What We Do: Identifying Antecedents and Outcomes to Consumer-Activity Identification

» [Dr. Matthew Hawkins](#) (France) - ICN Business School, [Dr. Anastasia Thyroff](#) (United States) - Clemson University, [Dr. Alexandra Rome](#) (France) - ICN Business School

Political Ideology and Fair-trade Consumption: A Social Dominance Orientation Perspective

» [Ms. Stella Tavallaei](#) (United States) - Florida International University, [Dr. Ali Gohary](#) (Australia) - Monash University, [Dr. Fatima Madani](#) (Australia) - RMIT University, [Dr. Eugene Chan](#) (United States) - Purdue University

EXPLORING TWO TREASURE SEEKING MINDSETS IN OFF-PRICE RETAILING

» [Dr. Seth Ketron](#) (United States) - University of North Texas, [Dr. Aaron Schibik](#) (United States) - University of Evansville, [Dr. Nancy Spears](#) (United States) - University of North Texas

9:30am

Consumers and Firms Being Helpful or Harmful

Chaired by: [Prof. Hyewon Park](#) (United States)

UNETHICAL RETAIL DISPOSITION: CAN RETAILERS PROVOKE AND MITIGATE IT?

» [Dr. Lynn Dailey](#) (United States) - Capital University

A Good Neighbor or A Bad Neighbor? On the Performance Effect of Colocation

» [Prof. Stephen Kim](#) (United States) - Iowa State University, [Mr. Pushpinder Gill](#) (United States) - University of Tennessee, Chattanooga

Off-work Relaxation, Morning Recovery State and Customer and Coworker-Directed Extra-Role Service Behavior: The Moderating Effect of Conflict between Work and Family

» [Prof. Hyewon Park](#) (United States) - Tennessee Technological University, [Prof. Won-Moo Hur](#) (Korea, Republic of) - Inha University, [Prof. Seung-Yoon Rhee](#) (Korea, Republic of) - Hongik University

The Impact of Co-Location of Departments on Joint Sales in Retail Stores

» [Mr. Laxminarayana Yashaswy Akella](#) (India) - Indian Institute of Management Ahmedabad, [Prof. Praveen Kopalle](#) (United States) - Dartmouth College, [Prof. Dhruv Grewal](#) (United States) - Babson College, [Prof. Jens Nordfält](#) (United Kingdom) - University of Bath



Continued from **Sunday, 14 August**

Revisit the importance of commitment to service quality

» [Dr. Ji Qi](#) (United States) - Grand Valley State University, Dr. Graham Lowman (United States) - Kennesaw State University, Mr. Arash Zadeh (United States) - Illinois State University

9:30am

Activism in the Marketplace

Chaired by: Mrs. Lauren Drury (United States)

Investigating Brand Activism as a Marketing Communication Strategy: The Mediating Role of Brand Trust

» Mr. Jimmy Sukjin Chung (Korea, Republic of) - Yonsei University, [Dr. Mark Yim](#) (United States) - University of Massachusetts Lowell, Dr. Young Kim (United States) - Southern Connecticut State University

Green with Arrogance: High-Market Share Brands Benefit from Asserting Their Sustainability Superiority

» [Mr. Tyler Milfeld](#) (United States) - Villanova University, Dr. Matthew Pittman (United States) - University of Tennessee, Knoxville

You've Been Framed: A Competing Theories Approach to Understanding Sustainable Advertisements

» [Mrs. Lauren Drury](#) (United States) - Saint Louis University, Prof. Mark Arnold (United States) - Saint Louis University

An Investigation of Portrayal of Disability in Brand Ads

» [Ms. Sphurti Sewak](#) (United States) - Florida International University, Dr. Jayati Sinha (United States) - Florida International University

11am

Understanding Digital-Specific Phenomena on Behavior

Chaired by: Dr. Michelle van Solt (United States)

Non-fungible tokens in firms' product and marketing communications strategies

» [Dr. Nir Kshetri](#) (United States) - University Of North Carolina At Greensboro

From the Fear of Missing Out (FOMO) to the Joy of Missing Out (JOMO): Understanding the Effects of FOMO and Mindfulness on Social Media

» Dr. Steven S. Chan (United States) - Independent researcher, [Dr. Michelle van Solt](#) (United States) - Valparaiso University, Dr. Matthew Philp (Canada) - Ryerson University, Ms. Nuket Serin (United States) - Florida International University, Dr. Shalini Bahl (United States) - University of Massachusetts Amherst, Ryan E. Cruz (United States) - Thomas Jefferson University, Dr. Nelson Borges Amaral (Canada) - Ontario Tech University, Dr. Robert Schindler (United States) - Rutgers University, Dr. Abbey Bartosiak (United States) - The Ohio State University, Ms. Smriti Kumar (United States) - University of Massachusetts, Amherst, Dr. Murad Canbulut (United States) - Altinbas University

The Effect of Product Benchmarks on Review Helpfulness

» [Dr. Anh Dang](#) (United States) - Northern Kentucky University, Dr. Bridget Nichols (United States) - Northern Kentucky University

Does it matter to interact with your customers on social media? Understanding the relationship between brand interactivity and customer engagement.

» Mr. Daniel Kreimer (Austria) - University of Graz, [Mr. Lukas Stoppacher](#) (Austria) - University of Graz, Prof. Andreas Eisingerich (United Kingdom) - Imperial College London, Dr. Thomas Foscht (Austria) - University of Graz

How do Emojis Shape Conversations in Digital Environments?

» [Ms. Yiming Li](#) (Switzerland) - University of Lausanne, Prof. Tobias Schlager (Switzerland) - University of Lausanne

11am

Sales and Sales Management: Session 2

Chaired by: Mr. Gabriel Gonzalez (United States)

SOCIAL MEDIA ANALYTICS: AN ORGANIZATIONAL LEARNING CONCEPTUALIZATION FOR BUSINESS MARKETS

» [Mr. Khashayar Afshar Bakeshloo](#) (United States) - Iowa State University, Dr. Raj Agnihotri (United States) - Iowa State University, Dr. Sudha Mani (Australia) - Monash University



Continued from **Sunday, 14 August**

Supervisor Bottom-line Mentality: The cooperative sales culture slayer

» Mr. Barron Brown (United States) - Louisiana Tech University, Mrs. Melanie Koskie (United States) - Louisiana Tech University, Ms. Brittany Beck (United States) - Louisiana Tech University, Dr. William Locander (United States) - Louisiana Tech University

Proposing A Sales Organization's New Role for Managing the Salesperson's Chasm for Post-Pandemic Sales Organizations – A Learning Organization Perspective

» Dr. loon-Hee Oh (United States) - CSU East Bay

11 am

Firm Responsibility and Sustainability

Chaired by: Ms. Chiara Hübscher (Netherlands)

Investigating the Relationship between Green Marketing Mix and the Purchase Intention for Toyota cars in South Africa

» Dr. Siphwiwe Dlamini (South Africa) - University of Cape Town, Mr. Romario Henriques (South Africa) - University of Cape Town, Mr. Ryan Karele (South Africa) - University of Cape Town

What's your Purpose? An Analysis of the Effects of Communicating Corporate Purpose

» Ms. Jasmin Becht (Germany) - University of Applied Sciences Mainz, Prof. Isabelle Hillebrandt (Germany) - University of Applied Sciences Mainz

External Stimuli and Company Motivations: Critical Factors in Determining Endorsements for Environmentally Friendly Products

» Dr. Michael Stoica (United States) - Washburn University, Dr. Thomas Hickman (United States) - Washburn University

Because they say so: green marketing claims and the halo effect

» Ms. Debra Lee Surface (United States) - University of Massachusetts Lowell

11 am

B2B and Supply Chain Management

Chaired by: Mr. Yanhao Wang (United States)

B2B Relational Factors Important for AI-Based Services

» Ms. Suh-Young (Irene) Park (New Zealand) - Auckland University of Technology, Dr. Roger Marshall (New Zealand) - Auckland University of Technology

Measuring the impact of industrial software system sales on future financials - A causal machine learning approach

» Mr. Viktor Jarotschkin (Germany) - ESMT Berlin, Prof. Johannes Habel (United States) - University of Houston, Prof. Andreas Eggert (Germany) - Freie Universität Berlin, Prof. Olaf Plötner (Germany) - ESMT Berlin, Dr. Bianca Schmitz (Germany) - ESMT Berlin

Role of risk management capability in achieving B2B NPD resilience and NPD success

» Mr. Durgesh Pattanayak (United States) - University of Nebraska-Lincoln, Dr. Amit Saini (United States) - University of Nebraska-Lincoln

Logistics Strategy During the Pandemic Era: Customer Service (Un) Committed

» Dr. Ali Kara (United States) - Penn State York, Dr. John E. Spillan (United States) - University of North Carolina at Pembroke, Dr. Gaye Acikdilli (United States) - University of North Carolina at Pembroke, Dr. Erdem Kirkbesoglu (Turkey) - Baskent University

The Performance Effects of Group Purchasing: Evidence from U.S. Health Care

» Prof. Haizhen Lin (United States) - Indiana University, Mr. Yanhao Wang (United States) - Indiana University, Prof. Vivek Astvansh (United States) - Indiana University

11 am

Retail and Service Management

Why Would Consumers Purchase for Unknown Products? Exploring the Effect of Mystery Shopping

» Dr. Wenjun (Emma) Guo (United States) - University of Washington, Prof. Beibei Dong (United States) - Lehigh University, Prof. Robert Palmatier (United States) - University of Washington



Continued from **Sunday, 14 August**

Nudging in the Context of Product Returns in Fashion Retailing – Guiding Customers towards Pro-Environmental Behavior

» Mr. Julian Schmitz (Germany) - University of Siegen, Mr. Jan-Lukas Selter (Germany) - University of Siegen, Mr. Tobias Roeding (Germany) - University of Siegen, Prof. Hanna Schramm-Klein (Germany) - University of Siegen

IT'S NOT JUST ABOUT THE PRICE: THE ROLE OF RELATIONAL MODELS IN CONSUMERS' COMPETITIVE SHOWROOMING DECISIONS.

» Mrs. Janina Kleine (Germany) - University of Augsburg, Prof. Michael Paul (Germany) - University of Augsburg

Consumer Responses to Photorealistic Avatars: Moderated Mediation Effects of Social Presence and Product Familiarity

» Mr. Yuri Martirosyan (United States) - The University of Texas Rio Grande Valley, Prof. Xiaojing Sheng (United States) - University of Texas Rio Grande Valley, Prof. Reto Felix (United States) - University of Texas Rio Grande Valley

Are you helping yourself or our community?: Investigating the relationship between perceived firm motivation for CSR, "CSR-Covid 19 Fit," and consumer purchase intentions

» Ms. Xixi Ji (United States) - Saint Louis University, Dr. Ronald Christian (United States) - Emporia State University, Dr. Chuandi Jiang (United States) - Emporia State University