



AMERICAN MARKETING
ASSOCIATION

2023 AMA SUMMER ACADEMIC CONFERENCE



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August 4-6 • San Francisco, CA

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天津大学管理与经济学部

College of Management
and Economics

Tianjin University

Exhibitors





Monday, 31 July

5am Virtual | **Journal of International Marketing Awards Session**

5am Virtual | **DOCSIG Webscraping and Text Mining Part 1**

Virtual | DOCSIG Webscraping and Text Mining Part 1

» [Dr. Abhishek Borah](#) (United States) - Affiliatio

5am Virtual | **Social Responsibility, Sustainability, Policy and Consumer Culture Theory Paper Session 1**

Chaired by: Dr. Girish Mude (India)

Impact of sustainability cues in consumers' preference and purchase decisions

» [Dr. Girish Mude](#) (India) - Dr. Vishwanath Karad MIT World Peace University, Pune, India., [Dr. Deependra Sharma](#) (India) - Dr. Vishwanath Karad MIT World Peace University, India.

“Enough is Enough”: Environmental Value Orientation and Social-Ecological Thought Marketing

» [Prof. Kihyon Kim](#) (Korea, Republic of) - Korea University Business School

TOWARD A ZERO-WASTE LIFESTYLE: HOW CONSUMERS MOTIVATION SHAPES THEIR PERCEIVED VALUE?

» [Dr. Ines Kolli](#) (Canada) - UQAM's School of Management ESG UQAM, [Prof. Gilles N'Goala](#) (France) - University of Montpellier

Does Green Marketing Strategy Pay off in the Context of Developing Country? A Moderated Mediation Model of Competitive Advantage and Competitive Intensity

» [Mr. Girma Demessie](#) (Ethiopia) - Indian Institute of Technology-Kanpur and Mekelle University, [Prof. Amit Shukla](#) (India) - Indian Institute of Technology-Kanpur

When the message of hope backfires: moderation effect of hope on collective climate action

» [Prof. Kihyon Kim](#) (Korea, Republic of) - Korea University Business School

5am Virtual | **Consuming for All The Wrong Reasons: When Consumers are Impulsive, Uncivil, Unethical, and Materialistic**

Chaired by: Dr. Swapan Deep Arora (India)

A systematic review of online impulse buying: Typology and theory

» [Mr. Snehashis Khan](#) (India) - Indian Institute of Management Sambalpur, [Dr. Poonam Kumar](#) (India) - Indian Institute of Management Sambalpur

EXAMINING THE RELATIONSHIP BETWEEN CONSUMER ETHICS AND CONSUMPTION OF LUXURY FASHION COUNTERFEITS: INSIGHTS FROM AN EMERGING ECONOMY

» [Mr. Tushar Prabhakar](#) (India) - University Business School, Panjab University, Chandigarh, [Prof. Navdeep Kaur](#) (India) - University Business School, Panjab University, Chandigarh

Customer Incivility in Hospitality and Tourism: A Systematic Review and Research Agenda

» [Dr. Swapan Deep Arora](#) (India) - Indian Institute of Management Amritsar

Status Matters: An Exploration of the Intersection of Status Consumption, Luxury Consumption, Materialism, and Subjective Well-Being

» [Mr. George Tamiolakis](#) (Greece) - Researcher, Athens University of Economics and Business, 76, Patission Str. /GR10434, Athens, Greece, [Dr. George Baltas](#) (Greece) - Professor, Athens University of Economics and Business, 76, Patission Str. /GR10434, Athens, Greece, [Dr. Grigorios Painesis](#) (Greece) - Researcher, Prague University of Economics and Business, Prague, Winston Churchill Sq. 4, 130 67 Prague 3, Czech Republic



Continued from **Monday, 31 July**

The Impacts of Conflicting Information on Consumers' Attitudes toward and Willingness to Adopt Medical Cannabis Products

» Dr. Rodolfo Rocha (Brazil) - University of São Paulo, Dr. Andres Veloso (Brazil) - University of São Paulo, [Dr. Christian Munaier](#) (Brazil) - University of São Paulo, Dr. Iná Barreto (Brazil) - ESPM

5am

Virtual | Marketing Strategy

Chaired by: Dr. Harpreet Kaur (India)

The More the Merrier: Top Management Team Diversity and the Likelihood of Myopic Marketing Management

» [Dr. Giovanni Visentin](#) (Costa Rica) - INCAE Business School, Mr. David Zavala (Costa Rica) - INCAE Business School

An unopen door: Chinese nationalism as a marketing strategy

» [Ms. bin chang](#) (United States) - Saint Louis University, [Ms. Pooja Ramankutty](#) (United States) - Saint Louis University

Balancing Marketing to Consumers and Investors: Firms' Online Engagement and Consumption Market Performance

» [Mr. Hengyuan Zhang](#) (China) - Shanghai Jiao Tong University, [Prof. Sheng Shu](#) (China) - Chongqing University of Technology, Prof. Yi Liu (China) - Shanghai Jiao Tong University

Offensive and Defensive Marketing Approach in a Modern Service Sector: Scale Development and Validation

» [Dr. Harpreet Kaur](#) (India) - CHRIST (Deemed to be University), [Mr. Adarsh Manoj](#) (India) - CHRIST (DEEMED TO BE UNIVERSITY), [Ms. Muskan Tyagi](#) (India) - CHRIST (Deemed to be University), [Ms. Shruti Choudhary](#) (India) - CHRIST (Deemed to be University)

Identifying key touchpoints to improve customer experience in an omnichannel world

» [Prof. Chin-Ching Yin](#) (Taiwan) - Department of Industrial Engineering and Management, National Taipei University of Technology, Dr. Jingqi Qiu (United Kingdom) - Exeter Business School, University of Exeter

6:30am

Virtual Expert Workshop | Research Promotion

Chaired by: Dr. Jessica Vredenburg (New Zealand)

6:30am

Virtual | DOCSIG Webscraping and Text Mining Part 2

6:30am

Virtual | Social Responsibility, Sustainability, Policy and Consumer Culture Theory Paper Session Part 2

Chaired by: Dr. Jake Hoskins (United States)

THE EFFECT OF PERCEIVED INNOVATION ON CONSUMER FORGIVENESS IN THE CONTEXT OF PRODUCT RECALL

» [Dr. NESEENUR ALTINIGNE](#) (Turkey) - ISTANBUL BILGI UNIVERSITY

The contribution of organic private label products to private label share outcomes

» [Dr. Jake Hoskins](#) (United States) - Willamette University, Dr. Faruk Konuk (Turkey) - Sakarya University, Dr. Jane Machin (United States) - Radford University

A Hopeful Message Works for the Pessimist: The Role of Outcome Expectancy for Message Framing and Mindset

» [Prof. Kihyon Kim](#) (Korea, Republic of) - Korea University Business School, Prof. Sujeong Hong (Korea, Republic of) - Sungkyunkwan University

CSR Marketing in the Fashion Industry: A Comparative Study between Slow and Fast Fashion Brands on Instagram

» [Ms. Clara Mitzscherling](#) (Germany) - University of Applied Sciences Mainz, [Prof. Isabelle Hillebrandt](#) (Germany) - University of Applied Sciences Mainz

When do voluntary consumer organizations fail and when do they succeed? A qualitative analysis

» [Mrs. Theresia Mennekes](#) (Germany) - University of Siegen, Mrs. Judith Maschke (Germany) - University of Bremen, Mrs. Hanna Schramm-Klein (Germany) - University of Siegen



Continued from **Monday, 31 July**

6:30am **Virtual | The Evolving Marketplace: AI, the Internet, and the Sharing Economy**

Chaired by: Dr. Xianfang Zeng (United States)

A Meta-Analysis of Seeking Advice from Humans and Artificial Intelligence

» [Dr. Xianfang Zeng](#) (United States) - Brooklyn College of the City University of New York

The robot won't stare at you: Artificial intelligence will increase more unethical consumer behavior

» [Ms. Tongxin Ling](#) (China) - Sun Yat-sen University, School of Business, Mr. Jiaming Liang (China) - Sun Yat-sen University, School of Business

The Psychological Factors in Shared Biking Service Adoption

» Prof. BENGÜ SEVİL OFLAÇ (Turkey) - İzmir University of Economics, [Dr. SEDA ÖZCAN](#) (Turkey) - İzmir University of Economics

INTERNET OF BEHAVIOUR: A THEORETICAL FRAMEWORK AND SYSTEMATIC REVIEW

» [Mr. siva ranjan](#) (India) - Mass College of arts & Science

AI credibility and consumer-AI experiences: A justice theory perspective

» [Mr. Abdul Wahid Khan](#) (India) - Indian Institute of Management Indore, Dr. Abhishek Mishra (India) - Indian Institute of Management Indore

IDENTIFYING EMERGING SEGMENT OF CRYPTOCURRENCY ADOPTERS-LOHAS (LIFESTYLE OF HEALTH AND SUSTAINABILITY): FOCUSING ON THE ROLE OF CONSUMER INNOVATIVENESS

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

6:30am **Virtual | Marketing in Times of Uncertainty**

Chaired by: Dr. Ceyhan Kilic (United States)

Self-control failures in pro-environmental behavior in times of uncertainty

» [Mr. Sai Prashanth Ramachandran](#) (France) - Toulouse School of Management, Université Toulouse 1 Capitole, Dr. Camilla Barbarossa (France) - TBS Education, Dr. Laurent Bertrandias (France) - TBS Education

Customer Orientation of Service Employees in Extraordinary Situations

» [Dr. Ceyhan Kilic](#) (United States) - Tarleton State University, Dr. Turkan Dursun (United States) - West Texas A&M University

Understanding Individual Charitable Giving in Natural Disasters: Substitution, Persistence, and Targeting

» [Mr. sai siddharth VK](#) (India) - Indian Institute of Management, Ahmedabad, Ms. Nikita Gupta (India) - Indian Institute of Management, Ahmedabad, Dr. Sourav Borah (India) - Indian Institute of Management, Ahmedabad, Dr. Anirban Adhikary (India) - Indian Institute of Management, Udaipur

Linking Consumer Animosity to Foreign Products, Personality Traits and Product Avoidance: The Moderating Role of Cultural Characteristics and Personal Values

» [Prof. Ausra Rutelione](#) (Lithuania) - Kaunas University of Technology, Ms. Kotryna Motiejūnaitė (Lithuania) - Kaunas University of Technology

Performance Feedback and Marketing Ambidexterity Strategy: The Moderating Role of CEO Turnover

» [Dr. Qianmin Sun](#) (China) - Beijing International Studies University, Dr. Xiaoyu Deng (China) - Beijing Technology and Business University, Prof. Zuohao Hu (China) - Tsinghua university

8am **Virtual Expert Workshop - The PhD Journey and Beyond**

Chaired by: Dr. Anatoli Colicev (United Kingdom)

8am **Virtual | Meet the Editors**

8am **Virtual | Ecosystems to Improving Well-being of Understudied Markets**

Chaired by: Prof. Avinash Kumar (India)



Continued from **Monday, 31 July**

Every Cloud Has a Silver Lining: A Dynamic View Towards Super Fake Counterfeit and Brand-Self Distance

» Dr. Jieqiong Ma (United States) - Hofstra University, Dr. Jie Yang (United States) - The University of Texas at Tyler

HEALTH CONSUMPTION IN THE LIVED SPACES OF LOW INCOME, CHRONICALLY ILL PERSONS

» Dr. Cheryl Nakata (United States) - University of North Carolina at Greensboro, Dr. Lisa Sharp (United States) - University of Illinois at Chicago, Dr. Jelena Spanjol (Germany) - Ludwig-Maximilians-Universität

ACHIEVING DECENTRALIZED SUSTAINABLE MANAGEMENT IN VERTICAL FARMING THROUGH THE METAVERSE

» Ms. Le Bei Sze (Finland) - University of Helsinki, Prof. Jari Salo (Finland) - University of Helsinki, Prof. Teck Ming Tan (Finland) - University of Oulu

Covid-19 Communication In Emerging Markets- Not Viral Enough?

» Prof. Rama Papi Reddy Annapureddy (India) - Indian Institute of Management Nagpur, Prof. Saparya Suresh (India) - Indian Institute of Management Kozhikode, Prof. Varsha Khandker (India) - Indian Institute of Management Nagpur

Value propositions underlying BoP producers' enablement by Social enterprises: Practice View

» Prof. Avinash Kumar (India) - Indian Institute of Management Calcutta, Prof. Rajeev Kumra (India) - Indian Institute of Management Lucknow, Prof. Kumar Rakesh Ranjan (France) - EDHEC Business School

8am

Virtual | Digital and Social Media Marketing

Chaired by: Mr. Sandesh Bohora (Nepal)

A STUDY ON MEDIATING EFFECT OF eWOM ON SOCIAL MEDIA INTENSITY & CONSPICUOUS CONSUMPTION AMONG NEPALESE CONSUMERS

» Mr. Pawan BC (Nepal) - Pokhara University, Mr. Sandesh Bohora (Nepal) - Pokhara University

Brand Exploration in Metaverse: Effects of Self-Avatar Resemblance on Brand Attitude and Purchase Intention, and Moderated Mediation of Copresence

» Ms. Jaehyun Lee (Korea, Republic of) - Ulsan National Institute of Science and Technology (UNIST), Prof. MinChung Kim (Korea, Republic of) - Ulsan National Institute of Science and Technology (UNIST), Prof. Yeolib Kim (Korea, Republic of) - Ulsan National Institute of Science and Technology (UNIST)

Fair information practices in digital advertising: a trust transfer perspective

» Dr. Junjun Cheng (China) - Shanghai University, Ms. Zihang Huang (China) - Shanghai University

INFLUENCER MARKETING AS A FORM OF PERSUASIVE ADVERTISING

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

A structural life course model of dynamic role selection in Q&A sites for pregnancy, childbirth, and childcare

» Prof. Masakazu Ishihara (United States) - New York University, Prof. Hiroshi Kumakura (Japan) - Chuo University, Prof. Minjung Kwon (United States) - Syracuse University

Ride to Escape the Smog: the Impact of Air Pollution on Bike-Sharing Behavior

» Dr. Xiaoyu Deng (China) - Beijing Technology and Business University, Dr. Qianmin Sun (China) - Beijing International Studies University

8am

Virtual | A World Disrupted: AI, Digital and Social Media, and New Product Innovation

Chaired by: Dr. Pei-Shan Soon (Malaysia)

Desire to Use Augmented Reality Application: The Moderating Role of Materialism

» Dr. Pei-Shan Soon (Malaysia) - Sunway University, Prof. Sonjaya Singh Gaur (United States) - New York University



Continued from **Monday, 31 July**

Overconsumption Induced by Digital Consumer Financing with Superior Knowledge: A Mixed-methods Approach

» Dr. Jiangzhe Wang (China) - Jiangnan University, Dr. zibin Xu (China) - City University of Hong Kong

Seeing is touching, Seeing is believing: The effect of product presentation on consumers' product authenticity perception in online live-streaming

» Dr. Nan Zhang (China) - Beijing Jiaotong University, Dr. Xunyi Wang (United States) - Baylor University

Towards a comprehensive model to understand the determinants of purchase of anti-food waste mobile applications

» Dr. Alex HAMARD (France) - Groupe ESPI

Metaverse for physically impaired

» Ms. Esha Sharma (India) - Management Development Institute, Dr. Kirti Sharma (India) - Management Development Institute

9:30am **Virtual Expert Workshop | Field Experiments**

Chaired by: Dr. Steve Anderson

9:30am **Virtual | Journal of Public Policy & Marketing | Kinnear Award Session**

9:30am **Virtual | Advertising, Promotion and Branding**

Chaired by: Mr. Aihui Ding (United States)

Unintended Outcomes of Advertising Diversity

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

Communication triggers and marketing consequences of Inspiration; some preliminary evidence.

» Prof. Vincent Mitchell (Australia) - University of Sydney

UNVEILING THE DARK SIDE OF MARKETING: A SYSTEMATIC LITERATURE REVIEW OF NEGATIVE PUBLICITY

» Mr. Asheen Heranga Hettiarachchi Maha Hettiarachchige (Italy) - University of Cagliari, Prof. Francesca Cabiddu (Italy) - University of Cagliari, Dr. Ludovica Moi (Italy) - University of Cagliari

THE IMPACT OF INCLUSIVE ADVERTISEMENTS ON CONSUMER WELL-BEING: THE MEDIATING ROLE OF BRAND WARMTH AND BRAND COMPETENCE

» Mrs. Nitha Mary Siju (Oman) - Research Scholar, Amrita University, Mr. Harikrishnan R (India) - Research Scholar, Amrita University, Mrs. Lekshmi Mohan (Oman) - Research Scholar, Amrita University, Mrs. Ravitha Menon (India) - Research Scholar, Amrita University

Optimal Subscription Platform Promotion Policy under Evolution

» Mr. Anomitra Bhattacharya (Canada) - McMaster University, Prof. Ruhai Wu (Canada) - McMaster University

The Effect of the Zoom-in (vs. Zoom-out) Presentation Format of Brand Logos on Perceived Brand Competence

» Ms. Yu Gu (China) - Tsinghua University, Dr. Rong Chen (China) - Tsinghua University, Dr. Xiaobing Xu (China) - Hainan University, Dr. Feng He (China) - University of Science and Technology Beijing

9:30am **Virtual | Consumer Immersion: Sharing, Disclosure, and Engagement**

Chaired by: Dr. Iman Jana (United Kingdom)

PERCEIVED BRAND GLOBALNESS AND USER ENGAGEMENT ON GLOBAL SOCIAL NETWORKS

» Prof. Neeru Malhotra (United Kingdom) - Kingston University, Dr. Iman Jana (United Kingdom) - University of Essex, Dr. Muhammad S. Akram (United Kingdom) - University of Essex

Which Appeal Motivates Consumers to Engage in Word of Mouth? The Effect of Cuteness

» Dr. Alexis Yim (United States) - Radford University, Dr. Stephen He (United States) - West virginia University, Dr. Annie Peng Cui (United States) - West virginia University



Continued from **Monday, 31 July**

Evaluating article-form native advertising: the effect of unexpected articulation, transportation experience, and familiarity with native ads

» Dr. Qixing Li (China) - Beijing Normal University-Hong Kong Baptist University United International College, Prof. Wenyu Dou (China) - SKEMA Business School, China Campus

SERVICE CO-CREATION IN THE PANDEMIC: MODERATING EFFECT OF SERVICE TYPE

» Prof. Dongyoun Kim (Korea, Republic of) - Gachon University, Dr. Kyusung Hwang (Taiwan) - National Taiwan University of Science and Technology, Prof. Eunkyung Lee (China) - Xi'an Jiaotong-liverpool University

Effective strategy: Utilizing variety-seeking to cope with the threat posed by social comparison

» Ms. Xinyi Li (China) - Xiamen University, Prof. Jun Ye (China) - Xiamen University, Dr. Kun Zhou (China) - Dalian University of Technology

9:30am

Virtual | A World Disrupted: Sales, Retailing, and Consumer Behavior

Chaired by: Dr. Christian Munaier (Brazil)

Salesperson learning from customer engagement with AI-human coach assemblage

» Dr. Ozlem Ozkok (France) - Rennes School of Business, Dr. Mehdi Khiari (France) - ZTO Technology, Mr. Christian Winter (Germany) - Friedrich-Schiller-Universität Jena, Prof. Nicolas Zacharias (Germany) - Friedrich-Schiller-Universität Jena, Dr. Laurent Scaringella (France) - Rennes School of Business

BUY NOW PAY LATER A TECHNOLOGICAL INNOVATION AND SOCIAL DISRUPTION IN ONLINE SHOPPING

» Mr. Syam Kumar S (India) - Indian Institute of Technology Roorkee, Dr. Jogendra Nayak (India) - Indian Institute of Technology Roorkee

Motivation to Write an Online Review: The Role of Satisfaction and Self-Congruence

» Prof. George Shen (Taiwan) - National Chiayi University, Prof. Zui Chih Lee (United States) - New Jersey City University

THE POWER OF GROUNDEDNESS: HOW COMMUNICATION CUES AFFECT AUTHENTICITY PERCEPTIONS

» Ms. Shipra Mathur (India) - Indian Institute of Technology Roorkee, Dr. Jogendra Nayak (India) - Indian Institute of Technology Roorkee

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

» Dr. Krishnan Jeeshha (India) - Indian Institute of Management Lucknow, Dr. Ranjitha GP (India) - Indian Institute of Management Nagpur

11am

Virtual Expert Workshop | Leveraging Unstructured (Textual) Data for Business Applications

Chaired by: Dr. Oded Netzer

11am

Journal of Marketing Research | WWO Award

11am

Virtual | Retailing, Services and Entertainment

Chaired by: Dr. Hamed Azad Moghddam (Australia)

EXAMINING CUSTOMER INCIVILITY FROM THE PERSPECTIVE OF SERVICE FAILURE

» Mr. Mihir Kumar Kushwah (India) - Indian Institute of Management Raipur, Dr. Himanshu Shekhar Srivastava (India) - Indian Institute of Management Raipur

RETAILING IN THE METAVERSE: TRENDS, SCENARIOS AND A CLASSIFICATION FRAMEWORK FOR SETTING UP A SHOP IN THE METAVERSE

» Mrs. Anupama Raveendran (India) - Amrita School of Business, Amrita Vishwa Vidyapeetham, Dr. Dhanya M (India) - Amrita School of Business, Amrita Vishwa Vidyapeetham



Continued from **Monday, 31 July**

INTEGRATIVE FRAMEWORK OF THE ECOSYSTEM OF ONGOING SERVICES IN SHARED USE FOR CUSTOMER LOYALTY

» Dr. Christian Munaier (Brazil) - University of São Paulo, Dr. José Afonso Mazzon (Brazil) - University of São Paulo

A Framework for Omnichannel Capability Development

» Dr. Kushal Saha (India) - XLRI - Xavier School of Management, Dr. Subir Bhattacharya (India) - Indian Institute of Management Calcutta

NIKE OR GODDESS OF VICTORY IN SOCIAL COMMERCE

» Dr. Hamed Azad Moghddam (Australia) - University of Newcastle, Dr. Hormoz Ahmadi (Australia) - La Trobe University

11am

Virtual | Serving Others or Another Serving: Donation Behavior and Food-Based Motivation

Chaired by: Ms. Hongyu Meng (China)

Persuading resistant consumers to donate

» Dr. Rebecca Trump (United States) - Loyola University Maryland, Dr. Kevin Newman (United States) - Providence College

GAINING THROUGH GIVING: HOW ROMANTIC CRUSHES INCREASE CHARITY DONATION

» Ms. Zhiwei Luo (China) - Xi'an Jiaotong-liverpool University, Ms. Yanxi Yi (China) - Osaka University, Prof. Wangshuai Wang (China) - Xi'an Jiaotong-liverpool University

Beautiful from the Outside in? Self-Perceived Attractiveness and Prosocial Behavior

» Ms. Hongyu Meng (China) - Xiamen University, Prof. Jun Ye (China) - Xiamen University

A Review and Comparison of Eating Motivation Scales

» Ms. Liamell Quezada (United States) - Siena College, Dr. S. Sinem Atakan (United States) - Siena College

Understanding the antecedents of plant-based foods behavior - an exploratory study using COM-B model

» Mrs. Gurmeet Kaur Matharu (Australia) - Southern Cross University, Dr. Golam Sorwar (Australia) - Southern Cross University

11am

Virtual | A World Disrupted: B2B, Strategy, and Marketing in Times of Uncertainty

Chaired by: Ms. Chih-Ying Chu (Taiwan)

The Influence of Industrial Customer Engagement on Supplier Engagement and Collaboration Performance in Concentrated Industrial Supply Markets

» Prof. J. Chris Lin (Taiwan) - National Taiwan University, Ms. Chih-Ying Chu (Taiwan) - National Taiwan University

EMPLOYING CONSUMER EXPERIENCE OF VALUE FOR CONSUMER LOYALTY

» Dr. Shu-Ching Chen (Japan) - Ritsumeikan Asia Pacific University

The Paradoxical Effect of Top Management Involvement on Innovative Tendencies for State Owned Enterprises versus Privately Owned Enterprises

» Prof. William Murphy (Canada) - University of Saskatchewan Edwards School of Business, Prof. Ning Li (United States) - Johns Hopkins Carey Business School

Communicating CSR on Social Media - A Literature Review

» Dr. Khudejah Ali (Pakistan) - Lahore University of Management Sciences, Dr. Khawaja Zain-ul-Abdin (Pakistan) - Lahore University of Management Sciences, Mr. Muhammad Asadullah (Pakistan) - Lahore University of Management Sciences, Ms. Tanya Khan (Pakistan) - Lahore University of Management Sciences

Role of Caffeine in Processing Hedonic and Utilitarian Appeals: Insights from Functional Magnetic Resonance Imaging (fMRI)

» Dr. Kaijun Zhang (China) - Xiamen University, Prof. Jun Ye (China) - Xiamen University, Mr. Gengbiao Zhang (China) - Second Affiliated Hospital of Shantou University Medical College



Continued from **Monday, 31 July**

The Role of a Customer Success Manager

» [Ms. Taskeen Iqbal](#) (Germany) - Research Assistant

Friday, 4 August

12pm

SERVSIG Special Session: From B2B to B2C and From Firms to Consumers – Understanding Diverse Service Environments

Chaired by: Prof. Jan H. Schumann (Germany) and Ms. Johanna Zimmermann (Germany)

SERVSIG Special Session: From B2B to B2C and From Firms to Consumers – Understanding Diverse Service Environments

» Prof. Jan H. Schumann (Germany) - University of Passau, Ms. Johanna Zimmermann (Germany) - University of Passau, Prof. Venkatesh Shankar (United States) - Mays Business School, Texas A&M, [Prof. Thomas Dotzel](#) (United States) - University of Nebraska, Lincoln, [Dr. Teresa Proença](#) (Portugal) - University of Porto, [Prof. Joao Proenca](#) (Portugal) - University of Porto and University of Lisbon, Ms. Ana Rita Fernandes (Portugal) - University of Porto, [Prof. Ross Murray](#) (United States) - University of Charleston, [Dr. Xiaojing Sheng](#) (United States) - University of Texas Rio Grande Valley, [Dr. Thuy Luyen](#) (France) - Audencia Business School, Dr. Haseeb Shabbir (United Kingdom) - University of Huddersfield, Prof. Hongfei Liu (United Kingdom) - University of Southampton, Prof. Paurav Shukla (United Kingdom) - University of Southampton, Prof. Nina Michaelidou (United Kingdom) - Loughborough University

12pm

Expert Workshop: Responsible Research: Conducting Research that Matters

Chaired by: Dr. Sterling Bone

12pm

Sustainability and Equity through Branding

Chaired by: Dr. Aya Aboelenien (Canada)

Young Smokers' Responses to Pictorial Health Signaling and Plain Package De-branding on Tobacco Packaging

» [Dr. Scot Burton](#) (United States) - University of Arkansas, Dr. Richard Netemeyer (United States) - University of Virginia, [Dr. Craig Andrews](#) (United States) - Marquette University, Dr. Jeremy Kees (United States) - Villanova University

Young Consumers and their Intentions to Punish and Expose Brand Scandals: A Cross- Cultural Comparison

» [Dr. Edith Galy](#) (United States) - University of Texas Rio Grande Valley, Dr. Monica Hernandez (United States) - Texas Lutheran University, Dr. Sasawan Heingraj (United States) - Winston-Salem State University, Mr. Suwakitti Amornpan (United States) - University of Texas Rio Grande Valley

Should We Drop Disney Princesses Altogether? Feminist Representation and a Brand Narrative

» Dr. Aya Aboelenien (Canada) - HEC Montreal, [Dr. Ruxandra Monica Luca](#) (Canada) - HEC Montreal

IMPARTING KNOWLEDGE TO A MARKET: SUSTAINABILITY IN BRAND COMMUNICATION

» [Dr. Aya Aboelenien](#) (Canada) - HEC Montreal, Dr. Verena Gruber (France) - Emlyon

The brand reputation impact of activism depends on the category and the kind of activism

» [Ms. Ludovica Scalco](#) (Norway) - BI Norwegian Business School, Prof. Koen Pauwels (United States) - Northeastern University, Prof. Anders Gustafsson (Norway) - BI Norwegian Business School

12pm

Technology and AI: Chatbots, Collaboration, and Changing Consumption

Chaired by: Dr. Shavneet Sharma (Fiji)

Canine vs Feline: Exploring Pet Exposure through Pet Ownership and Animal Chatbots Avatars in Service Recovery

» [Dr. Shavneet Sharma](#) (Fiji) - The University of the South Pacific, Prof. Gurmeet Singh (Fiji) - The University of the South Pacific



Continued from **Friday, 4 August**

Can this Animal Really Perform this Human Task? Consumers Reluctance to Adopt Zoonotic Artificial Intelligence.

» [Mrs. Sara-Maude Poirier](#) (Canada) - HEC Montreal, [Dr. Bo Huang](#) (China) - University of Nottingham Ningbo China, [Dr. Anshu Suri](#) (Ireland) - University College Dublin, [Prof. Sylvain Sénécal](#) (Canada) - HEC Montreal

Human and AI Team Collaboration Affecting Customer Experience in Service Contexts

» [Ms. Asli Gul Kurt](#) (Canada) - HEC Montreal, [Prof. Sylvain Sénécal](#) (Canada) - HEC Montreal, [Prof. Yany Grégoire](#) (Canada) - HEC Montreal, [Dr. Jared Boasen](#) (Canada) - HEC Montreal, [Dr. Ruxandra Monica Luca](#) (Canada) - HEC Montreal, [Dr. Muhammad Aljukhadar](#) (Canada) - HEC Montreal, [Prof. Constantinos Coursaris](#) (Canada) - HEC Montreal, [Prof. Marc Fredette](#) (Canada) - HEC Montreal

Consumer's Self-Extension with Smart Technologies: Scale Development and Validation

» [Dr. Min Yan](#) (United Kingdom) - University of Essex, [Prof. Raffaele Filieri](#) (France) - Audencia Business School, [Prof. Matthew Gorton](#) (United Kingdom) - Newcastle University, [Dr. Artyom Golossenko](#) (United Kingdom) - Newcastle University

12pm

Global Marketing Strategies: Responding and Adapting to Global Ecosystems

Chaired by: [Mr. Nazrul Shaikh](#) (United States)

Levering Synergies in Global Media Planning

» [Mr. Nazrul Shaikh](#) (United States) - Market Fusion Analytics

THE IMPLICATIONS OF FDI DISINVESTMENT DECISIONS IN EMERGING MARKETS

» [Dr. Ayse Ozturk](#) (United States) - University of South Carolina, [Dr. Cem Ozturk](#) (United States) - University of South Carolina, [Dr. Chris Gu](#) (United States) - Georgia Institute of Technology

Promoting Learning from International Failures: Manager Market Human Capital and Institutional Environment

» [Mr. Liguu Liu](#) (United States) - West Virginia University, [Dr. Xinchun Liu](#) (United States) - West Virginia University, [Dr. Annie Peng Cui](#) (United States) - West Virginia University

The Marketing Concept and Well-being of Nations: An Empirical Investigation

» [Dr. Babu John-Mariadoss](#) (United States) - Texas Tech University, [Dr. Nik Nikolov](#) (United States) - Kennesaw State University, [Dr. Binay Kumar](#) (United States) - Appalachian State University

Joint Learning and Relationalism on Relationship-Based Innovation: The Psychic Distance Paradox

» [Prof. Steven Liu](#) (United States) - Oakland University, [Prof. Janell Townsend](#) (United States) - Oakland University

12pm

Promoting Women in Sales Research Collaborations

Promoting Women in Sales Research Collaborations

» [Prof. Karen Flaherty](#) (United States) - Oklahoma State University, [Dr. Stephanie Mangus](#) (United States) - Baylor University, [Dr. Huanhuan Shi](#) (United States) - Texas A&M University

12pm

Marketing in Times of Turbulence: Pandemic and War

Chaired by: [Dr. Xiang Fang](#) (United States)

The Joint Impact of the COVID-19 Pandemic and WIC Program Policy on Food Benefit Redemption Behaviors

» [Dr. Chuanyi Tang](#) (United States) - Old Dominion University, [Dr. Junzhou Zhang](#) (United States) - Montclair State University, [Dr. Qi Zhang](#) (United States) - Old Dominion University, [Dr. Kayoung Park](#) (United States) - Old Dominion University

Reactions to Covid-19: The Moderating Role of Innovation Strategy in New Product Development

» [Prof. Ian Sinapuelas](#) (United States) - San Francisco State University, [Prof. Minu Kumar](#) (United States) - San Francisco State University



Continued from Friday, 4 August

Marketing in times of uncertainty: Beyond COVID-19 and new era of market

» [Ms. Subin Kim](#) (Korea, Republic of) - Yonsei University

Investigating firms' response strategies and response time during a War Crisis

» [Dr. Xiang Fang](#) (United States) - Oklahoma State University, [Dr. Zhiyong Yang](#) (United States) - Miami University, [Dr. Kevin Kam Fung So](#) (United States) - Oklahoma State University, [Dr. Yingying Shao](#) (United States) - Towson University, [Dr. Zhuofan Zhang](#) (United States) - Texas A&M University - Kingsville, [Dr. Grace Fang Yu-Buck](#) (United States) - University of Houston Clear Lake

12pm **TCR / AMA Intensive Workshop: Marketing and the U.N. Sustainable Development Goals**

TCR / AMA Intensive Workshop: Marketing and the U.N. Sustainable Development Goals

» [Dr. Martin Mende](#) (United States) - Florida State University

12pm **Intensive Workshop: Perspectives on Sustainable Marketing**

Perspectives on Sustainable Marketing

» [Dr. Neeraj Bharadwaj](#) (United States) - University of Tennessee at Knoxville, [Dr. Jagdish Sheth](#) (United States) - Emory University, [Dr. Prasad Naik](#) (United States) - University of California, Davis, [Dr. Dionne Nickerson](#) (United States) - Indiana University, [Dr. Raji Srinivasan](#) (United States) - University of Texas at Austin, [Dr. Russell Belk](#) (Canada) - York University, [Dr. Yuliya Strizhakova](#) (United States) - Rutgers University, [Dr. Karen Page Winterich](#) (United States) - Penn State University, [Dr. Darren Dahl](#) (Canada) - University of British Columbia, [Dr. Jonathan Knowles](#) (United States) - Type 2 Consulting, [Ms. Stephanie Ogden](#) (United States) - CARE USA, [Mr. David Smukowski](#) (United States) - Mindspring, [Dr. Dana Alden](#) (United States) - University of Hawaii - Manoa, [Dr. Robert Dahlstrom](#) (United States) - Miami University and BI-Norwegian Business School

1:30pm **Journal of Marketing | Awards Session**

1:30pm **RRBM Awards Session**

1:30pm **Expert Workshop: Using Synthetic Control Methods for Causal Inference in Marketing**

Chaired by: Prof. Venkatesh Shankar (United States)

1:30pm **Technological Solutions for Serving Understudied Markets**

ONLINE COMPLAINANTS' SKEPTICISM TOWARDS WEBCARE PROMISES: A CROSS-CULTURAL STUDY

» [Dr. Wolfgang Weitzl](#) (Austria) - University of Applied Sciences Upper Austria, [Dr. Sanchayan Sengupta](#) (France) - ESSCA School of Management

TITLE: Empirical Study Examining The Relationship between Mobile Advertising and Black/African American Millennials' Spending on Products and Services in the United States

» [Dr. Sabrina Kizzie](#) (United States) - Baruch College - City University of New York, [Dr. Gyongyi Konyu-Fogel](#) (United States) - California Southern University

How Does Credit Card Promote Inclusion of Low-Income Consumers?

» [Dr. Farah Diba Abrantes-Braga](#) (Brazil) - Insper, [Dr. Danny Claro](#) (Brazil) - Insper, [Dr. Nancy Wong](#) (United States) - University of Wisconsin Madison

Understanding Crowdfunding Backer-Founder Goal Alignment: Examination of Self-construal Theory

» [Dr. Fayez Ahmad](#) (United States) - Appalachian State University, [Dr. Olamide Olajuwon-Ige](#) (United States) - Texas Christian University, Neeley School of Business

1:30pm **Giving and Going Green: Socially Responsible Consumption and Charitable Behavior**

Chaired by: Prof. Josep Rialp (Spain)



Continued from **Friday, 4 August**

Information Transparency of Knowing Where Your Donation Money is Spent Matters to Your Brain: Evidence from an fMRI Investigation

» Ms. WENYING TAN (Korea, Republic of) - Business School, Sungkyunkwan University, Ms. Meiling Yin (Korea, Republic of) - Business School, Sungkyunkwan University, Prof. Eun-Ju Lee (Korea, Republic of) - Business School, Sungkyunkwan University

One More Reason for Going Green: How Food Made by Green Energy Positively Impacts its Healthiness Perception

» Dr. Iman Paul (United States) - Montclair State University, Dr. Smaraki Mohanty (United States) - Elon University, Dr. Jeffrey Parker (United States) - University of Illinois at Chicago

THE UNEXPECTED CONSEQUENCES OF ENGAGING TOURISTS IN DESTINATION SOCIAL RESPONSIBILITY THROUGH CHECK-OUT-CHARITY. THE CASE OF SKI RESORTS IN THE FRENCH ALPS

» Dr. Elodie Manthé (France) - Savoie Mont-Blanc University, Dr. Anil Bilgihan (United States) - Florida Atlantic University

The determinants of the intention to adopt battery electric vehicles

» Ms. Kathrin Buhmann (Spain) - Department of Business, Universitat Autònoma de Barcelona, Prof. Josep Rialp (Spain) - Department of Business, Universitat Autònoma de Barcelona

1:30pm

Advertising in the Digital Age

Chaired by: Ms. Juan Liu (China)

Are High Arousal Ads Really Noticeable? Exploring the Visual Browsing Behavior of In-Stream Ads from ad placement

» Prof. Ai-Yun Hsieh (Taiwan) - Master of Science in Marketing, Chinese Culture University, Prof. Shao-Kang Lo (Taiwan) - Master of Science in Marketing, Chinese Culture University

“THE PLAYER LOST THE GAME AD; DO I WANT TO PLAY?” EFFECT OF GAME AD OUTCOME ON INTENTION TO INSTALL

» Ms. Sama Ashouri (United States) - Old Dominion University, Dr. Mohammadali Koorank Beheshti (United States) - Marist College, Dr. Mahesh Gopinath (United States) - Old Dominion University

Examining Whether Prosocial Ads Make Us More Prosocial

» Dr. Kristin Jehiah Stewart (United States) - California State University San Marcos

Exploring Advertising Blindness in the Metaverse: An Empirical Investigation Using Consumer Neuroscience

» Dr. Marco Mandolfo (Italy) - Politecnico di Milano, Mr. Michele Di Dalmazi (Italy) - Politecnico di Milano, Mr. Francesco Di Paolo (Italy) - Politecnico di Milano, Prof. Lucio Lamberti (Italy) - Politecnico di Milano

The Impacts of the Cross-Platform Targeted Advertising Strategy

» Ms. Juan Liu (China) - Southeast University, Prof. Ruhai Wu (Canada) - McMaster University, Prof. Weijun Zhong (China) - Southeast University

1:30pm

Frontline and Sales Personnel Management

Chaired by: Dr. Babu John-Mariadoss (United States) and Dr. Binay Kumar (United States)

Frontline Employee Motivation to Participate in New Service Development: A Conceptual Framework Integrating the Theory of Planned Behavior and Self-Determination Theory

» Dr. Horace Melton (United States) - Illinois State University

EXPLORING THE IMPACT OF SALES MANAGER CHANGE ON SALESPERSON PERFORMANCE: A STUDY OF MANAGERIAL EXPERIENCE AND HIRING SOURCE

» Mr. Scott Hachey (United States) - University of Hawaii - Manoa, Mrs. Claire Cha (United States) - University of Massachusetts Amherst, Mr. Siddharth Arora (United States) - The College of Westchester, Mr. Ritesh Adhyapak (United States) - Georgia State University



Continued from Friday, 4 August

Why and when do frontline employees break rules? An examination of the deontological side of third-party justice.

» Dr. Siddeeq Shabazz (United States) - New Mexico State University, Dr. Gabriel Gazzoli (United States) - Georgia Southern University, Dr. Mihai Niculescu (United States) - New Mexico State University

The Impact on Performance of Specific Characteristics of Inside Sales and Outside Sales Dyadic Teams

» Ms. Larissa Silva (Brazil) - Insper, Dr. Carla Ramos (Brazil) - Insper, Dr. Danny Claro (Brazil) - Insper

Did salespeople with longer organizational tenure perform better than newer salespeople during the COVID-19 pandemic?

» Dr. Atul Parvatiyar (United States) - Texas Tech University, Dr. Binay Kumar (United States) - Appalachian State University, Dr. Babu John-Mariadoss (United States) - Texas Tech University

1:30pm

Influencers 1

Chaired by: Dr. Fabio Shimabukuro Sandes (Portugal)

An Audience Threshold in the Millions: Exploring Influencer Marketing Activations Online

» Dr. Brandon Chicotsky (United States) - Texas Christian University, Neeley School of Business

The Social Contagion Effect: How Social Media Influencers' Opinions Impact Consumers' Post-Failure Responses

» Dr. Anshu Suri (Ireland) - University College Dublin, Dr. Bo Huang (China) - University of Nottingham Ningbo China, Prof. Sylvain Sénécal (Canada) - HEC Montreal

Virtual Influencer Marketing Effectiveness: The impact of product and social mixed reality on consumer perceptions and behavior

» Ms. Jeongmin Ham (United States) - University of Texas at Austin, Mr. Sitan Li (United States) - University of Texas at Austin, Mr. Pratik Shah (United States) - University of Texas at Austin, Dr. Matthew Eastin (United States) - University of Texas at Austin

How we get there matters. An analysis of different pathways that lead celebrities and digital influencers to fame.

» Ms. Gabriella Fasanella (Brazil) - Fundação Getulio Vargas, FGV EAESP SP, Dr. Fabio Shimabukuro Sandes (Portugal) - Universidade Lusófona, Dr. Eliane Zamith Brito (Brazil) - Fundação Getulio Vargas, FGV EAESP SP

Investigating how consumers perceive content produced by digital influencers when the message evokes a sense of meritocracy and gender is congruent with the influencer.

» Dr. Fabio Shimabukuro Sandes (Portugal) - Universidade Lusófona, Dr. Paula Lopes (Portugal) - Universidade Lusófona, Dr. Rui Estrela (Portugal) - Universidade Lusófona

3pm

Journal of Marketing | Awards Session

3pm

DOCSIG | Demystifying the Job Market

3pm

Expert Workshop: Theory Construction

Chaired by: Dr. Ajay Kohli

3pm

Sustainability in Fashion and Commerce

Chaired by: Dr. Sipiwe Dlamini (South Africa)

THE INFLUENCE OF CONSUMPTION VALUES ON THE PURCHASE INTENTION OF FAST FASHION IN SOUTH AFRICA

» Dr. Sipiwe Dlamini (South Africa) - University of Cape Town, Mr. Michael Peter (South Africa) - University of Cape Town

Virtual fashion, real impact: Examining the relationship between in-game sustainable fashion and real-world behaviour

» Prof. Gurmeet Singh (Fiji) - The University of the South Pacific, Dr. Shavneet Sharma (Fiji) - The University of the South Pacific

A Dilemma for Luxury Brands?: When and How Prosocial Actions Benefit Luxury Brands

» Dr. Jiyong Hwang (United States) - UNC-Greensboro



Continued from Friday, 4 August

Investigating Consumer Motivations and Willingness to Adopt Circular Reusable Packaging in Online Shopping

» [Prof. Yi-Fen Liu](#) (Taiwan) - National Kaohsiung University of Science and Technology, [Mr. Rui-Jing Yu](#) (Taiwan) - National Kaohsiung University of Science and Technology

Investigating sustainability factors and consumers' ethnocentrism on their cross-border e-commerce purchase intentions

» [Mrs. Anne Fota](#) (Germany) - University of Siegen, [Mr. Jan-Lukas Selter](#) (Germany) - University of Siegen, [Mrs. Hanna Schramm-Klein](#) (Germany) - University of Siegen, [Mr. Julian Schmitz](#) (Germany) - University of Siegen, [Mrs. Theresia Mennekes](#) (Germany) - University of Siegen, [Mr. Eric Schell](#) (Germany) - University of Siegen

3pm

Digital Directions: Influences on Consumer Behavior in the Digital World

Chaired by: [Ms. Mingxuan Liu](#) (United States)

Social Media Influencers, Impulsive Behavior Tendencies, and Cognitive Dissonance: Some Preliminary Evidence

» [Ms. Khushi Agnish](#) (United States) - Yale University, [Dr. Tilottama Ghosh Chowdhury](#) (United States) - Quinnipiac University, [Dr. Mohammad Elahee](#) (United States) - Quinnipiac University

Will Subscribing to Digital Content Services Become a New Lifestyle? A Dual Perspective of Innovation Adoption and Innovation Resistance

» [Ms. Jie Yang](#) (China) - Hokkaido University, [Ms. Youngkyung Kwon](#) (Korea, Republic of) - Hokkaido University

How Micro (vs. Mega) Influencers Drive Word-of-Mouth in the Age of Digital Economy: The Moderating Role of Consumers' Mindset

» [Ms. Jiwoon Park](#) (Korea, Republic of) - Korea University Business School, [Ms. Ji Min Lee](#) (New Zealand) - University of Auckland, [Dr. Felix Septianto](#) (Australia) - The University of Queensland, [Dr. Yuri Seo](#) (New Zealand) - University of Auckland

Towards a More Sustainable Digital Economy: A Holistic Understanding of Giving Consumers Rights to Control Their Information

» [Ms. Ngan Vo](#) (Canada) - University of Manitoba, [Dr. Rajesh V. Manchanda](#) (Canada) - University of Manitoba

Exit, Voice and Loyalty: Understanding the Role of In-Game Reporting in Player Enjoyment and Retention

» [Ms. Mingxuan Liu](#) (United States) - University of Southern California, [Mr. Jack Lipei Tang](#) (United States) - University of Southern California, [Prof. Dmitri Williams](#) (United States) - University of Southern California

3pm

Behavior Driven Branding Strategy

Chaired by: [Dr. Ying Ying Li](#) (United States)

Unravelling the Determinants of Co-Branding Success: The Role of Constituent Brands' Signaling Strength and Co-Brand Fit

» [Prof. Daniel Maduku](#) (South Africa) - University of Johannesburg

How emotional valence influences consumers' responses to a brand: the role of anthropomorphism

» [Dr. Ying Ying Li](#) (United States) - Susquehanna University, [Dr. Kevin Voss](#) (United States) - Oklahoma State University

THE EFFECTS OF AD APPEALS ON LOW-FIT BRAND EXTENSION EVALUATIONS: A CONSTRUAL-LEVEL MATCHING PERSPECTIVE

» [Mr. Muhammad Rashid Saeed](#) (Australia) - Business Unit, University of South Australia, Australia, [Prof. Richard Lee](#) (Australia) - University of South Australia, [Prof. Larry Lockshin](#) (Australia) - University of South Australia, [Prof. Steven Bellman](#) (Australia) - University of South Australia, [Dr. Justin Cohen](#) (Australia) - University of South Australia, [Dr. Song Yang](#) (Australia) - University of South Australia, [Dr. Huda Khan](#) (United Kingdom) - University of Aberdeen

Role of Attachment Styles and Brand Roles on Advocacy Intention of Anthropomorphized Brands

» [Dr. Archit Tapar](#) (India) - Indian Institute of Management Rohtak, [Dr. Gurbir Singh](#) (India) - Indian Institute of Management Amritsar



Continued from **Friday, 4 August**

3pm **SalesSIG | Leading Through Service: How to be a Better Reviewer of Sales Papers**

Chaired by: Dr. Maria Rouziou (Canada) and Colleen McClure (United States)

SalesSIG | Leading Through Service: How to be a Better Reviewer of Sales Papers

» [Dr. Maria Rouziou](#) (Canada) - HEC Montreal, [Dr. Stephanie Mangus](#) (United States) - Baylor University, [Dr. Gary Hunter](#) (United States) - University of Mississippi, [Dr. Son Lam](#) (United States) - University of Georgia, [Dr. Girish Mallapragada](#) (United States) - Indiana University, [Dr. Alok Kumar](#) (United States) - University of Nebraska, Lincoln, [Dr. Nick Panagopoulos](#) (United States) - Ohio University, [Dr. Willy Bolander](#) (United States) - Texas A&M University

3pm **Influencers 2**

Chaired by: Dr. Kristin Jehiah Stewart (United States)

Influencers' Strategic Timing Decisions in Livestream Shopping

» [Ms. Zhe\(Betty\) Li](#) (Canada) - McMaster University, Prof. Ruhai Wu (Canada) - McMaster University

The Dark Side of Social Media: Fear of Missing Out

» [Ms. Nusaiba Begum](#) (Qatar) - Qatar University, Dr. Nripendra P. Rana (Qatar) - Qatar University

UNBOXING VIDEO EFFECTIVENESS – DOES SPEECH MATTER?

» Prof. Ina Garnefeld (Germany) - University of Wuppertal, Prof. Eva Boehm (Germany) - Paderborn University, [Mrs. Lisa Hanf](#) (Germany) - University of Wuppertal, Prof. Sabrina Helm (United States) - University of Arizona

Examining Two Different but Concurrent Routes through which the Frequency of Social Media Use Influences Teens' Wellbeing

» [Dr. Kristin Jehiah Stewart](#) (United States) - California State University San Marcos, Dr. Glen Brodowsky (United States) - California State University San Marcos, Dr. Donald Sciglimpaglia (United States) - California State University San Marcos

Linking sponsored video customization to video shares: the moderating roles of mega influencer and brand familiarity

» [Dr. Yiwen Chen](#) (United States) - San Francisco State University, [Dr. Li Chen](#) (United States) - Suffolk University

4:30pm **Early Career Meetup**

4:30pm **Mid Career Meetup**

4:30pm **Late Career Meetup**

4:30pm **Scholars of Color Meetup**

4:30pm **LGBT Scholars Meetup**

4:30pm **International Scholars Meetup**

5:30pm **Welcome + Poster Reception**

Saturday, 5 August

7am **DOCSIG Mentor Breakfast**

8am **AMA Meet the Editors Session**

8am **Expert Workshop - Leveraging User-Generated Content: Opportunities and Challenges**

Chaired by: Dr. Shijie Lu

8am **Sustainability and Institutional Innovation**

Chaired by: Dr. Sohyoun Shin (United States)



Continued from **Saturday, 5 August**

Job Insecurity and Work-Life Imbalance as Motivation to Start a New Business: Escape Theory Perspective

» Dr. Eunju Ahn (Korea, Republic of) - Hoseo Graduate School of Venture, Dr. Dongwoo Yang (Korea, Republic of) - Hoseo Graduate School of Venture, Dr. Sungho Lee (Korea, Republic of) - University of Seoul, [Dr. Sohyoun Shin](#) (United States) - California State University, Chico

DIFFUSION AND ADOPTION OF THE METAVERSE AMONG HIGHER EDUCATION INSTITUTIONS

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

The nature of University-Industry Collaborations and their impact on innovation outcomes

» [Dr. Rajani Ganesh Pillai](#) (United States) - North Dakota State University, Dr. vishal bindroo (United States) - Indiana University - South Bend, Mr. Daniel Kuzmich (United States) - Texas Tech University, Dr. Babu John-Mariadoss (United States) - Texas Tech University

8am

Hungry for More: Effects of Food, Nutrition, and Label Information on Consumer Outcomes

Chaired by: Prof. Xin Su (China)

The Effect of Food Presentation on Consumers' Plate-clearing Tendency

» Ms. Yunzhi Huang (China) - Xiamen University, [Prof. Jun Ye](#) (China) - Xiamen University

How does organic certification affect consumers' green consumption behaviors? The moderating effect of certificate validity and retailer credibility

» [Prof. Xin Su](#) (China) - Beijing University of Posts and Telecommunications, Prof. Umair Akram (Australia) - Royal Melbourne Institute of Technology, Ms. Haixia Gu (China) - Beijing University of Posts and Telecommunications

BEHIND 280 CALORIES: UNDERSTAND THE NUTRITION FACTS LABEL BY INTELLIGIBLE UNITS

» Dr. Nuoya Chen (China) - Southern University of Science and Technology, [Ms. Huixin Deng](#) (China) - Fudan University, Dr. Jinfeng (Jenny) Jiao (United States) - Amazon, Prof. Xiucheng Fan (China) - Fudan University

8am

Chatbots & Cell Phones

Chaired by: Dr. Evert de Haan (Netherlands)

Beyond the Surface: A Multimethod Exploration of Chatbot Service Quality and Brand Psychological Distance

» [Dr. Camilo R. Contreras](#) (France) - Univ. Grenoble Alpes, Grenoble INP, CERAG, 38000 Grenoble France Institute of Engineering and Management Univ. Grenoble Alpes, Prof. Pierre Valette-Florence (France) - Univ. Grenoble Alpes, Grenoble INP, CERAG, 38000 Grenoble France Institute of Engineering and Management Univ. Grenoble Alpes.

Rapport development in online channels: A dyadic customer/service employee perspective

» Dr. Mohamed Hammad (United Kingdom) - University of Liverpool, [Dr. Chris Raddats](#) (United Kingdom) - University of Liverpool, Dr. Treasa Kearney (United Kingdom) - University of Liverpool

Mobile Channel Expansion: The Impact of Introducing a Competing Platform on an Existing Platform

» Dr. Wei Liu (China) - China University of Petroleum, [Dr. Sha Zhang](#) (China) - University of Chinese Academy of Sciences, Prof. Tammo Bijmolt (Netherlands) - University of Groningen, Dr. Evert de Haan (Netherlands) - University of Groningen

Mobile Content: Understanding Drivers of Engagement by Screen

» [Dr. Myoung-jin Chae](#) (Korea, Republic of) - Soonchunhyang University, Dr. Omar Rodriguez-Vila (United States) - Emory University, Dr. Sundar Bharadwaj (United States) - University of Georgia

How Social Media Increases Achievement and Conformity Values: A Paradigm Shift In Our Societies

» [Mr. Ertugrul Uysal](#) (Switzerland) - University of Neuchâtel, Prof. Sascha Alavi (Germany) - University of Oldenburg, Prof. Valéry Bezençon (Switzerland) - University of Neuchâtel



Continued from **Saturday, 5 August**

8am **Technology and Innovation in Sales**
Chaired by: Dr. Melanie Bowen (Germany)

Extended Reality in the B2B Customer Decision Journey

» [Ms. Janina Riether](#) (Germany) - University of Mannheim, Prof. Christian Homburg (Germany) - University of Mannheim, Prof. Robin-Christopher Ruhnau (Germany) - Catholic University Eichstätt-Ingolstadt

Sales Assistants that Flatter – Can Digital Assistants take over?

» [Dr. Melanie Bowen](#) (Germany) - Justus-Liebig-University Giessen, Prof. Alex Haas (Germany) - Justus-Liebig-University Giessen

The New Service Environment: Exploring The Role Of Front-Line Employees In A Self-Service Era

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

The effects of sales control on creative selling: A moderated mediation model of work engagement and job tenure

» [Prof. Hyewon Park](#) (United States) - College of Business, Tennessee Technological University, Prof. WON-MOO HUR (Korea, Republic of) - College of Business Administration, Inha University, Prof. Seongho Kang (Korea, Republic of) - College of Business, Chosun University

8am **Platform-Mediated Consumption and its Effect on Understudied Consumers**

Platform-Mediated Consumption and its Effect on Understudied Consumers

» [Dr. Eda Anlamli](#) (United States) - UNLV, [Dr. Colleen Harmeling](#) (United States) - Florida State University

8am **Marketing Analytics, AI and Machine Learning**
Chaired by: Dr. Miguel Llorens-Marin (Spain)

Strategic Management of Hotel Customers Based on their Online Reviews: The Case of Luxury Hotels in Spain

» [Dr. Miguel Llorens-Marin](#) (Spain) - Universidad Complutense de Madrid, Ms. Ziwei Shu (Spain) - Universidad Complutense de Madrid, Dr. RAMON ALBERTO CARRASCO (Spain) - Universidad Complutense de Madrid

IMPROVING CONVERSATIONS WITH THE BRAND: HOW CONSUMERS PERCEIVE HUMOUR IN AI

» [Ms. Daphne Greiner](#) (France) - Panthéon-Sorbonne Paris I, Prof. Jean-François Lemoine (France) - Panthéon-Sorbonne Paris I

FACTORS IMPACTING SUCCESSFUL HUMAN-ROBOT INTERACTION

» [Dr. Anshu Arora](#) (United States) - University of the District of Columbia, [Dr. Amit Arora](#) (United States) - University of the District of Columbia, [Dr. K Sivakumar](#) (United States) - Lehigh University

DO PICTURES TELL THE SAME STORY: ROLE OF TEXT-IMAGE CONSISTENCY ON REVIEW HELPFULNESS

» [Dr. Vartika Srivastava](#) (India) - National Institute of Industrial Engineering (NITIE), India, Dr. Arti D. Kalro (India) - Indian Institute of Technology Bombay, Mr. Harshit Bhalla (India) - Indian Institute of Technology Delhi, Mr. Ram Kandalkar (India) - Indian Institute of Technology Bombay

Humanlike Avatars' Failure and Consumers' Forgiveness

» [Dr. Atieh Poushneh](#) (United States) - CSU-Bakersfield

8am **Marketing Strategy Paper Session 2**

Chaired by: Dr. Ljubomir Pupovac (Australia)

Building and Fostering B2B Customer Engagement in the Metaverse through Metafluencers

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



Continued from **Saturday, 5 August**

Optimizing the Duration of Advertising Campaigns for Entertainment Products: Evidence from the Movie Industry

» Dr. Atya Zeb (Australia) - UNSW, Dr. Ljubomir Pupovac (Australia) - UNSW, Prof. François Carrillat (Australia) - Griffith University, Prof. Nitika Garg (Australia) - UNSW

Investors' Sensitivity to Marketing Information in Unstructured News-Media Text

» Prof. Debanjan Mitra (United States) - University of Connecticut, Prof. Joseph Johnson (United States) - University of Miami, Prof. Brent Kitchens (United States) - University of Virginia

An Emerging Theory of Gamification

» Ms. Yue Liang (United States) - University of Washington, Prof. Robert Palmatier (United States) - University of Washington

Managing Customer Relationships While Providing for Customer Wellbeing

» Dr. Agata Leszkiewicz (Netherlands) - University of Twente, Prof. V Kumar (United States) - St. John's University

9:15am **Coffee Break**

9:45am **Listening Session with the CEO of the AMA, Bennie Johnson**

9:45am **Journal of Marketing Editorial Review Board Meeting (Invite Only)**

9:45am **Expert Workshop - Efficient Grading: Strategies to Spend Less Time and Deliver Better Feedback**

Chaired by: Colin Campbell (United States) and Dr. Karen Robson (Canada)

9:45am **Designing Outside the Box? Emerging Research in Product Development and Design**

Designing Outside the Box? Emerging Research in Product Development and Design

» Dr. Jody Crosno (United States) - West virginia University, Dr. Pui Ying Tong (United States) - Illinois State University, Dr. Mohammad Sakif Amin (United States) - Western Michigan University, Dr. Traci Freling (United States) - University of Texas - Arlington, Dr. Ryan Freling (United States) - Louisiana Tech University, Dr. Yuerong Liu (United States) - University of Massachusetts at Lowell, Ms. Melanie Koskie (United States) - Louisiana Tech University, Dr. Christopher Yencha (United States) - Bradley University

9:45am **Aging and Grief: Loneliness, Death, and the Aging Consumer**
Chaired by: Dr. Shirley LI (Hong Kong)

Shopping Experiences of Aging Consumers in the US: A Meta-Analysis

» Dr. Juanjuan Wu (United States) - University of Minnesota, Ms. Yiling Zhang (United States) - University of Minnesota

How to Promote Death-related Consumption? A Perspective from Marketing Communication

» Dr. Shirley LI (Hong Kong) - Hong Kong Baptist University, Ms. Lexie Lan Huang (Hong Kong) - Hong Kong Baptist University, Prof. Kimmy Wa Chan (Hong Kong) - Hong Kong Baptist University, Ms. Yanli Wang (China) - Hong Kong Baptist University

Exploring brand grief and its causes

» Ms. Sajira Khatoon (India) - Indian Institute of Technology Madras, Prof. Varisha Rehman (India) - Indian Institute of Technology Madras

I FEEL I BELONG: LONELINESS INCREASES SUPPORT FOR BRAND ACTIVISM

» Dr. Saira Raza Khan (New Zealand) - University of Auckland, Dr. Yuri Seo (New Zealand) - University of Auckland, Dr. Felix Septianto (Australia) - The University of Queensland

TOWARDS AN EXTENDED THEORY OF LIQUID CONSUMPTION

» Dr. Sushant Kumar (India) - Indian Institute of Management Raipur



Continued from **Saturday, 5 August**

9:45am

The Big Picture of Digital Marketing

Chaired by: Dr. Katee Zhang (United States)

Digital Consumer Wisdom: A Practice-Based Framework

» [Dr. Aditya Gupta](#) (United States) - Illinois State University

A Sales Prediction Model for Digital Business Start-ups: How to Allocate Marketing Budgets to Increase Sales?

» [Dr. Sung Ha Jang](#) (United States) - San Francisco State University, [Dr. Ji Hye Kang](#) (United States) - University of Rhode Island, [Dr. Jae-Eun Kim](#) (New Zealand) - University of Auckland, [Mr. Jongik Kim](#) (Korea, Republic of) - Delivered Korea

Business Ecosystems: Marketing Relevance and Global Markets

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

The Value of Online Influencers

» [Dr. Katee Zhang](#) (United States) - University of North Carolina Wilmington, [Dr. Tanya Tang](#) (China) - Independent Researcher, [Dr. Alexandra Krallman](#) (United States) - University of North Carolina Wilmington

9:45am

Front line employee trends

Chaired by: Dr. David Hagenbuch (United States)

The Pygmalion Effect of Flow on Sales Performance

» [Dr. Atul Parvatiyar](#) (United States) - Texas Tech University, [Dr. Sridhar Guda](#) (India) - Professor, Indian Institute of Management Kozhikode

EMOTIONAL AND PROFESSIONAL COMPETENCE OF SERVICE EMPLOYEES IN OFFLINE AND ONLINE ENCOUNTERS: ROLE AND RELEVANCE

» [Ms. Anna Teresa Wanisch](#) (Austria) - University of Innsbruck, [Ms. Heike Hebborn](#) (Austria) - University of Innsbruck, [Prof. Verena Hofmann](#) (Germany) - FOM Hochschule für Oekonomie & Management, [Prof. Nicola Stokburger-Sauer](#) (Austria) - University of Innsbruck, [Prof. Carmen-Maria Albrecht](#) (Germany) - FH Muenster

Ethical Climate's Curvilinear Salesperson Performance Implications

» [Dr. Jeff Johnson](#) (United States) - University of Missouri-Kansas City, [Dr. Scott Friend](#) (United States) - Miami University

DIRECT SELLING DISTRIBUTOR TURNOVER IN EUROPE: DETECTING POTENTIAL LEAVERS ACROSS COUNTRIES

» [Mr. Michael Gerke](#) (Germany) - University of Muenster, [Prof. Manfred Krafft](#) (Germany) - University of Muenster, [Prof. Anne Coughlan](#) (United States) - Northwestern University, [Prof. Leo Paas](#) (New Zealand) - University of Auckland

The Differential Effect of Affect and Cognition in Job Satisfaction Measures: A Meta-Analytical Investigation

» [Mr. Hossein Hashemi](#) (United States) - University of Massachusetts Amherst, [Dr. Reza Rajabi](#) (United States) - northern Illinois University, [Dr. Thomas Brashear Alejandro](#) (Brazil) - Fundação Getulio Vargas, FGV EAESP SP

9:45am

Novel Insights about Consumers, Sustainability, and Equity

Chaired by: Prof. Xin Su (China)

Exploring the Context-Dependency of Firms' Portrayals of Consumer Nature

» [Mr. Robin Pade](#) (Germany) - Karlsruhe Institute of Technology (KIT), Marketing and Sales Research Group, [Prof. Martin Klarmann](#) (Germany) - Karlsruhe Institute of Technology (KIT), Marketing and Sales Research Group

Rescue-based foods: The role of moral and ingredient familiarity

» [Ms. Fernanda Carneiro-Otto](#) (Germany) - University of Göttingen, [Prof. Yasemin Boztug](#) (Germany) - University of Göttingen

I Want Only for Me, Not Us: How Consumers React to the Different Types of Inclusive Design Products

» [Mr. Jaeyoung Oh](#) (Korea, Republic of) - Korea University Business School, [Mr. Youngjin Kim](#) (United States) - University of Texas at San Antonio, [Prof. Jongwon Park](#) (Korea, Republic of) - Korea University Business School



Continued from **Saturday, 5 August**

Consumer and Investor Responses to Environmental and Social Incidents

» [Ms. Nathalia Ramajo Esteves](#) (Brazil) - Insper, Dr. Danny Claro (Brazil) - Insper

Evaluating the impact of corporate social responsibility on the reconstruction of consumer well-being: Implications for green product consumption

» [Prof. Xin Su](#) (China) - Beijing University of Posts and Telecommunications, Ms. Haixia Gu (China) - Beijing University of Posts and Telecommunications, Mr. Wu Tianrum (China) - Beijing University of Posts and Telecommunications

9:45am **B2B Marketing Today: Adapting to a Changing World**
Chaired by: Mr. Srinivas B Vijayaraghavan (India)

The Impact of Relational Versus Project-Specific Communication in B2B Relationship: Converging Evidence of a Moderating Role of AI

» Dr. Suh-Young Irene Park (New Zealand) - Auckland University of Technology, [Prof. Jongwon Park](#) (Korea, Republic of) - Korea University Business School

A CONCEPTUAL MODEL FOR A B2B GROWTH FUNCTION, COMBINING MARKETING AND SALES AND RESEARCH IMPLICATIONS

» [Mr. Srinivas B Vijayaraghavan](#) (India) - Indian Institute of Management Kozhikode, Dr. Joffi Thomas (India) - Indian Institute of Management Kozhikode

The Origination of Online Reviews in B2B Markets: A Qualitative Study on the Underlying Motives of Review Writers

» [Ms. Janina Seutter](#) (Germany) - Paderborn University

9:45am **Marketing Strategy Paper Session 1**
Chaired by: Dr. Nandini Ramani (United States)

HOW DO NARCISSISTIC CEOs CARE ABOUT CUSTOMERS? THE ROLE OF CEO TENURE AND INTERNAL SOCIAL CAPITAL

» [Dr. Kay \(Kyung-Ah\) Byun](#) (United States) - The University of Texas at Tyler, Dr. Marwan Al-Shammari (United States) - The University of Texas at Tyler, Dr. Kevin James (United States) - The University of Texas at Tyler

CAN MARKETING DEPARTMENT POWER HELP FIRMS COUNTER IMPORT COMPETITION? EVIDENCE FROM THE CHINA SHOCK

» [Dr. Nandini Ramani](#) (United States) - Mays Business School, Texas A&M

DID FIRMS' STRATEGIC RESPONSES TO THE COVID-19 PANDEMIC PAY OFF?

» [Dr. Navid Bahmani](#) (United States) - Rowan University, Dr. Amit Bhatnagar (United States) - University of Wisconsin-Milwaukee, Dr. Dinesh Gauri (United States) - University of Arkansas

11:15am **Information in the context of consumer behavior**
Chaired by: Mr. Tobias Roeding (Germany)

The Impact of Color-Contrast and Color-Temperature on the Ability of Customers to Storage and Recall Information from Ads

» [Mr. Tobias Roeding](#) (Germany) - University of Siegen, Mr. Eric Schell (Germany) - University of Siegen, Mr. Rober Rollin (Germany) - University of Siegen, Mrs. Hanna Schramm-Klein (Germany) - University of Siegen, Mr. Julian Schmitz (Germany) - University of Siegen, Mrs. Anne Fota (Germany) - University of Siegen, Mr. Jan-Lukas Selter (Germany) - University of Siegen, Mrs. Theresia Mennekes (Germany) - University of Siegen

Investigating the Acceptance of Instant Shopping on Streaming Platforms with Technology Acceptance Model (TAM)

» [Mr. Julian Schmitz](#) (Germany) - University of Siegen, Mr. Jan-Lukas Selter (Germany) - University of Siegen, Mrs. Anne Fota (Germany) - University of Siegen, Mrs. Hanna Schramm-Klein (Germany) - University of Siegen



Continued from **Saturday, 5 August**

The Influence of Perceived Incongruity of the Product Presentation on Customer Behavior

» Mr. Julian Schmitz (Germany) - University of Siegen, Mr. Tobias Roeding (Germany) - University of Siegen, Mr. Eric Schell (Germany) - University of Siegen, Mrs. Hanna Schramm-Klein (Germany) - University of Siegen

Influence of Nutri- and Eco-Score on Consumers' Buying Behavior

» Mrs. Anne Fota (Germany) - University of Siegen, Mr. Jan-Lukas Selter (Germany) - University of Siegen, Mrs. Hanna Schramm-Klein (Germany) - University of Siegen, Mr. Julian Schmitz (Germany) - University of Siegen, Mr. Eric Schell (Germany) - University of Siegen, Mrs. Katja Wagner (Germany) - University of Siegen

11:15am

Transforming Customer Service with Conversational AI - An Empirical Study on Social Presence, Trust, and Customer Satisfaction

Chaired by: Ms. Tatjana Heiser (Germany) and Prof. Frank Huber (Germany)

Transforming Customer Service with Conversational AI - An Empirical Study on Social Presence, Trust, and Customer Satisfaction

» Ms. Tatjana Heiser (Germany) - Johannes Gutenberg University Mainz, Prof. Frank Huber (Germany) - Johannes Gutenberg University Mainz

11:15am

Expert Workshop - Employing multi-method in consumer research

Chaired by: Dr. Allan Chen

11:15am

Beyond the Textbook: Using ChatGPT and AI to Build Future-Ready Marketers

Chaired by: Dr. Eric Rhiney (United States)

Beyond the Textbook: Using ChatGPT and AI to Build Future-Ready Marketers

» Dr. Eric Rhiney (United States) - Webster University, Dr. Nisha Ray-Chaudhuri (United States) - Webster University

11:15am

Consuming Better: Well-Being, Financial Responsibility, and the Sharing Economy

Chaired by: Dr. Randle Raggio (United States)

Consumer Well-being - A Systematic Literature Review using TCCM Framework

» Ms. Priya Bhardwaj (India) - Indian Institute of Technology Bombay, Dr. Arti D. Kalro (India) - Indian Institute of Technology Bombay

When Feelings of Responsibility Do Not Follow Feelings of Ownership: Implications for the Sharing Economy

» Dr. Randle Raggio (United States) - University of Richmond, Dr. Phillip Hartley (United States) - Georgia Gwinnett College, Dr. Jie Sun (United States) - Siena College

Why, how and when individuals track expenses, and implications for financial outcomes

» Ms. Yiling Zhang (United States) - University of Wisconsin Madison, Dr. Nancy Wong (United States) - University of Wisconsin Madison

THE DARK SIDE OF PERCEIVED ECONOMIC MOBILITY

» Dr. Patricia Torres (United States) - University of Detroit Mercy, Dr. Rodolfo Rocha (Brazil) - Universidade de Sao Paulo, Dr. Alexandra Aguirre Rodriguez (United States) - Florida International University

STIGMA IN MARKETING AND CONSUMER RESEARCH: A LITERATURE REVIEW AND RESEARCH AGENDA

» Dr. Rodolfo Rocha (Brazil) - University of São Paulo, Dr. Andres Veloso (Brazil) - University of São Paulo

11:15am

The Digital Herd: Consumer-side Effects in Digital Marketing

Chaired by: Ms. Priya Premi (India)

Investor Attention and IPO Valuation: The Role of Social Media

» Dr. Malika Chaudhuri (United States) - Oakland University, Dr. Ranadeb Chaudhuri (United States) - Oakland University, Dr. Hieu V. Phan (United States) - University of Massachusetts Lowell, Dr. Hang T. Nguyen (United States) - Michigan State University



Continued from **Saturday, 5 August**

Cancel Culture: The Modern Noose

» [Mr. Ertugrul Uysal](#) (Switzerland) - University of Neuchâtel, Ms. Ana Pušić (Croatia) - University of Dubrovnik, Prof. Katija Vojvodić (Croatia) - University of Dubrovnik

Digital Companions and Psychological Wellbeing: Exploring the Role of Social Support

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

When Likes for Consumption Sharing on Social Media is Less Appealing: Impact of Ideal Social Self-Congruity on Consumer's Behavioral Intention

» Dr. Jiang ZHU (China) - Sichuan University, [Dr. Lan JIANG](#) (United States) - Menlo College, [Prof. Wenyu DOU](#) (China) - SKEMA Business School, China Campus

The Role of Voice Artificial Intelligence on Perceived eeriness and Consumers' Voice Shopping

» [Dr. Atieh Poushneh](#) (United States) - CSU-Bakersfield

11:15am

Research on Understudied Stakeholders in Marketing

Chaired by: Dr. Xiaojing Sheng (United States)

Governing 'Quantity' Uncertainty in Asymmetric Buyer-Seller Relationships: Theory and Empirical Evidence

» [Dr. Jennifer J. Lee](#) (United States) - Boston University, Dr. Debi P. Mishra (United States) - Binghamton University

Understanding Challenges and Motivations of Telehealth Usage Among Older Consumers

» [Dr. Xiaojing Sheng](#) (United States) - University of Texas Rio Grande Valley, [Mr. Yuri Martirosyan](#) (United States) - University of Texas Rio Grande Valley, [Mr. Khondoker Hossain](#) (United States) - University of Texas Rio Grande Valley, Dr. Reto Felix (United States) - University of Texas Rio Grande Valley, Dr. Arjun Singh (United States) - University of Texas Rio Grande Valley

First Nations Business: Voice, Knowledge-sharing and Decision-making.

» [Mr. Jacob Hegedus](#) (Australia) - QUT, Mr. Ryan Menner (Australia) - University of Sydney, [Dr. Antony Peloso](#) (Australia) - QUT

Autonomy and opportunism: Exploring the expropriation and bonding scenarios

» [Dr. Jennifer J. Lee](#) (United States) - Boston University, Dr. Minyoung Cheong (Korea, Republic of) - Kyung Hee University, Mr. Jaehyung Ahn (Korea, Republic of) - Yonsei University

Smart Cities: The Premise, The Promise, The Reality, and What Can We Do Next

» [Dr. Antony Peloso](#) (Australia) - QUT, Dr. Catherine See (Australia) - Gravatis, Mr. Brook Dixon (Australia) - DelosDelta

11:15am

Sustainability in Place

Chaired by: Prof. Thomas Anning Dorson (South Africa)

Organization- versus Employee-Level Diversity Equity Inclusion Performances: The Case of Higher Education

» [Dr. Thuy Nguyen](#) (United States) - University of North Texas, Dr. Majed Yaghi (United States) - University of North Texas, Dr. Gopala Ganesh (United States) - University of North Texas, Dr. Charles Blankson (United States) - University of North Texas

The emotional side of touristic experience in a sustainable context: The differential role of gratitude and altruism

» [Mr. YASSINE CHAMSI](#) (France) - Univ. Grenoble Alpes, Grenoble INP, CERAG, 38000 Grenoble France, Prof. Pierre Valette-Florence (France) - Univ. Grenoble Alpes, Grenoble INP, CERAG, 38000 Grenoble France

South African Township, Celebrity Endorsed Messaging and Pro-Environmental Behaviour

» [Prof. Thomas Anning Dorson](#) (South Africa) - University of the Witwatersrand, Ms. Levin Samkelisiwe (South Africa) - University of the Witwatersrand



Continued from **Saturday, 5 August**

WHAT CAN BRANDING LEARN FROM THE SUSTAINABILITY OF LIVING HERITAGE PRODUCTS

» Dr. Monisha Das (United States) - University of Maryland Eastern Shore

11:15am **Deciphering the Emotional Code of Employee-Customer Conversations using Voice Analytics**

Chaired by: Ms. Saskia Jacob (Germany) and Prof. Martin Klarmann (Germany)

Deciphering the Emotional Code of Employee-Customer Conversations using Voice Analytics

» Ms. Saskia Jacob (Germany) - Karlsruhe Institute of Technology, Marketing and Sales Research Group, Prof. Martin Klarmann (Germany) - Karlsruhe Institute of Technology, Marketing and Sales Research Group, Ms. Anne Cordts (Germany) - Karlsruhe Institute of Technology, Marketing and Sales Research Group

11:15am **Customer Data Privacy, Security, and Vulnerability**

Chaired by: Ms. Zoe LI (United States) and Prof. Detelina Marinova (United States)

Customer-voiced Data Vulnerability in Service Interactions

» Ms. Zoe LI (United States) - University of Missouri, Prof. Detelina Marinova (United States) - University of Missouri, Dr. Mike Nguyen (United States) - University of Missouri, Prof. Steve Samaha (United Kingdom) - University of Warwick

Privacy as Strategy

» Prof. Natalie Chisam (United States) - University of Nebraska, Lincoln, Prof. Jordan Moffett (United States) - University of Kentucky, Prof. Kelly Martin (United States) - Colorado State University, Prof. Robert Palmatier (United States) - University of Washington

The Effect of Privacy Regulations on Firm Performance

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

“Angels and Demons”: The Opposite Effects of Critical Thinking and Conspiracy Thinking in Health Communication

» Prof. Marie-Louise Radanielina-Hita (Canada) - HEC Montreal, Prof. Mathieu Beal (France) - Grenoble School of Management, Prof. Yany Grégoire (Canada) - HEC Montreal, Prof. Sylvain Sénécal (Canada) - HEC Montreal

12:30pm **Awards Lunch**

2pm **Navigating Current Challenges in B2B Marketing**

Navigating Current Challenges in B2B Marketing

» Dr. Paige Fender (United States) - West Virginia University, Dr. Chuqiao Peng (United States) - University of Oklahoma, Prof. Francois Carrilat (Australia) - Griffith University, Prof. Jody Crosno (United States) - West Virginia University, Ms. Paige Fender (United States) - West Virginia University, Dr. Christopher Kanitz (Austria) - University of Applied Sciences Upper Austria, Ms. Marlene Landershammer (Austria) - University of Applied Sciences Upper Austria, Prof. Desmond (Ho-Fu) Lo (United States) - Santa Clara University, Mr. Manjunath Padigar (Netherlands) - University of Groningen, Ms. Chuqiao Peng (United States) - University of Oklahoma, Prof. Kenneth J. Petersen (United States) - University of Oklahoma, Dr. Ljubomir Pupovac (Australia) - UNSW, Dr. Michael Schade (Germany) - University of Bremen, Prof. Qiong Wang (United States) - University of Oklahoma, Prof. Hauke Wetzel (Australia) - UNSW, Mr. Giorgio Zanmarone (United States) - Washington University in St. Louis, Prof. Andreas Zehetner (Austria) - University of Applied Sciences Upper Austria

2pm **Marketing Communications SIG | Strategies and Tips for Working with Industry on Academic Research**

2pm **Relationship Marketing SIG | Featured Special Session**

Chaired by: Dr. Mona Sinha (United States)

2pm **SIG Leader Meeting**

2pm **Showing Off: Materialism, Conspicuous Consumption, and Social Comparison**

Chaired by: Dr. Olaya Moldes (United Kingdom)



Continued from **Saturday, 5 August**

Consuming for Psychological Well-Being: A Comparison between Material and Experiential Purchases

» [Dr. Aditya Gupta](#) (United States) - Illinois State University

MATERIALISMS AND INTERPERSONAL WELL-BEING: A META-ANALYSIS

» [Dr. Olaya Moldes](#) (United Kingdom) - Cardiff University

Fear of Missing Out and its Impact on Conspicuous Consumption: The role of affiliation motives and face-saving

» [Dr. Aniruddha Pangarkar](#) (United States) - University of Wisconsin-Green Bay, [Prof. Paurav Shukla](#) (United Kingdom) - University of Southampton, [Dr. Jayesh Patel](#) (India) - Ganpat University

Compulsive Consumption, Withdrawal, and Coping amongst Fans of the FIFA World Cup

» [Dr. Kirk Damon Aiken](#) (United States) - California State University, Chico, [Dr. Colleen Bee](#) (United States) - Oregon State University, [Dr. Keven Malkewitz](#) (United States) - Western Oregon University, [Dr. Richard Campbell](#) (United States) - Sonoma State University

2pm

The Effects of eWoM

Chaired by: [Ms. Xinyi Wang](#) (Canada)

Triggers for writing eWOM Hotel reviews: a Decision Tree analysis

» [Dr. Miguel Llorens-Marin](#) (Spain) - Universidad Complutense de Madrid, [Dr. Adolfo Hernandez](#) (Spain) - Universidad Complutense de Madrid, [Dr. Maria Puelles-Gallo](#) (Spain) - Universidad Complutense de Madrid

Interactive Effects of Emojis and Haptic Imagery on Processing Fluency and Promotion Evaluation

» [Dr. Jacob Almaguer](#) (United States) - Unaffiliated, [Dr. Reto Felix](#) (United States) - University of Texas Rio Grande Valley

INTERACTIVE IMPACT OF EWOM MESSAGE CHARACTERISTICS ON ONLINE BRAND OUTCOMES: TOWARDS AN INTEGRATIVE FRAMEWORK

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

Dominant importance of electronic Word-of-Mouth (eWOM) valence over volume on signaling stock market performance: dynamics in movie industry

» [Ms. Xinyi Wang](#) (Canada) - HEC Montreal, [Dr. Renaud Legoux](#) (Canada) - HEC Montreal

The Effect of Online Company Responses on Review Quality: An Empirical Study of App Developer Company Responses to Customer Reviews

» [Ms. QIULI SU](#) (United States) - Creighton University

2pm

Effective Communication with Customers

Chaired by: [Prof. Minu Kumar](#) (United States)

Don't let pesky side effects like nausea, death, or dizziness get in the way of living your best life. Try our medication today!

» [Prof. Minu Kumar](#) (United States) - San Francisco State University

From compliance to internalization: how to make provocative ads effective?

» [Ms. Ludivine Destoumieux](#) (France) - Toulouse School of Management, Université Toulouse 1 Capitole, [Prof. Julien Grobert](#) (France) - Toulouse School of Management, Université Toulouse 1 Capitole, [Prof. Eric Vernet](#) (France) - Toulouse School of Management, Université Toulouse 1 Capitole

Effects of Gender Characteristics of Models in Outdoor Industry Advertising

» [Ms. Kathleen Wyckoff](#) (United States) - Montana State University, [Dr. Eric Van Steenburg](#) (United States) - Montana State University

2pm

Reimagining CSR

Chaired by: [Ms. Xiaoxu Wu](#) (United States)



Continued from **Saturday, 5 August**

Rethinking Corporate Social Responsibility: Thoughts on the Future of Business Ethics

» Prof. Hui-Yi Ho (Taiwan) - Bachelor Program of Leisure Management, Chinese Culture University, [Dr. Ta-Kai Yang](#) (Taiwan) - Department of International Business Administration, Chinese Culture University, Prof. Yi-Hsiu Cheng (Taiwan) - Department of Information Management, Chinese Culture University

Driving Customer Loyalty Returns on Corporate Social Responsibility Through Communication

» [Ms. Xiaoxu Wu](#) (United States) - Michigan State University, Dr. Anita Pansari (United States) - Michigan State University, Dr. Jee Won Paulich (United States) - University of South Florida, Dr. Forrest Morgeson (United States) - Michigan State University, Dr. G. Tomas M. Hult (United States) - Michigan State University

EXPLORING THE RELATIONSHIP BETWEEN ESG ACTIVITIES AND FIRM PERFORMANCE: THE MODERATING EFFECTS OF EXECUTIVE COMPENSATION AND EXTERNAL AUDITS

» [Mr. Jeongbin Whang](#) (Korea, Republic of) - Korea University Business School, Prof. Jong-Ho Lee (Korea, Republic of) - Korea University Business School, Prof. Jaeho Lee (Korea, Republic of) - Kyung Hee University

Toward greater understanding of the relationship between nonmarket strategy and firm social performance: An institutional perspective

» Prof. Yi-Hsiu Cheng (Taiwan) - Department of Information Management, Chinese Culture University, [Dr. Ta-Kai Yang](#) (Taiwan) - Department of International Business Administration, Chinese Culture University, Prof. Hui-Yi Ho (Taiwan) - Bachelor Program of Leisure Management, Chinese Culture University

2pm

Embracing Emerging Societal Challenges through Marketing

Chaired by: Dr. Nuoya Chen (China)

When and Why Does Corporate Hypocrisy Trigger Vindictive Customer Behaviors? The Moderating Role of Self-Construal

» [Dr. Junghyun Kim](#) (Korea, Republic of) - College of Business Administration, Inha University, Prof. WON-MOO HUR (Korea, Republic of) - College of Business Administration, Inha University

LOSS FRAMES HELP OVERCOME ENTITY THEORISTS' VACCINE AVOIDANCE

» Prof. Shaobo (Kevin) Li (China) - Southern University of Science and Technology, [Dr. Nuoya Chen](#) (China) - Southern University of Science and Technology, Prof. Elaine Chan (Singapore) - Nanyang Technological University, Prof. Yang Guo (United States) - Binghamton University

Best Efforts or Worst Practices: How Marketer's Diversity, Equity, and Inclusion Efforts May Marginalize Minority Consumers

» [Dr. Cecilia Ruvalcaba](#) (United States) - University of the Pacific, Dr. Tony Stovall (United States) - Indiana University, Dr. Delancy Bennett (United States) - Howard University, Dr. Nwamaka Anaza (United States) - Southern Illinois University Carbondale

The Road Not Taken: Using Mobile Mapping to Predict Shopping Behavior After COVID-19

» [Dr. Coco Huang](#) (United States) - Jacksonville State University, [Dr. Mark Sciuchetti](#) (United States) - Jacksonville State University

2pm

Service Management

Chaired by: Dr. Yufei Zhang (United States)

SIMILARITY MATTERS: THE EFFECT OF ONLINE CUSTOMER REVIEWERS ON PRODUCT PERFORMANCE

» [Dr. Yufei Zhang](#) (United States) - University of Alabama at Birmingham

The Role of Delivery Packaging Cues and Consumer Shopping Values: A Systematic Literature Review

» [Mr. Simon Elschenbroich](#) (Austria) - Universität Innsbruck



Continued from **Saturday, 5 August**

AN EMPIRICAL EXAMINATION OF THE ATTRIBUTION OF SERVICE FAILURE ON ONLINE RETAIL-BASED MULTI-SIDED PLATFORMS

» [Dr. Khadija Ali Vakeel](#) (United States) - Depaul University, [Dr. K Sivakumar](#) (United States) - Lehigh University, [Dr. Morana Fudurić](#) (Croatia) - University of Zagreb

To Do is to Be: Workplace Design for Employee Wellbeing

» [Dr. Steven W. Rayburn](#) (United States) - Texas State University, [Mr. Luis Garcia](#) (Peru) - Universidad de Piura - Lima, [Dr. Sidney Anderson](#) (United States) - Texas State University, [Dr. Alejandro Fontana](#) (Peru) - Universidad de Piura – PAD Escuela de Dirección, [Ms. Sofia Alvarado](#) (Peru) - Universidad de Piura - Lima

Service Recovery Options

» [Prof. Peter Magnusson](#) (United States) - University of Texas Rio Grande Valley, [Mr. Yuri Martirosyan](#) (United States) - University of Texas Rio Grande Valley, [Mr. Mustafa Raji](#) (United States) - University of Texas Rio Grande Valley

3:15pm **Coffee Break**

3:45pm **Sales Analytics: Tips & Tricks on Teaching**

Chaired by: [Dr. Stephanie Mangus](#) (United States) and [Dr. Maria Rouziou](#) (Canada)

Sales Analytics: Tips & Tricks on Teaching

» [Dr. Stephanie Mangus](#) (United States) - Baylor University, [Dr. Maria Rouziou](#) (Canada) - HEC Montreal, [Colleen McClure](#) (United States) - University of Alabama at Birmingham, [Dr. Huanhuan Shi](#) (United States) - Texas A&M University, [Mr. Andrew Crecelius](#) (United States) - Iowa State University

3:45pm **MASSIG |**

MASSIG Special Session

» [Dr. Stacey Finkelstein](#) (United States) - Stonybrook University

3:45pm **SportSIG | Novel Fan Experiences of Interest to Sport and Sponsorship-Linked Marketers**

SportSIG | Novel Fan Experiences of Interest to Sport and Sponsorship-Linked Marketers

» [Dr. Amir Abbasi](#) (Saudi Arabia) - King Fahd University of Petroleum and Minerals (Saudi Arabia), [Dr. Brett Christenson](#) (United States) - Penn State University, [Dr. Angeline Close Scheinbaum](#) (United States) - Clemson University, [Dr. Andy Jeon](#) (United States) - Northern Illinois University, [Dr. Hyunsang Son](#) (United States) - University of New Mexico, [Dr. Rodoula H. Tsiotsou](#) (Greece) - University of Macedonia, [Dr. Kirk Wakefield](#) (United States) - Baylor University, [Dr. Lane Wakefield](#) (United States) - Baylor University, [Dr. Gary Wilcox](#) (United States) - The University of Texas, [Dr. Seung Chul Yoo](#) (Korea, Republic of) - Ewha Womans University

3:45pm **Global Marketing SIG | Navigating through Disruptions: Latest Insights in Global Marketing Research**

Global Marketing SIG | Navigating through Disruptions: Latest Insights in Global Marketing Research

» [Dr. Kelly Hewett](#) (United States) - University of Tennessee at Knoxville, [Dr. Deepa Chandrasekaran](#) (United States) - University of Texas at San Antonio, [Dr. Pravin Nath](#) (United States) - Clemson University, [Dr. Nandini Nim](#) (United States) - The University of Texas at El Paso, [Mr. Kiwoong Yoo](#) (United States) - University of Tennessee at Knoxville

3:45pm **HigherEd SIG | Impactful learning. Incorporating DE&I into classroom sessions to spark creativity and learning. Going beyond examples to activities and conscious engagement.**

Chaired by: [Dr. Khalia Jenkins](#) (United States) and [Dr. Louis J. Zmich](#) (United States) and [Dr. Brian Taillon](#) (United States)

HigherEd SIG | Impactful learning. Incorporating DE&I into classroom sessions to spark creativity and learning. Going beyond examples to activities and conscious engagement.

» [Dr. Louis Zmich](#) (United States) - University of Tampa, [Dr. Sonja Grier](#) (United States) - American University, [Ms. Chelly Conley](#) (United States) - Director of Global Diversity Inclusion & Belonging, KnowBe4, [Dr. Khalia Jenkins](#) (United States) - University of South Florida, [Dr. Rebeca Perren](#) (United States) - California State University San Marcos, [Dr. Brian Taillon](#) (United States) - East Carolina University



Continued from **Saturday, 5 August**

- 3:45pm **Journal of Marketing Research | Awards Session**
- 3:45pm **AI & Analytics Pop Up SIG |**
- 3:45pm **Teaching & Learning SIG | Artificial Intelligence in the Classroom: Challenges and Opportunities for Marketing Educators**
Chaired by: Dr. Matt Wilson (Canada)
- 3:45pm **SERVSIG |**
- 3:45pm **Retail & Pricing SIG | Retail & Pricing SIG Pop In Pop Out Mini Research Workshop**
Chaired by: Dr. Riley Krotz (United States) and Dr. Stacy Robinson (United States)
- 5:15pm **SIG Reception**

Sunday, 6 August

- 8am **Journal of Interactive Marketing Editorial Review Board Meeting (by Invitation Only)**
- 8am **Non AMA Meet the Editors**
- 8am **B2B Sustainability and Customer Success**

Sales-Experienced Executives in Top Management Teams; Their Impact on Corporate Social Responsibility

» [Mr. Brad Eskridge](#) (United States) - Bradley University, [Dr. Hyunju Shin](#) (United States) - Kennesaw State University, [Dr. Nik Nikolov](#) (United States) - Kennesaw State University, [Dr. Daewoong Choi](#) (United States) - University of Washington Bothell

How Understanding College Students' Selling Motivations and Control Perceptions can Help Develop Sales Professionals and Increase Higher Education Sustainability

» [Dr. David Hagenbuch](#) (United States) - Messiah University

Delegating Pricing Authority to the Business-to-Business Sales Force: A Multimethod Study

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

Transforming the Nonprofit Fundraising Using the Science of Sales and Marketing: Introducing Adaptive Fundraising

» [Dr. Bahar Ashnai](#) (United States) - William Paterson University, [Dr. Saeed Shekari](#) (United States) - William Paterson University

8am **Innovation Synergy and Integration**

Chaired by: [Dr. Anjala Krishen](#) (United States)

WHICH CAME FIRST, PRODUCT OR PROCESS? THE SYNERGISTIC RELATIONSHIP AMONG DIFFERENT TYPES OF INNOVATION

» [Mr. Jeongbin Whang](#) (Korea, Republic of) - Korea University, [Prof. Jong-Ho Lee](#) (Korea, Republic of) - Korea University, [Prof. Woojung Chang](#) (Korea, Republic of) - University of Seoul

VALUE IN ROBOTIC SURGERY: A MULTI-STAKEHOLDER INTERDISCIPLINARY FRAMEWORK

» [Dr. Anjala Krishen](#) (United States) - University of Nevada Las Vegas, [Dr. Shawn Tsuda](#) (United States) - VIP Surg

Vernacular Media: Case for Narrative Objects

» [Mr. Saurabh Shinde](#) (India) - Indian Institute of Management Calcutta, [Dr. Krishanu Rakshit](#) (France) - ICN ARTEM Business School



Continued from **Sunday, 6 August**

Connecting User-innovations: Perspective of Design-driven Ecosystem

» [Prof. Jesheng Huang](#) (Taiwan) - Chung Yuan Christian University

8am

Putting the ME in Consume: Consumer Identity, Self-Expression, and Attachment

Chaired by: Dr. Richard Huaman Ramirez (France)

Customer experience in the context of the arts and culture: The case of Opera

» [Dr. Aranzazu Gaztelumendi](#) (France) - University of Burgundy, [Dr. Richard Huaman Ramirez](#) (France) - EM Strasbourg Business School

CONSUMING THE CHICANO IDENTITY: HOW SYMBOLIC CONSUMPTION PRESERVES CHICANO CULTURE IN A JAPANESE COMMUNITY

» [Dr. Cecilia Ruvalcaba](#) (United States) - University of the Pacific, [Dr. Delancy Bennett](#) (United States) - Howard University, [Dr. Nwamaka Anaza](#) (United States) - Southern Illinois University Carbondale

Mirror, Mirror on the wall, can I with my physical disability be the fairest of them all?

» [Dr. Zahy Ramadan](#) (Lebanon) - Lebanese American University, [Dr. Maya Farah](#) (Lebanon) - Lebanese American University, [Ms. Yaman Nassereddine](#) (Lebanon) - Lebanese American University

An Ecosystems Perspective on Sponsor Identification

» [Ms. Adria Mankute](#) (United States) - University of Oregon, [Dr. Jiao Zhang](#) (United States) - University of Oregon, [Dr. T. Bettina Cornwell](#) (United States) - University of Oregon

INVESTIGATING THE RECIPROCITY EFFECT BETWEEN ADVOCACY AND ATTACHMENT (DESTINATION MARKETING PERSPECTIVE)

» [Dr. Indirah Indibara](#) (India) - Indian Institute of Management Raipur, [Dr. Parthasarathi Das](#) (India) - XLRI Jamshedpur

8am

Digital Marketing 1

Chaired by: Mr. Jason Weismueller (Australia)

Understanding the expectancy violation effect in the moderating roles of objective ad clutter, Need for Cognition, and ad clutter expectancy on perceived intrusiveness and ad attitude

» [Ms. Sieun Ha](#) (Korea, Republic of) - University of Texas at Austin, [Dr. Matthew Eastin](#) (United States) - University of Texas at Austin

Two Boundary Conditions for Perceived Value of Online Behavioral Advertising: Data Source Matters as well as Personality Traits!

» [Ms. Bita Ziarati](#) (Iran, Islamic Republic of) - Sharif University of Technology, [Dr. Manoochehr Najmi](#) (Iran, Islamic Republic of) - Sharif University of Technology, [Dr. Mohammadali Koorank Beheshti](#) (United States) - Marist College

An exploration into user-generated content, service failure recovery and customer-brand relationships: a commitment-trust theory perspective

» [Prof. Wilson Ozuem](#) (United Kingdom) - Anglia Ruskin University, [Dr. Michelle Willis](#) (United Kingdom) - London Metropolitan University, [Prof. Silvia Ranfagni](#) (Italy) - University of Florence, [Prof. Serena Rovai](#) (France) - Excelsia Business School, [Prof. Kerry Howell](#) (United Kingdom) - Northumbria University

Behavioral and neural evidence for consumer responses to virtual fitting model in luxury fashion E-commerce

» [Ms. Meiling Yin](#) (Korea, Republic of) - Business School, Sungkyunkwan University, [Ms. Wenying TAN](#) (China) - Sungkyunkwan University, [Prof. Eun-Ju Lee](#) (Korea, Republic of) - Business School, Sungkyunkwan University

8am

Healthcare Services Special Session



Continued from **Sunday, 6 August**

Healthcare Services Special Session

» Ms. Siyun Lu (United States) - Purdue University, Prof. Daisy Dai (United States) - Purdue University, Prof. Qiang Liu (United States) - Purdue University, Dr. Yong Cai (United States) - California State University Monterey Bay, Prof. Zhili Tian (United States) - University of Houston, Prof. Gordon Hazen (United States) - Northwestern University, Prof. Hong Li (United States) - University of California, Davis, Ms. Siyi Yu (China) - Peking University, Prof. Hongju Liu (China) - Peking University, Dr. Wenli Sun (United States) - IQVIA

8am **Racism and Discrimination in the Marketplace: From Practice to the Academy and Back to Practice**

Chaired by: Dr. Samantha Cross (United States) and Dr. Stephanie Dellande (United States)

Racism and Discrimination in the Marketplace: From Practice to the Academy and Back to Practice

» Dr. Samantha Cross (United States) - Iowa State University, Dr. Stephanie Dellande (United States) - Menlo College

8am **Networking Space**

8am **Doctoral Student Intensive Workshop**

Chaired by: Dr. Amber Epp and Colin Campbell (United States)

9:15am **Coffee Break**

9:45am **Journal of International Marketing Editorial Review Board Meeting (By Invitation Only)**

9:45am **Contemporary Issues in Marketing Strategy: Opportunities and Challenges**

Chaired by: Dr. Kiran Pedada (Canada) and Dr. Ankit Anand (United States)

Contemporary Issues in Marketing Strategy: Opportunities and Challenges

» Dr. Kiran Pedada (Canada) - University of Manitoba, Dr. Ankit Anand (United States) - Texas Tech University, Dr. Manaswini Acharya (United States) - Texas Tech University, Dr. Raj Agnihotri (United States) - Iowa State University, Dr. Arun Swaminathan (United States) - Texas Tech University, Dr. Mayukh Dass (United States) - Texas Tech University, Dr. Ashley Goreczny (United States) - Iowa State University, Dr. Sreedhar Madhavaram (United States) - Texas Tech University, Mr. Abhishek Nirjar (United States) - Texas Tech University, Dr. Manjunath Padigar (Netherlands) - University of Groningen, Mr. Siavash Rashidi-Sabet (United States) - Texas Tech University, Dr. Ashish Sinha (Australia) - The University of Queensland, Dr. Rajendra Srivastava (India) - Indian School of Business, Dr. Rajkumar Venkatesan (United States) - University of Virginia

9:45am **Frontiers of Branding and Promotion Strategies**

Chaired by: Dr. Nandini Ramani (United States)

Is Brand Activism a Beneficial Marketing Communication Strategy? A Comparative Study

» Dr. Mark Yim (United States) - University of Massachusetts Lowell, Dr. Jimmy Sukjin Chung (Canada) - Cheil Canada, Dr. Joohwan Seo (Korea, Republic of) - Dong-A University

Does a Firm's Environmental Footprint Affect its Brand Equity?

» Dr. Nandini Ramani (United States) - Mays Business School, Texas A&M, Dr. Vivek Astvansh (United States) - Indiana University

UNDERSTANDING PROMOTIONAL STRATEGIES IN E-SERVICES CONTEXT

» Dr. Ayushi Sharma (India) - FORE School of Management

PL BRAND ARCHITECTURE – SHOULD RETAILERS LINK PL BRANDS WITH THEIR CORPORATE BRAND?

» Prof. Christopher Kanitz (Austria) - University of Applied Sciences Upper Austria, Dr. Michael Schade (Germany) - University of Bremen, Dr. Eike Abraham (Germany) - University of Bremen, Prof. Christoph Burmann (Germany) - University of Bremen



Continued from **Sunday, 6 August**

PRICE CONCEALMENT AND CONSUMER LEARNING

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

9:45am Searching for the Truth: Authenticity, Transparency, Debiasing, and Debunking

Chaired by: [Dr. Rodolfo Rocha](#) (Brazil)

Authentic socio-political activism and the consequence of woke activism

» [Dr. Fayez Ahmad](#) (United States) - Appalachian State University, [Dr. Md Al-Emran](#) (United States) - McNeese State University

The Swarm: The impact of Consumer Fake Reviews on a Social Justice Branding Alliance

» [Dr. Channelle James](#) (United States) - University of North Carolina at Greensboro, [Dr. Debra Smith](#) (United States) - University of North Carolina at Charlotte, [Dr. Merlyn Griffiths](#) (United States) - University of North Carolina at Greensboro

The Effect of Attitude Confidence in Consumer Bias Correction

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

Consumers' Self-Activated Bias Correction: Involvement of Bias Identification and Involvement of Correction Execution

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

How reviewers' identity disclosure and expertise affect consumer responses: The mediating role of perceived deception

» [Mr. Abdulrahman Alzaid](#) (United Kingdom) - University of Sheffield Management School, [Prof. Fraser McLeay](#) (United Kingdom) - University of Sheffield Management School, [Dr. Victoria-Sophie Osburg](#) (France) - Montpellier Business School, [Dr. Anthony Grimes](#) (United Kingdom) - University of Sheffield Management School

9:45am Contextual Applications in Digital Marketing

Chaired by: [Dr. Abdul Bashiru Jibril](#) (Morocco)

How can Higher Education Institutions develop their digital marketing capabilities?

» [Dr. Alessandro Comai](#) (Japan) - International University of Japan

DIGITAL MARKETING AND E-COMMERCE ADOPTION: FINDINGS FROM SUB-SAHARA AFRICA

» [Dr. Frederick Pobee](#) (Ghana) - University of Professional Studies Accra, [Dr. Najlae Zhani](#) (Morocco) - International University of Rabat, [Dr. Abdul Bashiru Jibril](#) (Morocco) - International University of Rabat

RESTARTING TRAVEL AFTER COVID-19: VIDEO MARKETING AND THE FLOW EXPERIENCE

» [Mr. Kaige Zhu](#) (China) - Hokkaido university, [Ms. Jiao Li](#) (China) - Hokkaido University, [Dr. Juhyeok JANG](#) (Korea, Republic of) - Hokkaido University, [Mr. Han Zhou](#) (China) - Hokkaido University

9:45am Emerging Technologies and Customer Experience

Chaired by: [Ms. Denise Pape](#) (Germany)

INDUCING SERENDIPITY IN CONTENT-BASED RECOMMENDATION SYSTEMS: A CONCEPTUAL OVERVIEW

» [Dr. Atefeh Yazdanparast](#) (United States) - Clark University, [Dr. Seth Ketron](#) (United States) - University of St. Thomas, [Dr. V Kumar](#) (Canada) - Brock University

CHOOSING THE PERFECT COACH: REAL PERSON, AVATAR, HUMANOID ROBOT OR ROBOT DOG? EMPIRICAL STUDIES OF PARA-SOCIAL RELATIONSHIP FORMATION IN EXERCISE EXPERIENCE

» [Ms. Ying Feng](#) (United Kingdom) - Loughborough University, [Dr. Jie Meng](#) (United Kingdom) - Loughborough University



Continued from **Sunday, 6 August**

Understanding Augmented Reality Experience and Purchase Intention in Mobile Commerce

» Dr. Andrea Ribeiro Carvalho de Castro (Brazil) - Pontifical Catholic University of Rio de Janeiro, [Dr. Jorge Ferreira](#) (Brazil) - Pontifical Catholic University of Rio de Janeiro, Dr. Cristiane Giovannini (Brazil) - Pontifical Catholic University of Rio de Janeiro, Dr. Jorge Ferreira da Silva (Brazil) - Pontifical Catholic University of Rio de Janeiro, Ms. Fernanda Leao Ramos (Brazil) - Pontifical Catholic University of Rio de Janeiro

The impact of in-store augmented reality on patronage intentions and store purchase

» [Ms. Denise Pape](#) (Germany) - University of Göttingen, Prof. Waldemar Toporowski (Germany) - University of Göttingen

THE EFFECTS AND MECHANISM OF DISCOUNTING UNIT PRICE

» [Dr. Huda Khan](#) (United Kingdom) - University of Aberdeen, Mr. Rashid Saeed (Australia) - University of South Australia, Prof. Steven Bellman (Australia) - University of South Australia, Prof. Richard Lee (Australia) - University of South Australia

11:15am

Multi-Faceted Branding Strategy

Chaired by: Prof. Christopher Kanitz (Austria)

THE INFLUENCE OF INTERNAL BRAND KNOWLEDGE AND PSYCHOLOGICAL CONTRACT ON EMPLOYEE BEHAVIOURS

» Dr. Mukta Srivastava (India) - T A Pai Management Institute, Manipal Academy of Higher Education, Manipal, [Dr. Gordhan Saini](#) (India) - Tata Institute of Social Sciences, Mumbai, Dr. Jayanthi Thanigan (India) - T A Pai Management Institute, Manipal Academy of Higher Education, Manipal, Prof. Manoj Motiani (India) - Indian Institute of Management Indore

Joint Role of Communication Budgets and Internet Penetration for Corporate Brand Effects Across Nations

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

Exploring the Use of Paid Membership to Establish Brand Community

» Dr. Miles Condon (United States) - St. Norbert College, Dr. Debra Laverie (United States) - Texas Tech University, [Mr. Chu-Yen Paj](#) (United States) - Texas Tech University, Dr. Adam Cann (United States) - Philadelphia Union

Augment your brand's reality - The impact of branded augmented reality filters on social media on consumer-based brand equity

» [Ms. Denise Pape](#) (Germany) - University of Göttingen, Prof. Waldemar Toporowski (Germany) - University of Göttingen

11:15am

Good Design and Great Expectations: Attitudes, Intentions, and Decision-Making

Chaired by: Prof. Nicola Stokburger-Sauer (Austria)

UNCOVERING THE IMPACT OF PRODUCT DESIGN ON MARKETING SUCCESS: A LONGITUDINAL STUDY

» [Prof. Nicola Stokburger-Sauer](#) (Austria) - University of Innsbruck, Ms. Janina S. Kuhnle (Austria) - University of Innsbruck, [Ms. Heike Hebborn](#) (Austria) - University of Innsbruck, Dr. Verena Hofmann (Austria) - University of Innsbruck

THE RELEVANCE OF USER-PRODUCT INTERACTIONS FOR MARKETING: LESSONS LEARNED FROM INDUSTRIAL DESIGN RESEARCH AND RELATED DISCIPLINES

» [Ms. Heike Hebborn](#) (Austria) - University of Innsbruck, Prof. Nicola Stokburger-Sauer (Austria) - University of Innsbruck

Managing Service Providers' Experience Performances: An Extended Perspective Of The Touchpoints, Context, Qualities (TCQ) Nomenclature

» [Dr. Hsiu-Yu Hung](#) (Taiwan) - National Taiwan Normal University

The effects of perceived closeness between expected price and observed price on purchase intention: A confidence-driven decision-making process

» Dr. Chuandi (Charlie) Jiang (United States) - Emporia State University, [Dr. Ron Christian](#) (United States) - Emporia State University



Continued from **Sunday, 6 August**

11:15am **Gamification & The Metaverse**
Chaired by: Dr. Fatiha Boukouyen (France)

Gaming, one of metaverse keys to making luxury inclusive

» [Dr. Fatiha Boukouyen](#) (France) - University of Bordeaux, Prof. Oliviane Brodin (France) - University of Artois, Dr. Fabrice Cassou (France) - University of Bordeaux

USING GAMIFICATION TO CREATE BRAND LOVE IN ONLINE RETAILING: BRAND ENGAGEMENT AND VALUE CO-CREATION PERSPECTIVE

» [Dr. GARIMA MALIK](#) (India) - Amity University, [Prof. Piyush Sharma](#) (Australia) - Curtin University, [Dr. Tak Yan Leung](#) (Australia) - University of Sunshine Coast

Metaverse Banking: A empirical investigation of the shift in consumers' banking behaviour

» [Mr. Aman Kumar](#) (India) - Indian Institute of Management Visakhapatnam, Prof. Amit Shankar (India) - Indian Institute of Management Visakhapatnam

Omitted Variables and the Impact Threshold of a Confounding Variable - An Alternative to the Instrumental Variables Estimation

» [Mr. Jonathan Hoke](#) (Germany) - University of Muenster, Prof. David Bendig (Germany) - University of Muenster

11:15am **Retailing and Multichannel Marketing**
Chaired by: Dr. Rishika Rishika (United States)

What is Happening to My Nearby Stores? The Own- and Cross-Effect of a Radical Store Transformation on Existing Customers

» [Mr. Felix Lehmkuhle](#) (Germany) - University of Muenster

An Empirical Analysis of Extended Warranty: Designing a Dynamic Personalized Pricing Strategy

» [Ms. Vasavi Rayachoty](#) (United States) - University of Arkansas, Dr. Jialie Chen (United States) - University of Arkansas, Prof. Dinesh Gauri (United States) - University of Arkansas

Distribution Intensity, Retailer Competition, and Channel Coordination: A Salop Circle Approach

» [Prof. Amiya Basu](#) (United States) - Syracuse University, Prof. Atasi Basu (United States) - Utica University, Prof. Charles Ingene (United States) - University of Oklahoma

The Effects of Mobile App Adoption on Customer Behavior: Evidence from a Large Multichannel Retailer

» [Dr. Rishika Rishika](#) (United States) - North carolina state University, Dr. Ramkumar Janakiraman (United States) - University of South Carolina, Dr. P.K. Kannan (United States) - University of Maryland