Kent Business School Presents:

2023 Academy of Marketing Science® World Marketing Congress

Bringing the Soul Back to Marketing

July 11 - July 14, 2023

University of Kent
Canterbury, UK
AMS SOCIAL MEDIA

Map of Campus

https://www.kent.ac.uk/media/pdf/canterbury-campus-guide.pdf

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Rami Baitiéh is CEO of Carrefour France. He is a graduate of the Compiègne Ecole Supérieure de Commerce Business School and earned MBAs at both the University of Québec and the Warsaw Central Business School. Rami has spent his entire professional career with Carrefour beginning as a manager in training in 1995. His store director at the time, Noel Prioux, recognized his talent immediately. Among Rami’s early accomplishments, he developed a spreadsheet-based program for managing inventory and orders intended to replace the paper-based process that required 3 hours a day to complete by hand. After initially deploying the system in Carrefour stores within the region, it was eventually adopted throughout France. In 2006, Rami began a journey that would lead him to positions with Carrefour in six different countries starting in Poland, where he served as Director of Organization and Supply Chain. In addition, he served as Director of Merchandise and Supply Chain in Turkey, where he developed the 5/5/5 method. In 2015, he became Executive Director of Carrefour Taiwan and then Executive Director of Carrefour Argentina in 2018 and Spain in 2019. In July of 2020, Rami became the Executive Director of Carrefour France.
Bringing the Soul Back to Marketing

Through the poetry of Saint John Henry Newman and the composition of Edward Elgar, *The Dream of Gerontius* offers us a vision about the nature of one’s “soul” as the very essence of their living being. In light of rapid technological and societal change, we may ask questions about the “soul” of our discipline; the body of marketing changes shape rapidly, however, we should not lose sight of its soul. “Where is the life we have lost in living? Where is the wisdom we have lost in knowledge? Where is the knowledge we have lost in information?” So asked the great poet TS Elliott in 1934. These questions are more applicable now than ever, in our data driven world where technology has proliferated and become ubiquitous, and where a myriad of global challenges are at the forefront of our minds.

Set within the historic City of Canterbury (Kent, UK) we invite you to come and contemplate these challenges in the footsteps of Chaucer, Dickens, Austen and others. Home to three UNESCO World Heritage Sites and at the center of the “Garden of England”, the Congress offers a unique setting to explore these themes within an hour of London and with close connections to continental Europe.

The “soul” centers our activities and inspirations. Leading on from previous congress themes such as “enlightened marketing”, the AMS WMC 2023 will provide an ideal opportunity for a marketing “pilgrimage” where scholars can reflect on and share ideas about the changing nature and “soul” of marketing as a discipline, in a collegial and open forum. New knowledge tackling global and economic challenges will be developed, presented and explored, continuing a tradition of collegial debate around the concept of marketing and its contribution to business and society at large and further strengthening our academic community.

Program Chairs:
Ben Lowe and Dan Petrovici, University of Kent Business School
In memory of Michael Czinkota, 24th WMC co-chair and AMS Distinguished Scholar, you will be missed.

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The Academy of Marketing Science (the “Academy”) began at C. W. Post Center of Long Island University in 1971. Under the directorship of founder Dr. Harold W. Berkman, the Academy grew into a substantial regional association. In 1972 he established the Journal of the Academy of Marketing Science (JAMS). As the Academy expanded nationally in both scope and recognition, it became evident that more structure was needed. The Academy currently has elected officers and a Board of Governors, with elections held on a biennial basis. The first annual conference took place in Akron, Ohio. Subsequent annual conferences have been held in nearly a dozen U.S. states and in Canada. World Marketing Congresses have been held in such diverse locations as Australia, Malaysia, and Turkey. Presently the Academy of Marketing Science is a full-service, scholarly professional organization. It offers a wide range of services, including a series of conferences and special interest programs and symposia, refereed scholarly journals, a quarterly member newsletter, and conference proceedings.

The Academy is an international, scholarly, professional organization. It is dedicated to promoting high standards and excellence in the creation and dissemination of marketing knowledge and the furtherance of marketing practice through a role of leadership within the discipline of marketing around the world. The Academy is committed to the highest of ethical standards in the pursuit of this mission.

As fellows of the Academy of Marketing Science Foundation, we recognize that fellowship carries with it special responsibilities. As researchers, we are guided by the desire to advance knowledge of marketing. Consequently, we devote much energy toward developing and improving ourselves as marketing scholars. As teachers, we are intellectual guides and do our best to convey information about marketing. As colleagues, we have certain obligations to marketing educators and the marketing discipline. We respect and nurture one another. We help one another...
promote the discipline through the creation, dissemination, and utilization of marketing knowledge. We do this with the highest ethical standards to ensure that marketing contributes to society in significant and substantive ways.

We have certain professional obligations that include

• maintaining the highest standards of intellectual honesty, professionalism, and objectivity
• defending the principles and practice of academic freedom
• avoiding conflicts of interest
• being selfless in contributing to the marketing discipline and society at large
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Jean-Luc Herrmann, Université de Lorraine, France
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Data Analytics and Big Data
Christian Ringle, Hamburg University of Technology, Germany
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Digital Marketing and Social Media
Kirk Plangger, King’s College, London, UK
Des Laffey, University of Kent, UK
Matteo Montecchi, King’s College, London, UK

Emerging Markets
Gregory Kivenzor, Sacred Heart University, USA
Anahit Armenakyan, Nipissing University, Canada

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Ethics and Social Responsibility in Marketing  
Fredah Mwiti, University of Kent, UK  
Maria Teresa Heath, University of Minho, Portugal

Financial Services Marketing  
James Devlin, Nottingham Trent University, UK

Food and Wine Marketing  
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Immersive Environments and the Metaverse  
Kirsten Cowan, University of Edinburgh, Edinburgh, UK

Innovation and New Product Development  
Tek Thongpapanl, Brock University, Canada  
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Marketing and New Technologies  
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Marketing Education  
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Marketing for NGOs and Not-for-Profits  
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Personal Selling and Sales Management  
Jay Mulki, Northeastern University, USA  
Teidor Lyngdoh, Queen Mary University of London, UK

Retailing  
Christoph Teller, Johannes Kepler Universität, Austria  
Jonathan Elms, Massey University, NZ

Services Marketing and the Customer Experience  
Tom Chen, University of Canberra, Australia  
K. Sivakumar, Lehigh University, USA
Social Marketing and Behaviour Change
Sharyn Rundle-Thiele, Griffith University, Australia
Patricia McHugh, University of Galway, Ireland

Special Sessions
John Ford, Old Dominion University, USA
Dan Petrovici, University of Kent, UK

Doctoral Colloquium
Altaf Merchant, University of Washington, USA
Mathieu Kacha, Université de Lorraine, France

Proceedings Editors
Vincent Jeseo, Rowan University, USA
Juliann Allen, Nicholls State University, USA
DAILY HIGHLIGHTS • Tuesday, July 11, 2023

Text Analytics Workshop
Sibson Lecture Theatre 2, Kent Business School - 1:30 PM

Registration
Clagett Auditorium, Canterbury Cathedral, 3:00 PM - 6:30 PM

Welcome Reception
Clagett Auditorium, Canterbury Cathedral, 6:00 PM - 7:00 PM

DAILY HIGHLIGHTS • Wednesday, July 12, 2023

Registration
Sibson, Kent Business School, 8:00 AM - 4:00 PM

Special Session I - Soul Matters: Living our purpose as Marketers
Sibson, MBA Suite, 9:00 AM

Tea/Coffee Break
Sibson, Kent Business School, 10:30 AM - 11:00 AM

Special Session II - Automation of Marketing Research Processes: Chances and Risks for Marketing Research and Practice
Sibson, MBA Suite, 11:00 AM

Lunch
Sibson, Kent Business School, 12:30 PM - 2:00 PM

Meet the Editors I
Sibson Lecture Theatre 3, Kent Business School, 2:00 PM

Special Session III - The less explored issues in advertising and product
Sibson, MBA Suite, 2:00 PM

Tea/Coffee Break
Sibson, Kent Business School, 3:00 PM - 3:30 PM

Reception
Sibson, Kent Business School, 5:45 PM - 7:00 PM
Wednesday, 9:00 AM - 10:30 AM

Session 1.1: Data analytics and big data
Room: Sibson Lecture Theatre 1
Chair: Susanne Adler

- Emotions Embedded in Online Reviews and Social Influence
  Feray Adiguzel, Nottingham Trent University
  Moamen Elsherbiny, Luiss University
  Carmela Donato, Università degli Studi G. d’Annunzio Chieti e Pescara
  Evangelos Syrigos, Luiss University
- A Toolbox to Identify p-Hacking – Five Techniques to Evaluate Published Findings’ Trustworthiness: An Abstract
  Susanne Adler, Ludwig-Maximilians-University Munich
  Lukas Röseler, University of Bamberg
- The Effects of Performance Feedback on Digital Transformation: The Moderating Role of Executives’ Social Network and Absorptive capacity
  Tao Ye, Macau University of Science and Technology
  Yide Liu, Macau University of Science and Technology

Session 1.2: Consumer behaviour: Brands and brand activism
Room: Sibson Lecture Theatre 2
Chair: Sujay Dutta

- Utilization of Normatively Diagnostic Cues in Brand Crisis Accounts: An Experimental Study
  Sujay Dutta, Wayne State University
  Ahmet Koksal, Louisiana State University Shreveport
- Do you have the right to speak up? The Influence of Perceived Legitimacy on Brand Activism in Consumer Behavior
  Samia Moumade, IAE Aix-Marseille, Aix-Marseille University
  Aurélie Hemonnet-Goujot, IAE Aix-Marseille, Aix-Marseille University
  Pierre Valette-Florence, Grenoble IAE - Grenoble-Alpes University
- When is it Good To Be Bad? Endorser-Brand Congruency in Advertising
  Brittney C. Bauer, Loyola University New Orleans
  Brad D. Carlson, Saint Louis University
  D. Todd Donavan, Colorado State University
  Clark D. Johnson, Pepperdine University
Combining Importance and Performance with Necessary Condition Analysis in PLS-SEM: An Abstract
Sven Hauff, Helmut Schmidt University
Nicole Franziska Richter, University of Southern Denmark
Jan-Michael Becker, BI Norwegian Business School
Marko Sarstedt, Munich School of Management and Babes-Bolyai University
Christian M. Ringle, Hamburg University of Technology

Session 1.3: Digital marketing and social media: Social selling and other persuasion stories
Room: Sibson Lecture Theatre 3
Chair: Yusuf Oc

Mass Customization’s Online Sales Configurator Capabilities and Purchase Intention: The Roles Of Psychological Empowerment And Ownership
Marwa Meddeb, Kedge Business School
Jean-Louis Moulins, Cret-Log Université d’Aix-Marseille

Swiftly Building Pre-Contact Trust and Guanxi In Social Commerce: A Signaling Theory Perspective
En-Yi Chou, Department of Information Management, National Central University
Haw-Yi Liang, Department of Business Administration, National Taiwan University of Science and Technology
Cheng-Yu Lin, Department of Public Administration and Management, National University of Tainan

Reviewing the Research Landscape of Online Scarcity Messages
Snehasish Banerjee, University of York
Anjan Pal, University of York
Ariadne Kapetanaki, University of York

Exploring the Moderating Mechanism of Gratification Experience in Firm-Hosted Social Media Brand Community: A Perspective From Uses and Gratifications Theory
Cheng-Yu Lin, National Taiwan University of Science and Technology
En-Yi Chou, National Central University
Haw-Yi Liang, National Taiwan University of Science and Technology

Session 1.4: Branding Management: Managing brands
Room: Sibson Seminar Room 6
Chair: Fabien Pécot

The Role of Brand/Product Deletion Strategy During a Pandemic: An Abstract
Purvi Shah, Worcester Polytechnic Institute
Huma Varzgani, Worcester Polytechnic Institute

Combining Importance and Performance with Necessary Condition Analysis in PLS-SEM: An Abstract
Sven Hauff, Helmut Schmidt University
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Jan-Michael Becker, BI Norwegian Business School
Marko Sarstedt, Munich School of Management and Babes-Bolyai University
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The Role of Brand/Product Deletion Strategy During a Pandemic: An Abstract
Purvi Shah, Worcester Polytechnic Institute
Huma Varzgani, Worcester Polytechnic Institute
A Historical Analysis of Corporate Heritage Brand’s Strategy: A Case Study of Soy Sauce Brands in Taiwan
Chao-Chin Huang, National Pingtung University of Science and Technology (Department of Agribusiness Management)

Isabella Maggioni, ESCP Business School
Alisa Sydow, ESCP Business School

Session 1.5: Immersive environments and the metaverse: Marketing and the metaverse
Room: Sibson Seminar Room 1
Chair: Brian Bourdeau

The Metaverse and Implications for Marketers
Heath McCullough, Auburn University
Colin Gabler, Auburn University
Brian Bourdeau, Auburn University
Joseph Cronin Jr., Florida State University

When the Metaverse Meets Omnichannel Retail - A Systematic Literature Review of Customer Engagement
Fan Cleverdon Lu, Edinburgh Napier University
Jin Guo, University Of Lincoln

Metaverse – A New Road-MAP to Introduce Immersive-Presence Theory. A Study to explore user’s Consumption of Intangible Products using I-Commerce.
Dr Vikas Arya, Rabat Business School

Session 1.6: Marketing Strategy: Strategic Decisions
Room: Sibson Seminar Room 2
Chair: Jeandri Robertson

Leveraging the Metaverse for Marketing Strategy Insight
Ana Isabel Canhoto, University of Sussex
Jan Kietzmann, University of Victoria
Brendan James Keegan, Maynooth University

Assessing the Market Valuation of Subscription-based Services: An Abstract
Jiun-Sheng Chris Lin, Department of International Business, College of Management, National Taiwan University
Heng-Yu Lin, Department of International Business, College of Management, National Taiwan University

The Enemy of your Friend is not your Enemy - Evidence from Firms Switching Partners in Strategic Alliances
Malika Chaudhuri, Oakland University
Ranadeb Chaudhuri, Oakland University
Jay Janney, University of Dayton
Wednesday, 9:00 AM - 10:30 AM

Competitive and Comparative Advantages in Positioning Small Firms in Trade and Services Markets
Arturo Vasquez, University of Texas Rio Grande Valley

Session 1.7: Services marketing and the customer experience: Customer insights in action
Room: Sibson Seminar Room 4
Chair: Wolfgang Weitzl

Understanding Customers’ Insights Using Attribution Theory
Raksmy Sann, Department of Tourism Innovation Management, Faculty of Business Administration and Accountancy, Khon Kaen University
Pei-Chun Lai, Department of Hotel and Restaurant Management, National Pingtung University of Science and Technology
Shu-Yi Liaw, College of Management, Director of Computer Centre, National Pingtung University of Science and Technology
Chi-Ting Chen, Department of Hospitality Management, School of Tourism, Ming Chuan University

Proactive Service Recoveries – How Forewarning Helps to Reduce Two Forms of Negative Word-of-mouth: An Abstract
Wolfgang Weitzl, University of Applied Sciences Upper Austria
Clemens Hutzinger, Seeburg Castle University
Matthes Fleck, Lucerne University of Applied Sciences and Arts
Fabio Good, PwC Switzerland

Value Co-creation Through the Articulated Naturality Web: The Next Wave of Extended Reality Within Services
Saifeddin Alimamy, Zayed University

Consumer Forgiveness and Repurchase Intention Under Service Failure: A Moderated Mediation Model of Effective Preference of Relationship Maintenance and Desire for Reconciliation: An Abstract
Han Lee, Soochow University
Chuan-Feng Shih, National Taiwan University
Heng-Chiang Huang, National Taiwan University
Ju-Yin Weng, National Taiwan University

Session 1.8: Advertising and IMC: Ads for good or good for ads?
Room: Sibson Seminar Room 5
Chair: Agnès Helme-Guizon

Make Me Laugh and I’ll Share the Message! The Effect of Humor Appeal on Anti-Binge Drinking Advertising
Marie-Claire Wilhelm, Université Grenoble Alpes
Karine Raies, Emlyon business school
Co-Creation of A Message To Promote Healthy Eating Behavior: A Lever To Empower Creators? An Abstract
Agnès Helme-Guizon, Univ. Grenoble-Alpes, CERAG & Grenoble IAE-INP
Marie-Claire Wilhelm, Univ. Grenoble-Alpes, CERAG, IAE
Cindy Caldara, Univ. Grenoble-Alpes, CERAG, IAE

“Bug Cookies for Little Buddies”: Promoting Insect-Based Food by Involving Children in A Culinary Experience: Structured Abstract
Khaoula Jellouli, IAE de Caen, Université de Caen, Normandy University
Joël Brée, IAE de Caen, Université de Caen, Normandy University

3 decades of eye-tracking research in advertising: a bibliometric-enhanced topic modeling analysis
Emna Cherif, IAE Clermont Auvergne

Session 1.9: Innovation and NPD: Products and processes
Room: Sibson Seminar Room 3
Chair: Dhouha El Amri

The Impact of Product Newness on New Product Development Performance: The Role of Technologically Turbulent Environments
Michael Obal, University of Massachusetts Lowell
Todd Morgan, Cleveland State University
Wesley Friske, Missouri State University

Analytics As Enabler of New Product Success
Nick Hajli, Loughborough University
Mina Tajvidi, Queen Merry University of London
Frid Shirazi, Toronto Metropolitan University

An exploration of the underlying links between Knowledge Integration Capabilities (KICs) and Service Innovation
Amali Wijekoon, University of Moratuwa
Sandeep Salunke, Queensland University of Technology
Gerard Athaide, Loyola University Maryland

Session 1.10: Special session I - Soul matters: Living our purpose as marketers
Room: Sibson MBA Suite
Chair: Hugh Wilson

Soul matters: living our purpose as marketers
Hugh Wilson, Warwick Business School
Helen Bruce, Lancaster University Management School
Ronika Chakrabarti, Trinity College Dublin
Emma Macdonald, Warwick Business School
Wednesday, 11:00 AM - 12:30 PM

Session 2.1: Marketing for NGOs, ethics and social responsibility
Room: Sibson Lecture Theatre 1
Chair: Theresa Kirchner

- Efficacy of the Net Promoter Score in Predicting Online MBA Students' Intentions to Give Back to their Alma Mater
  Ali Kara, Pennsylvania State University York Campus
  John Spillan, University of North Carolina at Pembroke
  Christine Bell, University of North Carolina at Pembroke

- The Development of Management Strategies and Practices for Tham Sing Robusta Coffee Community
  Sudarin Rodmanee, Office of Agricultural Economics, Ministry of Agriculture and Cooperatives
  Sumalee Chaisit, Faculty of Science and Liberal Arts, Rajamangala University of Technology Isan
  Chomsaeank Photcharoen, Agricultural Land Reform Office, Ministry of Agriculture and Cooperatives
  Yaowarin Rodmanee, Arsom Silp Institute of the Arts
  Raksmey Sann, Department of Tourism Innovation Management, Faculty of Business Administration and Accountancy, Khon Kaen University

- In Carbon Labels We (Dis)Trust: An Abstract
  Pia A. Albinsson, Appalachian State University
  William Magnus Northington, Appalachian State University

- The Value-Needs Matrix for Market-Based Social Sustainability in Digital Services: Structured abstract
  Barbara Caemmerer, ESSCA School of Management
  Orsolya Sadik-Rozsnyai, ESSCA School of Management

Session 2.2: Brand management: Luxury branding
Room: Sibson Lecture Theatre 2
Chair: Paula Rodrigues

- Consumer Attitudes as Drivers of Luxury Brand Purchase Behaviour
  Keshantha Naidoo, University of the Witwatersrand, Johannesburg
  Yvonne Saini, University of the Witwatersrand, Johannesburg
  Russell Abratt, George Mason University
  Michela Mingione, Tor Vergata University of Rome

- Investigating Pre-Loved Luxury Brand consumption: Influential Factors and Forms: Structured Abstract
  Yunjie Lu, University of Glasgow
  Cleopatra Veloutsou, University of Glasgow
  Katherine Duffy, University of Glasgow
A Systematic Literature Review and Research Agenda of Masstige and Brand Happiness: Structure Abstract
Paula Rodrigues, Universidade Lusíada, COMEGI
Clara Madeira, COMEGI
Ana Sousa, COMEGI
Impact of Brand luxury and Brand-user-imagery fit on Purchase intention: The mediating role of Brand experience
Mouna Bounaouas, Faculté des Sciences Economiques et de Gestion de Mahdia

Session 2.3: Research Roundtable: Issues in the Conduct of Marketing Research Today
Room: Sibson Lecture Theatre 3
Chair: Barry J. Babin
Research Roundtable
David J. Ortinau, University of South Florida
Julie Moulard, Louisiana Tech University
Jean-Luc Herrmann, University of Lorraine
John Ford, Old Dominion University
Barry J. Babin, University of Mississippi

Session 2.4: Marketing and new technologies: Social aspects of virtual experiences
Room: Sibson Seminar Room 6
Chair: Iryna Pentina
Roles of AI Personification, Trust, and Customer Personality in Using Social Chatbots as News and Information Sources: An Abstract
Tyler Hancock, University of Toledo
Tianling Xie, University of Toledo
Iryna Pentina, University of Toledo
How Metaverse can Promote Social Sustainability: A Conceptual Model: An Abstract
Mehrdad Jalali Sepehr, University of Toledo
Iryna Pentina, University of Toledo
Aishwarya Singhal, Heriot-Watt University
Paul Hopkinson, Heriot-Watt University
Rodrigo Perez Vega, Henley Business School
Session 2.5: Marketing education: Student engagement with technology in the marketing classroom
Room: Sibson Seminar Room 1
Chair: Simone Kurtzke

A Conceptual Model of Parasocial Teaching Practice
Simone Kurtzke, Edinburgh Napier University

Understanding factors affecting student satisfaction/dissatisfaction with digital escape rooms: an exploration using a fuzzy-set configurational approach
Elvira Ismagilova, University of Bradford
Daniele Doneddu, Swansea University
Yogesh Dwivedi, Swansea University

Identifying Factors influencing Student Engagement in Online Marketing Courses
Mark Groza, University of Idaho
Mya Groza, University of Idaho
Joe Cobbs, Northern Kentucky University

Session 2.6: Personal selling and sales management: Doing better by doing good
Room: Sibson Seminar Room 2
Chair: Teidor Lyngdoh

The Role of Supervisor’s Empathy and Enthusiasm on Employee’s Creativity and Sales Performance: Structured Abstract
Simon Boissonneault, HEC Montreal
Bruno Lussier, HEC Montreal
Yany Grégoire, HEC Montreal

Spirituality and Job Satisfaction in Sales Jobs: Role of Meaningful Work and Sales commissions
Vaibhav Chawla, IIT Madras
Guda Sridhar, IIM Kozhikode
Jay Mulki, Northeastern University
Aishwarya Ramasundram, IIM Kozhikode

The Antecedents of Salesperson Creativity: Structured Abstract
Felicia Lassk, Northeastern University
C. David Shepherd, None

The Role of Supervisor’s Empathy and Enthusiasm on Employee’s Creativity and Sales Performance: Structured Abstract
Simon Boissonneault, HEC Montreal
Bruno Lussier, HEC Montreal
Yany Grégoire, HEC Montreal

Spirituality and Job Satisfaction in Sales Jobs: Role of Meaningful Work and Sales commissions
Vaibhav Chawla, IIT Madras
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Jay Mulki, Northeastern University
Aishwarya Ramasundram, IIM Kozhikode

The Antecedents of Salesperson Creativity: Structured Abstract
Felicia Lassk, Northeastern University
C. David Shepherd, None
Session 2.7: Social marketing: Looking back and looking forwards  
Room: Sibson Seminar Room 4  
Chair: Patricia McHugh

Consumer responses to the vaccination campaign  
#TogetherAgainstCorona – The role of reactance, perceived marginalization, and multi-brand activism  
Stefanie Wannow, THM University of Applied Sciences  
Martin Haupt, Justus-Liebig-University Gießen  
Celin Sondermann, THM University of Applied Sciences

Fear Control vs Danger Control – The COVID 19 Case in France: An Abstract  
Marie-Laure Gavard-Perret, Univ. Grenoble Alpes, Grenoble INP, CERAG  
Marie-Claire Wilhelm, Univ. Grenoble Alpes, Grenoble INP, CERAG, Gilles N’Goala, Montpellier Management Université de Montpellier

Forming Sustainable Routines: An Exploration through Tiny House Consumers  
Matthew Lunde, University of Minnesota Duluth

Increasing Social Marketing’s Impact: Time to Break the Fourth Wall  
Taylor Willmott, University of Adelaide

Session 2.8: B2B and supply chain management: Digital footprints in B2B marketing  
Room: Sibson Seminar Room 5  
Chair: Mona Rashidirad

B2B Digital Customer Experience In The Machinery Construction Industry  
Marlene Landershammer, University of Applied Sciences Upper Austria  
Christopher Kanitz, University of Applied Sciences Upper Austria  
Michael Schade, University of Bremen  
Andreas Zehetner, University of Applied Sciences Upper Austria

Understanding the effects of organizational ambidexterity and co-creation on organizational performance: Structured Abstract  
Maria Sarmento, Lusófona University  
Cláudia Simões, University of Minho  
Luis Lages, Nova School of Business and Economics

Using Social Media and Customers’ Engagement in the B2B Context: Strengths, Shortcomings, and Suggestions  
Mona Rashidirad, Senior Lecturer in International Marketing, Kent Business School, University of Kent  
Bahareh Heidari, Business School of University of Sussex

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Using Social Media and Customers’ Engagement in the B2B Context: Strengths, Shortcomings, and Suggestions  
Mona Rashidirad, Senior Lecturer in International Marketing, Kent Business School, University of Kent  
Bahareh Heidari, Business School of University of Sussex
Session 2.9: Retailing: Brand management in a retail context
Room: Sibson Seminar Room 3
Chair: Jonathan Elms
Smart Retail Adoption Model: The Retailers’ Perspective
Tze-Hsien Liao, National Taipei University of Education
Outcomes of Brand Equity in Retailing: Structured Abstract
Julien Troiville, University of Rennes 1
The Consumer Paradox: Why Bottom-Tier Consumers Are Loyal To Brand Names
Simba Pasirayi, Salisbury University

Session 2.10: Special session II - Automation of Marketing Research Processes: Chances and Risks for Marketing Research and Practice
Room: Sibson MBA Suite
Chair: Klaus-Peter Wiedmann
Klaus-Peter Wiedmann, Leibniz University Hannover
Steffen Schmidt, Swiss LINK Marketing Services AG
Evmorfia Karampournioti, Leibniz University of Hannover
Frank Buckler, Success Drivers / Neusrel
Sascha Langner, University of Hannover
Philipp Reiter, eye square GmbH
Levke Walten, Leibniz University of Hanover - Institute of Marketing and Management
Gesa Lischka, Kochstrasse Agentur fuer Marken

Wednesday, 2:00 PM - 3:30 PM
Session 3.1: Brand management: Brand meaning
Room: Sibson Lecture Theatre 1
Chair: Cleopatra Veloutsou
Sonic Branding: Examining the Effects of Sonic Logos on Emotions and Brand Engagement
Elyria Kemp, University of New Orleans
My Bui, Loyola University Marymount
Steven W. Kopp, University of Arkansas
Sport League Brand Personality: How League Popularity, Sport Liking & Fan Motivation Generate Favorable Loyalty
Anish Yousaf, Department of Marketing, Nottingham Business School, Nottingham Trent University
Abhishek Mishra, IIM Indore
Anees Ahmad, IMI Kolkata
Wednesday, 2:00 PM - 3:30 PM

### Session 3.2: Consumer behaviour: Global and cross cultural influences

**Room: Sibson Lecture Theatre 2**

**Chair:** Emma Slade

- **Growth Mindset, Trust in The Food Supply Chain and Healthy Eating Habits Across Six Countries: An Abstract**
  - Kim Noya Penias, Technion - Israel Institute of Technology
  - Liat Levontin, Technion - Israel Institute of Technology

- **Narrowness and Inclusiveness: How the Two-dimensional Structure of Consumer Ethnocentrism Affects Brand Preference**
  - Xiaofei Tang, Southwestern University of Finance and Economics
  - Yong Ye, Southwestern University of Finance and Economics
  - Yong Luo, Kent Business School, University of Kent
  - Yongzhi Gong, Southwestern University of Finance and Economics

- **Identifying Current Themes and Important Future Research Directions in the Field of Consumer Animosity**
  - Dinara Davlembayeva, University of Kent
  - Davit Marikyan, University of Bristol
  - Emma Slade, University of Bristol

- **Skepticism in Islamic Banks: How is the Consumer’s Behavior in Indonesia?**
  - Aidha Trisanty, Universitas Sebelas Maret, Universitas Islam Indonesia
  - Catur Sugiarto, Universitas Sebelas Maret

**Session 3.3: Meet the Editors I**

**Room: Sibson Lecture Theatre 3**

**Chair:** John Ford

**Session 3.4: Digital marketing and social media: The dark side of social media moon**

**Room: Sibson Seminar Room 6**

**Chair:** Andres Gvirtz

- **The Dark Side of Virtue Signalling: An Examination of the Receiver’s Perceived Impression Construction.**
  - Liyu Gao, University of Edinburgh

- **A Qualitative Study on Lurkers and their Fear Motivations**
  - Reem Albuhameed, Bournemouth University
  - Jason Sit, University of Portsmouth
  - Juliet Memery, Bournemouth University
  - Elvira Bolat, Bournemouth University
Me, Myself, and Influencers: Examining the impact of social media influencers on offline and virtual self-discrepancies and consumer behaviors in offline and virtual spaces
Anand Kumar Jaiswal, IIM Ahmedabad
Shehzala, IIM Ahmedabad

Session 3.6: Consumer Behaviour and IMC: Motivation, traits and the young and beautiful!
Room: Sibson Seminar Room 2
Chair: Dan Petrovici
Gender in Cosmetics Advertising: Gender-neutral Advertising and Perceived Manipulative Intent
Selina Rabah, Kent Business School- University of Kent
Dan Petrovici, Kent Business School- University of Kent
To be attractive or to be healthy? Promoting autonomous motivation in physical activity through goals framing an abstract
Houda Sassi-Chamsi, Centre d’études et de Recherches Appliquées à la Gestion
The Ambient Lighting Effect on Goal Performance
Yoon-Na Cho, Hongik University
Sharad Gupta, Cardiff Metropolitan University
Harsh Verma, University of Delhi
W.M. Lim, Sunway University

Session 3.7: Doctoral colloquium: Ethical practices
Room: Sibson Seminar Room 4
Chair: John Ford
Is Hyper-Personalization of Recommendation Always Good?: Consumers’ Active Optimization Behavior than Passive Personalization Behavior on Dataveillance and Privacy Concerns
Jooyoung Kim, Korea Advanced Institute of Science and Technology (KAIST)
The spiritual value to spur deconsumption via the Self and the goals activation: An Abstract
Guillaume Fayolle, Univ. Grenoble Alpes, Grenoble INP, CERAG
Unethical Practices and Online Business: Perspective of DSMM Users
Yawo Edem Saba, Catholic University of Eastern Africa
Developing And Testing a Warning to Inform Viewers of Product Placement Presence on a Television Program in France: An Abstract.
Camilia Boulegriblet, University of Lorraine
Session 3.8: Personal selling and sales management: Renegade salespeople
Room: Sibson Seminar Room 5
Chair: Felicia Lassk

A Review and Analytical Model of Salesperson Counterproductive Knowledge Hiding Behaviors
Edward Nowlin, Kansas State University
Doug Walker, Kansas State University
Nawar Chaker, Louisiana State University

The Paradoxical Tensions Within Trans-Organizational Sales-Marketing Interfaces
Avinash Malshe, University of St. Thomas
Jeff Johnson, University of Missouri-Kansas City

Hail to the Small Talk in Sales! Impact of B2B Salespersons’ Social Media Usage on Performance through Small Talk and Individual Competitive Intelligence Quality.
Anu Chacko, Indian Institute of Technology Madras
Dr. Vaibhav Chawla, Indian Institute of Technology Madras

Session 3.9: Ethics and social responsibility: Ethical consumption in developing countries
Room: Sibson Seminar Room 3
Chairs: Fredah Mwiti and Maria Teresa Heath

Traditional Farming Methods As A Compensatory Ethical Cue For Locavores: An Abstract
Carmen Valor, IIT-Universidad Pontificia Comillas
Paolo Antonetti, NEOMA Business School, France, Rouen Campus
Danae Manika, Brunel University London
Liyuan Wei, Brunel University London

Exploring the Structure of the Attitudes Towards Business Ethics Questionnaire (ATBEQ) in Developing Markets
Dwight Merunka, Aix-Marseille University
Robert Peterson, The University of Texas at Austin
Bertrand Sogbossi Bocco, University of Parakou
Pierre Valette-Florence, University of Grenoble Alps

Embeddedness in Ethical Consumption: Perspectives from Kenya
Fredah Mwiti, University of Kent
Teresa Heath, University of Minho
Judy Muthuri, University of Nottingham
Stella Nyongesa, Strathmore University
Session 3.10: Special session III - The less explored issues in advertising and product placement
Room: Sibson MBA Suite
Chair: Fanny Fong Yee Chan

The Less Explored Issues in Advertising & Product Placement
Fanny Fong Yee Chan, The Hang Seng University of Hong Kong
Bradley Barnes, The Hang Seng University of Hong Kong
Eric Chee, The Hang Seng University of Hong Kong
Ivy Leung, The Hang Seng University of Hong Kong
Kara Chan, Hong Kong Baptist University
Lai San Lisa Lam, University of Macau
Liane Lee, The Hang Seng University of Hong Kong
Qiqi Li, Hong Kong Baptist University
Xiaoqin Li, University of Macau
Liane Lee, The Hang Seng University of Hong Kong
Wei Xu, Anhui University of Finance and Economics

Wednesday, 4:00 PM - 5:30 PM

Session 4.1: Brand management: Destination and B2B branding
Room: Sibson Lecture Theatre 1
Chair: Emmanuel Mogaji

Toward an Understanding of Tourist Consumption in Cities as Brand Destinations: A Structured Abstract
Nebojsa S. Davcik, EM Normandie Business School

Branding Cities to Attract Talent: Structured Abstract
Sari Silvanto, California State University, Dominguez Hills
Jason Ryan, California State University San Bernardino

Branding Strategies of Top Performing B2B Brands in Africa
Emmanuel Mogaji, University of Greenwich
Nguyen Phong Nguyen, University of Economics Ho Chi Minh City, Ho Chi Minh City, Viet Nam

Session 4.2: Consumer behaviour: Judgment and choice processes
Room: Sibson Lecture Theatre 2
Chair: Marko Sarstedt

Changes in Consumer Behavior Due to Caffeine: The Case of the Attraction Effect
Michael Canty, Otto-von-Guericke-University Magdeburg
Felix Lang, University of Technology Chemnitz
Marcel Lichters, University of Technology Chemnitz
Marko Sarstedt, Ludwig-Maximilians-University Munich
What Is It Worth? Consumers' Price Judgments in Novel Consumption Situations
Sujay Dutta, Wayne State University
Chris Pullig, Baylor University
Lora Tu, Baylor University

Exploring the World of Context Effect Research on Product Choice
Martina Schöniger, Chemnitz University of Technology
Susanne Adler, Ludwig-Maximilians-University Munich
Marcel Lichters, Chemnitz University of Technology
Marko Sarstedt, Ludwig-Maximilians-University Munich

Session 4.3: Marketing and new technologies: Adoption and application of new technologies
Room: Sibson Lecture Theatre 3
Chair: Eddie Luo

Marketing Sustainable Urns – Transforming Socio-cultural Anatomy: An Abstract
Rajagopal Rajagopal, EGADE Business School, Tecnologico de Monterrey

Digital Design of 3D Printing
Weizhi Chen, Harbin Institute of Technology
Haisu Zhang, New Jersey Institute of Technology

Rocio Rodriguez, Kristiania University College
Francisco José Molina-Castillo, University of Murcia
Nils Hogevold, Kristiania University College
Göran Svensson, Kristiania University College

Understanding the Role of Sensory-Enabling Technologies in the Reinforcement of Consumers' Natural Experience: An Abstract
Quentin Sellier, UCLouvain
Margot Racat, IDRAC Business School
Ingrid Poncin, UCLouvain

Session 4.4: Digital marketing and social media: Diversity and wellbeing in a digital age
Room: Sibson Seminar Room 6
Chair: Tanapol Yoonaisil

Achieving Consensus on Digital Placemaking for Nature & Wellbeing through a Modified Delphi Study An Abstract.
Maria Fernandez de Osso Fuentes, Maynooth University
Brendan James Keegan, Maynooth University
Marc V. Jones, Manchester Metropolitan University
Tadhg MacIntyre, Maynooth University
A Study of the Impact of Brand Gender on Brand Image, Brand Equity and Purchase Intentions for Brands in Digital Media: An Abstract

Agnijita Mukherjee, Dept. of Media Science, The Heritage Academy
Dr. Madhupa Bakshi, Dept. Of Media Science, The Heritage Academy

Identifying unmet health care demands through social media engagement: An Abstract
Andres Gvirtz, King’s College London
Sanja Šćepanović, Nokia Bell Labs
Jason Rentfrow, University of Cambridge
Daniele Quercia, Nokia Bell Labs

Optimizing the role of diversity on social media engagement
Yusuf Oc, King’s College London

Session 4.5: Cross cultural and international marketing: Cultural influences in advertising and services
Room: Sibson Seminar Room 1
Chair: Sanchayan Sengupta

Does Cultural Distance Matter? An Investigation of International Tourists’ Travel Preference by Machine Learning Approach
Guei-Hua Huang, National Pingtung University
Yung-Jan Chuo, National Sun Yat-sen University

The Effect of Bystanders’ Virtual Presence on Service Recovery via Social Media – A Cross Cultural Perspective: An Abstract
Sanchayan Sengupta, ESSCA School of Management
Wolfgang Weitzl, University of Applied Sciences Upper Austria, School of Business and Management

Towards a New Measure of Culture in Marketing Communication: The Culture-Ladenness Fit Index (CLF)
Boris Bartikowski, Kedge Business School
Marie-Odile Richard, State University of New York Polytechnic Institute
Heribert Gierl, University of Augsburg

Session 4.6: Doctoral colloquium: Digital marketing
Room: Sibson Seminar Room 2
Chair: Mathieu Kacha

The Effect of e-WOM on Purchasing Intention of Fashion Brands: The Moderating Role of CSR
Tongyuan Yang, University of York

The phenomenon of nano-influencers: the role of parasocial relationship on marketing outcomes
Jeanne David, Université de Lorraine-CEREFIGE
Through The E-Looking Glass: Three Essays On Influencer Marketing, Self-Discrepancies, And Consumer Behavior
Shehzala, IIM, Ahmedabad

Session 4.7: 24th/25th World Marketing Congress Chairs Get Together
Room: Sibson Seminar Room 4
Chairs: Barry Babin and John Ford

Session 4.8: Social marketing: Progressing the sustainability agenda
Room: Sibson Seminar Room 5
Chair: Taylor Willmott

Can Implementation Intentions Facilitate Pro-environmental Behavior Adoption: A Meta-analysis
Isabel Carrero, Universidad Pontificia Comillas
Carmen Valor, IIT-Universidad Pontificia Comillas
Irene Vila, ISDI Business School
Raquel Redondo, Universidad Pontificia Comillas

Differential effects of loving-kindness and mindfulness meditation on prosocial behaviors: experimental and meta-analytical evidence
Carmen Valor, Universidad Pontificia Comillas
Carlos Martinez-de-Ibarreta, Universidad Pontificia Comillas
Isabel Carrero, Universidad Pontificia Comillas
Amparo Merino, Universidad Pontificia Comillas

A willingness to give back to the Earth? Activating consumer gratitude
Laurent Bertrandias, Toulouse Business School
Orsolya Sadik-Rozsnyai, ESSCA
Ben Lowe, Kent Business School, University of Kent

Session 4.9: Retailing: Contemporary issues in retail marketing and management
Room: Sibson Seminar Room 3
Chair: Christoph Teller

Effects of Privacy Concern on Brand Attitude in the Omnichannel Environment: Structured Abstract
Pei-En Lin, National Tsing Hua University
Hung-Chang Chiu, National Tsing Hua University
Mei-Hsuan Lin, National Tsing Hua University

Dr. Harpreet Kaur, Christ University
Shruti Choudhary, Christ University
Muskan Tyagi, Christ University
Adarsh Manoj, Christ University
When the Courier is More Important than the Online Retailer
Christopher Funke, Leibniz University Hannover
Gianfranco Walsh, Leibniz University Hannover

Customer Kindness and the Impact on Retail Employee Retention and Job Satisfaction: An Abstract
Lauren Beitelspacher, Babson College
Mert Tokman, James Madison University

Session 4.10: Ethics and social responsibility: Corporate social responsibility
Room: Sibson MBA Suite
Chairs: Maria Teresa Heath and Fredah Mwiti

Doing Good Matters to Consumers? The Effectiveness of Corporate Social Responsibility Activity
Hsinhui Hu, Ming Chuan University
Hg Parsa, University of Denver

Ethical perceptions of retargeting according to GCU configurations
Nadia Steils, HEC Liège
Toti Jean-François, IAE Lille (Université de Lille)

Brands' (ir)Responsible Business Practices and Consumers' Multiple Price Perceptions
Ilona Szócs, University of Vienna
Maria Gabriela Montanari, University of Vienna

Consumer Responses to Brands’ Responsible Behavior: An Investigation Through the Lens of Ambivalent Brand Stereotypes
Ilona Szócs, University of Vienna
Milena Micevski, Copenhagen Business School
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<tr>
<th>Time</th>
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<tr>
<td>8:00 AM</td>
<td>Registration</td>
<td>Sibson, Kent Business School</td>
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<td>8:30 AM</td>
<td>Special Session IV - Color effectiveness</td>
<td>Sibson, MBA Suite</td>
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<td>10:00 AM</td>
<td>Tea/Coffee Break</td>
<td>Sibson, Kent Business School</td>
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<td>10:30 AM</td>
<td>Meet the Editors II</td>
<td>Sibson Lecture Theatre 3, Kent Business School</td>
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<td>12:15 PM</td>
<td>Awards Lunch - Global Marketer of the Year Presentation</td>
<td>Rutherford, University of Kent</td>
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<td>3:00 PM</td>
<td>Cultural Activities</td>
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<td>Canterbury Cathedral Tour, Christ Church Gate, Canterbury Cathedral</td>
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<td>Canterbury River Tour, King's Bridge, Canterbury City Centre</td>
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Thursday, 8:30 AM - 10:00 AM

Session 5.1: Brand management: Brand relationships 1
Room: Sibson Lecture Theatre 1
Chair: Asli Tolunay

When Love Turns into Hate: An Abstract
Asli Tolunay, Yeditepe University
Cleopatra Veloutsou, University of Glasgow - Adam Smith Business School

I Love to Hate You: Brand Attachment, Corporate Crisis Communication, and Brand Forgiveness: An Abstract
René Hubert Kerschbaumer, CAMPUS 02 University of Applied Sciences
Ursula Haas-Kotzegger, CAMPUS 02 University of Applied Sciences
Dietmar Kappel, CAMPUS 02 University of Applied Sciences
Aryan Salhenegger-Niamir, CAMPUS 02 University of Applied Sciences

Brand Grief: Structured Abstract
Sajira Khatoon, Indian Institute Of Technology
Varisha Rehman, Indian Institute Of Technology

A Mixed-Method Study on Consumers' Perception of Brand Morality and Measurement
Yunyi Wei, University of Portsmouth
Jason Sit, University of Portsmouth
Yuksel Ekinci, University of Portsmouth

Session 5.2: Consumer behaviour: Retail and shopping influences
Room: Sibson Lecture Theatre 2
Chair: Mark Cleveland

Self-Esteem, Materialism and Maladaptive Shopping Behaviors
Mark Cleveland, University of Western Ontario
Christina Cea-Berry, University of Western Ontario

Switching Customers: Customers Reactions to other Customers' Behaviour in Retail Stores
Kathrin Mayr, Johannes Kepler University
Christoph Teller, Johannes Kepler University

Traditional Luxury Consumers' Reaction to Masstige Strategy: A Structured Abstract
Veronica Rosendo-Rios, CUNEF Universidad
Paurav Shukla, University of Southampton

Mindful consumption mediates effects of Mindfulness on compulsive buying and hedonic buying: An Abstract
Sharad Gupta, Cardiff Metropolitan University
Harsh Verma, University of Delhi

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Sharad Gupta, Cardiff Metropolitan University
Harsh Verma, University of Delhi
Session 5.3: Digital marketing and social media: Call me by your engagement
Room: Sibson Lecture Theatre 3
Chair: Des Laffey

The impact of users' engagement on Social Media Content Strategy: A conceptual paper
Hamidreza Shahbaznezhad, New Zealand Post
Mona Rashidirad, University of Kent

The curation of consumer engagement through SMBC development: A case of cosmetics SMBCs: An Abstract
Magdalena Marchowska-Raza, Manchester Metropolitan University
Magda Marchowska-Raza, Manchester Metropolitan University
Magda Marchowska-Raza, Manchester Metropolitan University

The Effects of Consumer Trust and Consumer Motivations on Consumer Engagement, Word of Mouth and Purchase Intentions in the Context of Gamification: An Abstract
Melisa Mete, Henley Business School - University of Reading
Ruby Zhang, Henley Business School - University of Reading

The impact of a YouTube channel's characteristics on followers' behavioral intentions: The mediating role of relationship quality
Marco Galvagno, University of Catania
Salvatore Massimo Lombardo, University of Catania

Session 5.4: Immersive environments and the metaverse: Diving into theories about immersive environments
Room: Sibson Seminar Room 6
Chair: Alena Kostyk

Effects of VR Experience Stereopsis on Brand Evaluations: An Abstract
Alena Kostyk, University of Glasgow
Andrew Murchie, Deep Vision Studios

Contribution to the Conceptualization of the State of Flow VR: Emergence of Particular Dimensions
Anne Dastugue, Pantheon Assas
Mathilde Gollety, Pantheon Assas
Virginie Pez, Pantheon Assas

It's my mind, NO its AR's mind! Theorizing Imagination and the “Mind” in Augmented Reality
Khaled El-Shamandi Ahmed, Bayes Business School, City, University of London
Russell Belk, The Schulich School of Business, York University
Session 5.5: Marketing strategy: Sales and entrepreneurship
Room: Sibson Seminar Room 1
Chair: Kirk Plangger

Persuasive Corporate Communication during the Initial Public Offering Process
Zixuan Cheng, King’s College London
Anouk de Regt, KCL
Tanapol Yoonaisil, King’s College London
Matteo Montecchi, King’s College London
Kirk Plangger, King’s College London, University of London

Joel Lo Ribeiro, City University of Macao
Kirk Plangger, King’s Business School, King’s College London

Play for fun or to beat the odds: Implications for online betting intentions
Jirka Konietzny, University of Malta
Albert Caruana, University of Malta
Joe Vella, University of Malta

Session 5.6: Doctoral colloquium: Adaptation
Room: Sibson Seminar Room 2
Chair: John Ford

Bilingual typography: Is it possible to translate Latin typeface into non-Latin typeface while preserving both visual and content brand consistency?
Weixi Kou, University of Lorraine

Impact Of Gender Stereotypes On The Attitude Towards The Brand Endorsed By Female Fairy Tales Characters
Marina Plé, Université de Caen Normandie

An Ethnography of Innovation Adoption and Gender Subtext of Subsistence Farmers in Kenya
Lucy Mbwiria, University of Kent
Session 5.8: Personal selling and sales management: Communication and B2B selling
Room: Sibson Seminar Room 5
Chair: Edward Nowlin

The Impact of Delegation on an Antecedent and Outcome of Communication Quality with Implications for Sales Manager
Dawn Deeter, Kansas State University
Karen Kennedy, University of Alabama Birmingham
Daniel Goebel, SUNY Brockport
Douglas Walker, Kansas State University
Edward Nowlin, Kansas State University

B2C OCRs Literature as a Basis for B2B OCRs Research: Using Intellectual Structure to Advance Theory
Robin Roy, Indian Institute of Management Jammu
Ateeque Shaikh, Indian Institute of Management Jammu

Gamification in a sales context: a case study in a complex high-end selling environment
Sara MacSween, The University of North Carolina Greensboro
James S Boles, University of North Carolina Greensboro

The Truth About Negative Emotions: the crucial role of service employees for the customer experience: An Abstract
Ellie Hickman, De Montfort University
Aikaterini Manthiou, NEOMA Business School
Phil Klaus, International University of Monaco
Husni Kharouf, Oxford Brookes University

Session 5.10: Special session IV - Color effectiveness
Room: Sibson MBA Suite
Chair: Mathieu Kacha

Color Effectiveness: Color of the Past. An Exploratory Study of the Effect of Ad Color on the Perception of the Past, the Perception of Brand Age and Attitude toward the Ad An Abstract
Mathieu Kacha, University of Lorraine - CEREFIGE
Gautier Lombard, University of Lorraine - CEREFIGE
Fabien Pecot, TBS Business School
Franck Celhay, Montpellier Business School
Color Effectiveness. Matching Sensorial Emojis with Background Color in Communications: An Abstract
Mohamed Didi Alaoui, IAE Nice Graduate School of Management - Laboratoire Groupe de Recherche en Management
Catherine Aussilhou, IAE Nice Graduate School of Management - Laboratoire Groupe de Recherche en Management
Mathieu Kacha, University of Lorraine - CEREFIGE
Jean-François Lemoine, University of Paris 1 Panthéon-Sorbonne (Prism-Sorbonne)
Jean-Luc Herrmann, University of Lorraine - CEREFIGE

Color Effectiveness. Influence of Color and Typography of Commercial Websites on Surfers’ Reactions: An Experimental Study of their Interaction Effects
Demba Ousmane Diouf, Université Paris 1 Panthéon-Sorbonne
Jean-François Lemoine, Université Paris 1 Panthéon Sorbonne / ESSCA School of Management

Color Effectiveness. When Background Color Impacts Logo-Evoked Brand Impressions: An Abstract
Franck Celhay, Montpellier Business School
Jonathan Luffarelli, Montpellier Business School

Thursday, 10:30 AM - 12:00 PM

Session 6.1: Consumer behaviour: Sustainability and CSR I
Room: Sibson Lecture Theatre 1
Chair: Sayed Elhoushy

Reframing Sustainable Consumer Behaviours Through the Lens of Behavioural Relevance: An Abstract
Sayed Elhoushy, Queen Mary University of London
Soocheong Shawn Jang, Purdue University

Exploring the consumer's willingness to pay for the sustainable tourism label: An abstract
Duong Lien, Université de Haute-Alsace

The Role of Issue Knowledge and Cognitive Elaboration in Attitude Formation Toward Sustainable Advertisements: An Abstract
Lauren Drury, Saint Louis University
Mark Arnold, Saint Louis University
Session 6.2: Marketing and new technologies: Immersive experiences and gamification
Room: Sibson Lecture Theatre 2
Chair: Des Laffey

When Discounts Have More to Offer: The Halo Effect of a Discount at a Gamified Point of Sale
Allan Lubart, University Jean Moulin Lyon 3
Sonia Capelli, University Jean Moulin Lyon 3

From Coolness of Mobile Shopping Apps to Values for and From Customers: The Role of Immersive Experience
Tai Anh Kieu, Ho Chi Minh City Open University

Does the Virtual Reality Perspective-Taking Affect Intergroup Brand Relationships?
Mariam Sarhan, Durham University
Sarah Xiao, Durham University
George Koulieris, Durham University

Session 6.3: Meet the Editors II
Room: Sibson Lecture Theatre 3
Chair: John Ford

Session 6.4: Digital marketing and social media: Influencers being influential
Room: Sibson Seminar Room 6
Chair: Mia Cheng

Influencer Marketing, Self-Discrepancies And Consumer Behavior: Findings from a large-scale survey on the role of perceived homophily, authenticity, self-acceptance, and mindfulness
Shahzala, IIM Ahmedabad
Anand Kumar Jaiswal, IIM Ahmedabad

Understanding how Social Media Influencer Characteristics Affect Purchase Intentions
Rong Li, University of the West of Scotland
Michel Laroche, Concordia University, Montreal, Canada
Marie-Odile Richard, The State University of New York Polytechnic Institute
Wanting Zhao, Concordia University, Montreal, Canada

Fitfluencers and the effect of the route to persuasion and the dark triad on body image and purchase intention
Oscar Robayo-Pinzon, Universidad del Rosario
Mario R. Paredes, Universidad del Rosario
Sandra Rojas-Berrio, Universidad Nacional de Colombia
Andrés Montana, Universidad del Rosario
Boosting brand image through social media influencers: The impact of influencer credibility, similarity and identification
Tamer Elsharnouby, Qatar University
Ahmed Shaalan, Cranfield University
Mohamed Elsharnouby, Cairo University
Alaa Elbedweihy, Cairo University

Session 6.6: Advertising and IMC: Truth, legitimacy and values
Room: Sibson Seminar Room 2
Chair: Fabien Pécot
Retailer’s support for local producers as a driver of legitimacy and purchase intentions
Philippe Odou, Université de Reims Champagne Ardenne
Damien Chaney, EM Normandie
Marie Schill, Université de Saint-Etienne
Corentin Roznowicz, Université de Reims Champagne Ardenne

The Influence of Family Values and Christian Beliefs on Perceptions of Offensive Ads
Kara Chan, Hong Kong Baptist University
Pui Shan Chan, Hong Kong Baptist University

Marketing Deception Detection Accuracy: An Abstract
Kim Serota, Oakland University
Janell Townsend, Oakland University
Timothy Levine, University of Alabama at Birmingham

Design of Eco-label Logos and Effectiveness
Carmela Donato, Università G. D’Annunzio, Chieti-Pescara
Feray Adiguzel, Nottingham Trent University

Session 6.7: Innovation and NPD: Creativity and crowdsourcing
Room: Sibson Seminar Room 4
Chair: Todd Morgan
Understanding the Language of Creativity: an Abstract
Mathilde Toussaint, Maastricht University
Martin Wetzel, EDHEC Business School
Lex Borghans, Maastricht University

“If You Please - Draw Me A New Hybrid Product!” The Struggle between Designers and Marketers: An Abstract
Dhouha El Amri, Université Paris-Est Créteil, AEI International School

Counterfactual thinking and perceived fairness in creative crowdsourcing
Min Shuai, Université catholique de Louvain (Louvain School of Management)
Nadia Steils, Université de Liège (HEC Liège)
Benoit Gailly, Université catholique de Louvain (Louvain School of Management)
What Happens After Crowdfunding? A Longitudinal Study of Post-Crowdfunding Commercialization
Haisu Zhang, New Jersey Institute of Technology

Session 6.8: Personal selling and sales management: Psychology in sales
Room: Sibson Seminar Room 5
Chair: Sridhar Guda
Flow and Interpersonal Communications in Marketing
Clark D. Johnson, Pepperdine University
Brittney C. Bauer, Loyola University New Orleans

‘Improvement starts with I’ Self-enhancement and Sales performance
Aditi Sharma, Indian Institute of Management Kozhikode
Prof. Sridhar Guda, Indian Institute of Management Kozhikode
Prof. Vaibhav Chawla, Indian Institute of Technology Madras

Shifting existing customers to SaaS. Sales team’s perceptions:
Mikko Pihlajisto, Turku University of Applied Sciences
Sirpa Hänti, Turku University of Applied Sciences

Session 6.9: Social marketing: Health and well-being
Room: Sibson Seminar Room 3
Chair: Sharyn Rundle-Thiele
Exploring The Continued Use of Wearables for Self-Tracking: A Practice Theory Perspective
Sahar Bakr, De Montfort University
Heidi Winklhofer, University of Nottingham
Sally Hibbert, University of Nottingham

Smart Garments and Ageing in Place: A Social Marketing Formative Research Study
Taylor Willmott, University of Adelaide
Eve Luck, University of Adelaide
Manjula Dissanayake, University of Adelaide

Motivations to Compensate Physical Activity and Sedentary Behaviors: A Formative Research among Disadvantaged Adults: A Structured Abstract
Romain Debru, University of Grenoble Alpes

A Conceptual Model of Consumer Well-being and Pornography Consumption: An Abstract
Hadil Sherif, Florida Gulf Coast University
Amro Maher, Florida Gulf Coast University
Session 6.10: Ethics and social responsibility: Digital/online behaviour
Room: Sibson MBA Suite
Chair: Jan Breitsohl

A Systematic Literature Review of Online Consumer Misbehavior: An Abstract
Redouane Bakrim, IAE Paris Sorbonne Business School University of Paris 1 Panthéon Sorbonne / International University of Rabat
Ouidade Sabri, IAE Paris Sorbonne Business School University of Paris 1 Panthéon Sorbonne
Martin Yong Ho Hyun, International University of Rabat
Seoki Lee, Penn State University

Conceptualising Corporate Virtue Signalling On Social Media – An Abstract
Jan Breitsohl, University of Glasgow
Ulf Aagerup, Jönköping University
Anthony Grimes, Sheffield University
Stuart Roper, Huddersfield University
Katie Dunn, Sheffield Hallam University
Simon Blyth, Bristol University

The impact of privacy cookie notice on consumers’ attention and explicit consent: an eye-tracking experiment
Mehdi El Abed, ESCE International Business School (Omnes education)
Emna Cherif, IAE Clermont Auvergne

Thursday, 12:15 PM - 2:00 PM
Session: AMS WMC Recognition Lunch

Session 6.10: Ethics and social responsibility: Digital/online behaviour
Room: Sibson MBA Suite
Chair: Jan Breitsohl

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Thursday, 12:15 PM - 2:00 PM
Session: AMS WMC Recognition Lunch
DAILY HIGHLIGHTS • Friday, July 14, 2023

Registration
Sibson, Kent Business School, 8:30 AM - 2:00 PM

Special Session V - Future Directions for comparative advertising research
Sibson, MBA Suite, 9:00 AM

Tea/Coffee Break
Sibson, Kent Business School, 10:30 AM - 11:00 AM

Special Session VI - Italian Marketing Society (SIM)
Sibson, MBA Suite, 11:00 AM

Lunch
Sibson, Kent Business School, 12:30 PM - 2:00 PM

Tea/Coffee Break
Sibson, Kent Business School, 3:30 PM - 4:00 PM

Reception
Sibson, Kent Business School, 5:45 PM - 7:00 PM

Gala Dinner with Soul Band KD Orchestra
Rutherford, University of Kent, 7:30 PM - 12:00 AM
Friday, 9:00 AM - 10:30 AM

Session 7.1: Brand management: Brand relationships 2
Room: Sibson Lecture Theatre 1
Chair: Eleftherios Alamanos

Affective and Behavioral Impact of Exogenous Crisis on Consumers: A Structured Abstract
Kalpana Chandrasekar, IIT Madras
Varisha Rehman, IIT Madras

The role of affective and cognitive responses to brand experiences in the relationship with customers.
Josko Brakus, Leeds University Business School
Eleftherios Alamanos, Newcastle University Business School
Charles Dennis, The Business School, Middlesex University
Savvas Papagiannidis, Newcastle University Business School
Michael Bourlakis, Cranfield School of Management

The Power of Human Brands on Consumer Relationship and Compulsive Buying: Structured Abstract
Paula Rodrigues, Universidade Lusíada
Muhammad Junaid, COMSATS University
Ana Sousa, Universidade Lusíada
Ana Pinto, European Business School

Do brand relics really matter?: Structured Abstract
Fabien Pecot, TBS
Antonella Garofano, University of Campania L. Vanvitelli
Angelo Riviezzo, University of Sannio
Maria Rosaria Napolitano, University of Naples Parthenope

Session 7.4: Marketing in emerging markets: Marketing strategies
Room: Sibson Seminar Room 6
Chair: Anahit Armenakyan

Fashion Sensitivity, Fashion Innovativeness, and Online Shopping for Fashion Goods in an Asian Emerging Market
Cheng-Chieh Hsiao, Shih Hsin University
Huiyi Fan, Commerce Development Research Institute

Towards a System Thinking of Agri-Markets Using Channel-Transvection of Institutional Marketing: An Abstract
Bernard Frimpong Bannor, De Montfort University
Amandeep Takhar, De Montfort University

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Bernard Frimpong Bannor, De Montfort University
Amandeep Takhar, De Montfort University
Effects of Social Influence on Organic Food Consumption: Health and Environmental Concerns as Mediators
Celso Augusto de Matos, NOVA IMS - Information Management School (Nova University, Lisbon, Portugal)
Marlon Dalmoro, Univates, RS, Brazil
Marcia Dutra Barcellos, Management School, UFRGS, Porto Alegre, Brazil.

Session 7.5: Advertising and IMC: Advertising explorations
Room: Sibson Seminar Room 1
Chair: Alessandro Feri

Negative Ad Appeals that Degrade the Audience
Hongjie Sun, Hainan University
Yong Eddie Luo, University of Kent
Feifei Liu, Hainan University
Ben Lowe, University of Kent

The Future of Newsletter Marketing is Customization, not Personalization - An Abstract
Christopher Kanitz, University of Applied Sciences Upper Austria
Michael Schade, University of Bremen
Maik Dulle, University of Bremen
Jan Wiezorrek, University of Bremen
Stephan Buttgereit, University of Bremen

The Marketing Agency Role in Delineating and Communicating Brand Purpose: An Abstract
Alessandro Feri, John Cabot University
Nicholas Ind, Kristiania University College
Nathalia Tjandra, Edinburgh Napier University

A conceptual framework for Media Planning on the Metaverse: A Theoretical Primer for Advertising Research and Practice
Emmanuel Mogaji, University of Greenwich

Session 7.6: Marketing research and education in a changing world
Room: Sibson Seminar Room 2
Chair: Caitlin Ferreira

Seeing into the Soul Through Informant-Generated Visuals: An abstract
Jane Brown, Newcastle University
Jillian Farquhar, Solent University

Incentive-aligned MaxDiff
Joshua Schramm, Chemnitz University of Technology
Marcel Lichters, Chemnitz University of Technology
LEGO® Serious Play and the power of storytelling: Exploring student creativity in the graduate marketing classroom
Caitlin Ferreira, Graduate School of Business University of Cape Town
Jeandri Robertson, Luleå University of Technology and University of Cape Town
Leyland Pitt, Beedie School of Business, Simon Fraser University
Sarah Lord Ferguson, Beedie School of Business, Simon Fraser University
Robert Opoku, Donald School of Business, Red Deer Polytechnic

The Impacts of Experience- and Lecture-Based Learning on Students’ Learning Effectiveness: An Undergraduate Marketing Course as A Case
Chao-Chin Huang, National Pingtung University of Science and Technology (Department of Agribusiness Management)

Session 7.7: Doctoral colloquium: Experience
Room: Sibson Seminar Room 4
Chair: Mathieu Kacha

Customer Experience in Interaction with Artificial Intelligence: Doctoral Colloquium
Antoine Juquelier, Université catholique de Louvain

How Self-Service Technologies Encourage Customer-to-Customer Interaction: An Exploratory Abstract
Allan Lubart, University Jean Moulin Lyon 3 - IAE Lyon – UR Magellai

Madiha Bendjaballah, University of Lorraine - CEREFIGE

PhD project: Smart retail technologies: influence of consumers’ experience on consumer engagement
Diane Detry, UCLouvain

Materialist behaviors in experiences and the digital: an exploration among young adults
Pénélope Nicolleau, Université de Montpellier

Session 7.8: Services marketing and the customer experience: Service strategies and impact I
Room: Sibson Seminar Room 5
Chair: Zhen Zhu

Beyond Influencers: Impacts of Viewer Herd Behaviors and Sales Assortment on Performance of Livestream Events
Zhen Zhu, Suffolk University
Ming Cheng, Suffolk University
Quan Jin, Shanghai University of International Business and Economics
Customer Retention Management in Modern Service Sector: Defensive vs. Offensive Approach
Dr. Harpreet Kaur, Christ University
Adarsh Manoj, Christ University
Muskan Tyagi, Christ University

Examining the Ridesharing Services from the Lens of Subjective Well-being Theory: An Abstract
Aijaz Shaikh, University of Jyväskyla
Francisco Liébana Cabanillas, University of Granada, Spain
Majed Alharthi, King Abdulaziz University
Hawazen Alamoudi, King Abdulaziz University

Session 7.10: Special session V - Future directions for comparative advertising research
Room: Sibson MBA Suite
Chair: Linda Golden

Future Directions for Comparative Advertising Research
Sharon Beatty, University of Alabama
Dan Petrovici, University of Kent

A European comparison of comparative and non-comparative advertising with an emphasis on imagery and analytical processing
Dan Petrovici, University of Kent
Linda Golden, University of Texas at Austin
Christian Dianoux, University of Lorraine
John Ford, Old Dominion University
Jean-Luc Herrmann, University of Lorraine
Jeryl Whitelock, University of Bradford

A need for Cross-Cultural Perspectives in Comparative Advertising Research
Michel Laroche, University of Concordia
Dan Petrovici, University of Kent

Demographic effects in comparative and future research directions
Selina Rabah, University of Kent
Dan Petrovici, University of Kent
Friday, 11:00 AM - 12:30 PM

Session 8.1: Consumer behaviour: Sustainability and CSR II
Room: Sibson Lecture Theatre 1
Chair: Nadia Steils

Businesses’ Interventions to Promote Sustainable Consumer Behavioral changes: Preliminary Results from a Systematic Literature Review
Ngoc Uyen Cong Nguyen, IAE, University of Lille
Dominique Crié, IAE, University of Lille
Nadia Steils, University of Liege
Benjamin Lowe, Kent University

Linking relatedness-supportive CSR to consumer happiness in the retail banking industry of Pakistan: An abstract
Faheem Gul Gilal, Sukkur IBA University, Sindh, Pakistan
Rukhsana Gul Gilal, Sukkur IBA University, Sindh, Pakistan
Naeem Gul Gilal, University of Sindh, Pakistan

Role of Religiosity and Spirituality in forming Intention to Participate in Peer-to-Peer Sharing Economy
Rahul Goswami, Vinod Gupta School of Management, Indian Institute of Technology, Kharagpur
Swagato Chatterjee, Queen Mary University of London
Mototaka Sakashita, Keio Business School, Keio University, Japan

Cycling towards sustainability: Consumer Attitude towards Cycling and Cycling Clubs: An Abstract
Emmanuel Mogaji, University of Greenwich

Session 8.2: Digital marketing, social media and the metaverse: a social world
Room: Sibson Lecture Theatre 2
Chair: Mona Rashidirad

Love on Instagram: The Multiple Paths for Luxury Brands’ Sustainability
Jackie Eastman, Florida Gulf Coast University
Hyunjoo Shin, Kennesaw State University
Varsha Jain, MICA
Xinfang Wang, Georgia Southern University

Travellers’ Intent to Use Chatbots on Websites and Social media Platforms prior to, during, and after their Trips: An Abstract
Rajibul Hasan, School of Business, Maynooth University
Mustafeed Zaman, EM Normandie Business School
Bernadett Koles, ISEG School of Management

Friday, 11:00 AM - 12:30 PM

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Mustafeed Zaman, EM Normandie Business School
Bernadett Koles, ISEG School of Management
Exploring Deepfake Hyper-Personalized Sustainable Advertisements: A Structured Abstract
Raeesah Chohan, University of Cape Town
Anouk De Regt, Utrecht University
Fei Huang, University of Cape Town
Jana Wasserman, University of Cape Town

Impact of Augmented Reality on Website Quality and Brand Recall: An Abstract
Sharad Gupta, Cardiff Metropolitan University
Niki Bolton, Cardiff Metropolitan University
Mitali Mittal, KPMG
Monira Minto, DIY Guru
Rahul Mishra, IILM

Session 8.3: Marketing strategy: Sales and entrepreneurship
Room: Sibson Lecture Theatre 3
Chair: Ria Wiid

B2B Salespeople: The Fundamental Emotions at Their Previous Job
Joey Lam, Simon Fraser University
Ria Wiid, University of Worcester

Marketing’s Role in Entrepreneurial Struggle: Structured Abstract
Peter Yu, Louisiana School of Math, Science, and the Arts
Joyce Zhou, University of Louisiana Monroe
Jun Yu, University of Louisiana Monroe

Can Loyalty Programs Reduce Firm Risk?
Malika Chaudhuri, Oakland University
Tanawat Hirunyawipada, University of Dayton

Session 8.4: Contemporary debates in food and wine marketing
Room: Sibson Seminar Room 6
Chair: Paul Naughton

Consumer Preferences for the Attributes of Plant-Based Meat Substitutes: Structured Abstract
Paul Naughton, Edinburgh Napier University

What Social Representations Affect Consumers’ Willingness to Try Plant-Based Meat? Food Neophobia Matters
Mei-Fang Chen, Tatung University

Exploring the online presence of food SMEs: possible configurations and explanations
Francesca Checchinato, Ca’ Foscari University of Venice
Vladi Finotto, Ca’ Foscari University of Venice
Christine Mauracher, Ca’ Foscari University of Venice
Session 8.5: Doctoral colloquium: Enhancing or decreasing
Room: Sibson Seminar Room 1
Chair: Margot Racat
Enhancing Ads’ Persuasiveness, The Inputs of Rhetorical Figures in Advertising: An Abstract
Valentin Piontek, University of Montpellier
Better Understand Post-Use Behaviours Through Perceived Value: Exploratory Study
Camille Lebossé, Université de Tours
The role of value orientation and altruism in driving sustainable consumption behaviour
Eric Hiamey, University of Ghana Business School, Accra

Session 8.6: Services marketing and the customer experience:
Service strategies and impact II
Room: Sibson Seminar Room 2
Chair: K Sivakumar
Why Good Air is not an Airy-Fairy Concept: An Abstract
Gianfranco Walsh, Leibniz University of Hannover
Marc Linzmajer, University of St. Gallen
‘What Might Have Been’: The Role of Counterfactual Thoughts in Consumers’ Experiences of Failed Online Services and Recovery
Benedetta Crisafulli, Birkbeck, University of London
Jaywant Singh, Southampton Business School
The Effects of Social Media Engagement on Recall and Recommendation of a Service Experience
Adrian Palmer, Henley Business School- University of Reading
Melisa Mete, Henley Business School - University of Reading
Xia Zhu, Open University

Session 8.7: B2B and supply chain management: New trends in supply chain and distribution
Room: Sibson Seminar Room 4
Chair: Debabrata Ghosh
Blockchain Adoption: Strategic decisions for transparent supply chains
Prakash Awasthy, Indian Institute of Management Nagpur
Tanushree Haldar, Indian Institute of Management Nagpur
Debabrata Ghosh, Essex Business School, University of Essex
Dealing with the Unavoidable – The Impact of Service Failure Recovery Management on Shelf Availability
Sarah Amsl, Institute for Retailing, Sales and Marketing - Johannes Kepler University
Patric Spethmann, Surrey Business School, University of Surrey, United Kingdom
Christoph Teller, Institute for Retailing, Sales and Marketing - Johannes Kepler University
Herbert Kotzab, Chair Logistics Management, University of Bremen
Alexander Andrew, Surrey Business School, University of Surrey, United Kingdom

The Nonlinear Effect of Incentives in Distribution Channels
Flora Gu, Hong Kong Polytechnic University
Danny Wang, Hong Kong Baptist University

Session 8.9: Special Session VI - Italian Marketing Society (SIM)
Room: Sibson MBA Suite
Chairs: John Ford and Luca Petruzzellis
The Game After the Whistle: The Effect of World Cup Matches on Bond Yields
Sepehr Safari, Bocconi University
Gaia Rubera, Bocconi University

Consuming craft: meanings and dimensions
Antea Gambicorti, University of Pisa
Daniele Dalli, University of Pisa

What are they talking about? A computational multi-platform analysis of consumers’ online discourses on NFTs
Federico Mangiò, University of Bergamo
Gabriele Murtas, University of Bergamo
Giuseppe Pedeliento, University of Bergamo
Daniela Andreini, University of Bergamo

Customers’ interaction with employees with disabilities
Musa Essa, University of Bologna
Friday, 2:00 PM - 3:30 PM

Session 9.1: Consumer behaviour: Generational and life stage perspectives
Room: Sibson Lecture Theatre 1
Chair: Zhewen Tang

Exploring the expected benefits of co-creation with virtual assistants: a Gen-Z perspective
Anne Schmitz, Madrid Autonomous University
Gonzalo Moreno Warleta, Madrid Autonomous University
Mercedes Rozano Suplet, Madrid Autonomous University

How do past life experiences influence technology socialization? Exploring the factors that influence adult consumers' change from a life course perspective
Zhewen Tang, Northumbria University, London Campus

The Dynamics of Subjective Financial Well-Being in Retirement: An Abstract
Jody Evans, Melbourne Business School

The Role of Subjective Knowledge and Financial Self-efficacy in Millennials’ Adoptions of WealthTech: An Abstract
Yu Heng Lawrence Chiang, National Chengchi University (NCCU)
Chia-Yang Chang, Ming Chuan University
Sungjun Steven Park, National Chengchi University (NCCU)

Session 9.3: Marketing education: Cutting edge teaching and learning that excites stakeholders
Room: Sibson Lecture Theatre 3
Chair: Melissa Goodson

Student Perception of Skill-Building with a Faculty-Authored Industry Partner Certificate Program
Melissa Goodson, The College of St. Scholastica

A Proposal to Incorporate Diversity, Equity, and Inclusion Topics into Introductory Marketing Courses
Gizem Atav, James Madison University
Mert Tokman, James Madison University
Rachel Schnorr, Dentsu International

Is a University Degree for Myself or My Family?
Chananchida Kaewtipnet, De Montfort University, Leicester
Markus Wohlfell, De Montfort University
Amy Takhar, De Montfort University

Ex-Ante Motivations of Successful Online Learning Service Users: Structured Abstract
Orsolya Sadik-Rozsnayi, ESSCA, School of Management
Barbara Caemmerer, ESSCA, School of Management
Session 9.4: Critical marketing
Room: Sibson Seminar Room 6
Chair: Katie Casey

The Negotiation of Natural Motherhood and Consumerist Ideology through Crunchy Mom Discourse on TikTok: An Abstract
Adrienne E. Foos, St. Bonaventure University
William Magnus Northington, Appalachian State University

Political Co-Brand Image and Positioning Formation
Maria Naureen Shahid, National University of Science and Technology (NUST), Islamabad, Pakistan
Wojciech Cwalina, Maria Curie-Sklodowska University, Lublin, Poland

Structured Abstract: Forced Displacement Effects in Marketplace Activism
Sibel Orhan, Durham
Fatos Ozkan-Erciyas, University of Birmingham

Session 9.5: Doctoral colloquium: Prevention, cure and life events
Room: Sibson Seminar Room 1
Chair: Mathieu Kacha

Medical Device Branding: An Essential Venture in a Saturated Market
Donovan Gordon, The University of Mississippi
Tanisha Jain, The University of Mississippi

Life Events: A Systematic Literature Review and a Classification Study
Afshan Hafiz, University of Kent

Development of a Social Networking Sites Literacy Competencies Scale Directed to Adolescents to Prevent Alcohol and/or Tobacco Use: Structured Abstract
Boris Chapoton, Jean Monnet University

Session 9.7: Digital marketing and social media: Brands are what you say online
Room: Sibson Seminar Room 4
Chair: Md Rajibul Hasan

Effect of Personality Traits on Willingness to try New Products
Todd Donavan, Colorado State University
Swinder Janda, Kansas State University
Jeffrey Schmidt, University of Oklahoma

Reducing Negative Word-of-Mouth through Company Response Strategies: An Abstract
Iris Siret, Univ Lyon 2
William Sabadie, Université Jean Moulin Lyon 3
Wolfgang Weitzl, University of Applied Sciences Upper Austria
Customer engagement with brand-generated content on Twitter
Omar Sharief, Qatar University
Tamer Elsharnouby, Qatar University

Friday, 4:00 PM - 5:30 PM

Session 10.1: Brand Management: Special issues in branding
Room: Sibson Lecture Theatre 1
Chair: Parichehr Riahi Pour

Visual Effects of Brand on Buying Behavior – An Abstract
Ananya Rajagopal, Universidad Anahuac Mexico

How Online Retailers Should Manage Their Private Label Branding Strategy
Franziska Frese, University of Bremen
Michael Schade, University of Bremen
Christopher Kanitz, University of Applied Sciences Upper Austria
Eike Abraham, University of Bremen
Christoph Burmann, University of Bremen

Charity and Human Brands, Do Celebrities Play a Role in Inducing Donations?: An Abstract
Parichehr Riahi Pour, University of Glasgow

Consumers' Happiness Toward Micro-Celebrities' Endorsement: Structure Abstract
Paula Rodrigues, Universidade Lusíada
Ana Sousa, Universidade Lusíada

Session 10.2: Advertising and IMC: See it, smell it, sorted
Room: Sibson Lecture Theatre 2
Chair: Sophie Lacoste-Badie

Emojis in Advertising: Persuasive Effects of Emotional versus Functional Ads
Rozbeh Madadi, State University of New York at Geneseo
Ivonne M. Torres, New Mexico State University
Miguel Ángel Zúñiga, Morgan State University

The Producer's Photography Impact On Packaging. What Consequences On Brand Proximity And Brand Trust For Skeptical And Not Skeptical Consumers?: An Abstract
Imed Ben Nasr, Excelia Business School
Patrice Cottet, The University of Reims Champagne Ardenne
Ibtissame Abaidi, ESCE
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Influencing Olfactory Perception with Motion: An Abstract
Junwei Yu, University of Rennes 1
Sophie Lacoste-Badie, University of Lille
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Session 10.3: Cross cultural and international marketing: Food related consumer behaviour and culture
Room: Sibson Lecture Theatre 3
Chair: Rong Li
An Investigation into the Effect of Visual Information on Ethnic Restaurant Patronage in the Context of Food Ordering Apps
Rong Li, University of the West of Scotland
Michel Laroche, Concordia University
Marie-Odile Richard, State University of New York Polytechnic Institute
Zhen Zhang, Concordia University
Tell Me What You Eat and I’ll Tell You Who You Are! A Typology of Professional Expatriates
Raficka Hellal, EM Strasbourg Business School - University of Strasbourg

Session 10.4: Healthcare marketing
Room: Sibson Seminar Room 6
Chair: Diana Gregory-Smith
LIGHTS, CAMERA, ACTION: An Examination of Healthcare Professionals on TikTok
Brittany Beck, Louisiana Tech University
Jie Fowler, Valdosta State University
Suzanne Makarem, Virginia Commonwealth University
Using Influencers to Overcome Barriers to Health Research Participation
Alexandra Krallman, University of North Carolina Wilmington
Stacie Waites, University of North Carolina Wilmington
Jennifer Stevens, University of Toledo
The Impact of Attitudes towards Advertising on Vaccine Acceptance: The Case of Covid-19
Ioannis Chaniotakis, Piraeus Bank
Magdalini Sourel, Piraeus Bank
Maria Salamoura, University of the Aegean
How Drivers of Vaccination Intention vary over Time, Place, and Subgroup
Tatjana König, htw saar
Kristin Manthey, htw saar
Aleksandra Burgiel, University of Economics Katowice
Liesa Grund, htw saar
Session 10.5: Services marketing and the customer experience: Role of technology in services
Room: Sibson Seminar Room 1
Chair: K Sivakumar

AI (vs. Human) Recommendation on Luxury Services
Ana Rita Gonçalves, NOVA Information Management School
Diego Costa Pinto, NOVA Information Management School
Saleh Shuqair, Universitat de les Illes Balears
Anel Imanbay, NOVA Information Management School
Anna Mattila, Pennsylvania State University

Technology as a Factor of Influence on Salesforce Performance in Services Firms
Rocio Rodriguez, Kristiania University College
Carmen Otero-Neira, University of Vigo
Göran Svensson, Kristiania University College
Nils Hovevold, Kristiania University College

Can I Help You? Virtual Agents Service and Value Co-creation
Celso Augusto de Matos, NOVA IMS - Information Management School (Nova University, Lisbon, Portugal)
Renato Laurentino, Unidavi, SC, Brasil
Ricardo Teixeira Veiga, Universidade Federal de Minas Gerais (UFMG)

Session 10.6: Retailing: Shopping behaviour in online and offline environments
Room: Sibson Seminar Room 2
Chair: Jonathan Elms

Mobile Use In-store: Understanding Customer's Intrinsic Motivations based on the Self-Determination Theory An abstract.
Madiha Bendjaballah, CEREFIGE University of Lorraine

The Impact of Adding In-Store Ancillary Services on Customer Behaviors and Retailer Profits
Simba Pasirayi, Salisbury University

The Impact of Product Recommendations and Cultural differences on Customers’ Behavior Intention in Live Streaming: An Abstract
Yi-Ching Hsieh, National Central University
Harn-Ching Chiu, University of Cambridge
Ya-Chi Wu, National Central University
Pei-En Lin, National Tsing Hua University
Retail Patronage – A Well-Known but Undefined Construct: Structured Abstract
Teresa Schwendtner, Johannes Kepler University Linz, Institute for Retailing, Sales and Marketing
Sarah Amsl, Johannes Kepler University Linz, Institute for Retailing, Sales and Marketing
Christoph Teller, Johannes Kepler University Linz, Institute for Retailing, Sales and Marketing

Session 10.7: Marketing strategy: Branding strategy and consumer response
Room: Sibson Seminar Room 4
Chair: Robert Opoku

Where is the Brand Growth Potential? An Examination of Buyer Groups
Giang Trinh, Ehrenberg-Bass Institute, University of South Australia Business
John Dawes, Ehrenberg-Bass Institute, University of South Australia Business
Byron Sharp, Ehrenberg-Bass Institute, University of South Australia Business

“Why Brands Grow” Revisited
Giang Trinh, University of South Australia Ehrenberg-Bass Institute

Brown Hamilton and Black Ariel: Non-Traditional Casting and Audience Response
Conwell Worthington III, Tuck School of Business, Dartmouth College
Anjali Bal, Babson College
Nada Hashmi, Babson College
Kelly Weidner, University of San Francisco
Gary Ottley, Babson College

Give the People What They Want! Strategies for Matching Conference Goers Perceptions of Value with Organizers
Lucy Matthews, Middle Tennessee State University
Dana Harrison, East Tennessee State University
Mark Pelletier, University of North Carolina Wilmington
Kate Matthews, Middle Tennessee State University
Haya Ajjan, Elon University
Astrid Keel, University of La Verne
Session 10.8: Consumer behaviour: Gender and identity influences
Room: Sibson Seminar Room 5
Chair: Rhiannon Mesler

Digits and Dominace: Examining the Relationship Between Digit Ratio and Social Dominance Orientation: An Abstract
Jennifer Chernishenko, University of Kent
Tobias Otterbring, University of Agder
Rhiannon Mesler, University of Lethbridge

The Perception of The Gender Fluidity Movement Pushed By Gen Ziers In Fashion
Salma Idrissi Tafraouti, SCBS
Oula Bayarassou, IPAG

Consumption And Liminality – How Interracial Couples In China Experience Marriage And Construct Identity
Amandeep Takhar, De Montfort University
Gaye Bebek, University of Reading
Jiayi Zhong, University of Wales St Trinity David

Friday, 6:00 PM - 10:00 PM

Session : Reception and Gala Dinner
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