2024 Academy of Marketing Science® Annual Conference

Marketing and AI: Shaping the Future Together

May 22-24, 2024
The Biltmore Hotel
Coral Gables, FL
The Academy of Marketing Science Honors:

2024 AMS Cutco/Vector

Outstanding Marketing Educator

Dr. Barry J. Babin

Barry J. Babin, Ph.D., is Phil B. Hardin Professor and Chair of Marketing, Analytics, and Professional Sales at the Ole Miss Business School. Barry first became involved with AMS as the assistant to the editor of Journal of the Academy of Marketing Science (JAMS) in 1988 and has been involved ever since. He previously served as President, Vice President of Programs, Co-Chair of the AMS Board of Governors, the AMS Co-Director of International Programs and Co-Chaired the 2011 AMS World Marketing Congress (WMC) in Reims. He is also a recipient of the AMS Harold W. Berkman Distinguished Service Award.

Barry has contributed extensively otherwise to the profession with his experience and expertise. He served as the marketing section editor for JBR for more than 15 years and has co-authored several books, including CB: A Consumer Value Framework, Multivariate Data Analysis, and Exploring (Essentials of) Marketing Research. His articles have appeared in JAMS, International Journal of Wine Business Research, Journal of Marketing, Journal of Retailing, Journal of Consumer Research, European Journal of Marketing, International Journal of Research in Marketing, and others. His teaching has been recognized with awards including the University’s Outstanding Doctoral Advisor. He has chaired more than 20 doctoral committees.
The Academy of Marketing Science Honors:
2024 AMS Distinguished Marketing Practitioner

Doug Wilson
2024

Charles Douglas “Doug” Wilson comes honestly by his affinity for automobiles and his proven success in selling them. It’s in his genes. His father, the late Howard Wilson, was a highly respected veteran of the car business in Jackson, MS, working for 27 years as the used car manager for a Jackson Buick dealership. Mr. Wilson later showed his business acumen by opening Howard Wilson Chrysler Plymouth on Highway 80 W. in Jackson, just after the Easter Flood of 1979. Doug has been strongly influenced by the example of his father’s strength and determination to succeed. The conviction not only to survive, but thrive in the business, continues to be a driving force in the success Doug has earned as his own business owner and operator.

Born in Jackson, earned a finance degree with honors from Ole Miss in 1982. He learned to pay his dues in the business during the years prior to, and after, those youthful years. He has learned the business from the ground up, which includes experiencing the highs and lows that are a natural part of working in this ever-evolving field. Doug did so by working at dealerships as a car washer, mechanic, body and paint technician, and salesman. Wilson later worked as a trainer to the sales and finance teams, earning years of invaluable, early experience. “I have worked in and around car dealerships my entire life, working in virtually every position,” Doug reflected.

While his transition into the business was a natural one, it was not always an easy one, with challenges to overcome along the way. In 1988, at the young age of 27, he started Wilson Dodge on Highway 80 West in Jackson. Doug’s own challenges since those early days and through the years, as dealer principal of several franchises, have included not only surviving, but thriving, more than a few disasters.
“We have survived two floods, numerous droughts, three wars, Hurricane Katrina, tornadoes, the major reconstruction of Lakeland Drive from 1997-2000, the business interruption of work in I-55 North from 2011-2015, the 9-11 terrorists attacks, the sale of my manufacturer three times, and its bankruptcy once,” he said, adding in jest that only “plagues or locusts and frog invasions” have eluded his businesses. Since becoming dealer principal and president of Wilson Auto Group in 1988, his Jackson metro-area franchise group has grown to include Wilson Kia and Wilson Hyundai in Flowood, Wilson Premier Hyundai in Ridgeland, Genesis of Jackson and Collierville Chrysler Dodge Jeep Ram in Collierville (Memphis), Tennessee.

Numerous industry awards have accompanied the growth of Wilson’s success in the car business, including high customer satisfaction ratings that are another hallmark of his dealerships’ successes. Doug Wilson has been quoted in the Wall Street Journal, Automotive News, The Clarion Ledger, USA Today and other trade publications and newspapers. Wilson Auto Group has been named numerous times to the Mississippi Business Journal’s Top 100 Private Companies and Fastest Growing Companies. Doug Wilson has been a speaker at Digital Dealer, an automotive digital marketing trade conference on multiple occasions and had one of the first automotive websites in the world dating back to 1996...2 years before Google was even a company.

In addition, Wilson is an avid real estate developer and investor owning multiple commercial and residential real estate properties. His companies own thousands of acres of timberland and recreational property, office buildings as well as car dealership facilities including being the owner of the only Tesla dealership facility in the State of Mississippi.

An active pilot, Doug has over 2500 flight hours and currently flies his own Citation jet. When not busy tending to 4 children and 6 grandchildren and multiple care dealerships and associated businesses, he voluntarily flies Angel Flight/Mercy Flight missions from his homes in Jackson MS and Destin FL.
Marketing and AI: Shaping the Future Together

When asked about marketing’s role in shaping the future of artificial intelligence (AI), OpenAI’s now world-famous GPT-4 language model (i.e., ChatGPT) replied: “As AI reshapes our world, the field of marketing assumes a pivotal role in guiding its trajectory. Serving as both an enabler and guardian, marketing illuminates AI’s transformative potential while upholding ethical and inclusive principles. Business organizations can harness this power by leveraging AI responsibly to drive performance and success, optimizing operations, and delivering superior customer experiences. Ultimately, marketing’s influence shapes an AI-driven future, balancing technological advancement and societal well-being and ensuring that humanity thrives in harmony with its intelligent creations.”

It’s a remarkable response — even if entirely fabricated — wouldn’t you agree? The growing availability of data, intelligent computational systems, and affordable storage and software has spurred a keen interest among marketers to explore new AI methods and applications to enhance outcomes. However, this technological race can lead marketers to hastily implement AI platforms without a clear objective, causing organizations to lose focus, become disconnected from customers, waste resources, and blindly follow a never-ending trend.

Marketers are customer-centric, possessing creative, innovative, optimistic, and risk-taking mindsets that enable them to ask customer-oriented questions, uncover fresh opportunities, generate novel solutions, and drive purpose within organizations. Thus, the importance of AI in marketing will increase to the extent it assists marketers in creating, communicating, and delivering value to their customers. Marketers, therefore, can give purpose to AI. And in turn, AI can make marketing more meaningful.

2024 Conference Co-Chairs:
Mayoor “Max” Mohan,
Virginia Commonwealth University
Fernando R. Jiménez,
University of Texas at El Paso
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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2024 AMS CONFERENCE TRACKS & TRACK CHAIRS

**Advertising and Communications**  
Delancy Bennett, Howard University, USA

**AI, Big Data, and Marketing Analytics**  
Maria Petrescu, Embry-Riddle Aeronautical University, USA  
Antonio Hyder, Universidad Miguel Hernández, Spain

**Augmented Reality, Virtual Reality, and Metaverse**  
César Zamudio, Virginia Commonwealth University, USA

**B2B Marketing and Supply Chain Management**  
Riza Casidy, Macquarie University, Australia  
Munyar Nyadzayo, University of Wollongong in Dubai

**Brand and Product Management**  
Kevin Voss, Oklahoma State University, USA  
Yingying Li, Susquehanna University, USA

**Consumer Behavior and Consumer Well-being**  
Clark Johnson, Pepperdine University, USA  
Brittney Bauer, Loyola University of New Orleans, USA
Consumers in the Age of the Internet
Valeria Penttinen, Northern Illinois University, USA
Sabinah Wanjugu, University of Southern Indiana, USA

Diversity, Equity, Inclusion, and Belongingness in Marketing
McDowell Porter III, California State University, Fresno, USA

Hospitality, Tourism, Sports, and Entertainment Marketing
Yu-Shan (Sandy) Huang, Texas A&M University, Corpus Christi, USA

International Marketing
Mona Sinha, Kennesaw State University, USA
Pramod Iyer, Kennesaw State University, USA

Marketing Pedagogy and Education
John Hadjimarcou, University of Texas at El Paso, USA

Marketing Strategy
Sarang Sunder, Indiana University, USA
Benjamin Osterle, Heilbronn University of Applied Sciences, Germany

Personal Selling, Sales Management, and Organizational Frontlines
Nawar Chaker, Louisiana State University, USA

Public Policy, Non-Profit, and Entrepreneurial Marketing
Tessa Garcia-Collart, University of Missouri-Saint Louis, USA

Research Methods
Jin Ho Jung, Ohio Northern University, USA

Retailing, Omni-channel, and Pricing
Monika Kukar-Kinney, University of Richmond, USA
David Gilliam, University of Arkansas, Little Rock, USA

Service Research and Healthcare Marketing
Suzanne Makarem, Virginia Commonwealth University, USA
Steven Rayburn, Texas State University, USA

Social Media and Digital Marketing
Lauren Labrecque, University of Rhode Island, USA
Kunal Swani, Wright State University, USA
Britton Leggett, University of Arkansas at Monticello, USA
Special Sessions  
Mayoor “Max” Mohan, Virginia Commonwealth University, USA  
Fernando R. Jiménez, University of Texas at El Paso, USA  
Nina Krey, Rowan University, USA  

Doctoral Colloquium  
John B. Ford, Old Dominion University, USA  
Mathieu Kacha, University of Lorraine, France  

Mary Kay Inc. Doctoral Dissertation  
Yany Grégoire, HEC Montréal, Canada  
Clay M Voorhees, University of Alabama, USA  
Paul W. Fombelle, Northeastern University, USA  

Proceedings Editors  
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Jasmine Parajuli, Southern Arkansas University, USA
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DAILY HIGHLIGHTS • Tuesday, May 21, 2024

AMS Executive Committee Meeting
Isabella, 8:00 AM – 5:00 PM

Registration
Alhambra Ballroom, 3:00 PM - 5:00 PM

Pre-Conference Reception
Alhambra Ballroom, 5:00 PM - 6:00 PM

Pre-Conference Activities

Tuesday, 8:00 AM - 5:00 PM
AMS Executive Committee Meeting
Isabella

Tuesday, 5:00 PM - 6:00 PM
Pre-Conference Reception
Alhambra Ballroom

DAILY HIGHLIGHTS • Wednesday, May 22, 2024

Registration
Alhambra Ballroom, 8:00 AM - 5:00 PM

Teaching Digital Marketing Certificate Workshop
Tuttle, 8:30 AM – 12:00 AM

Refreshment Break Sponsored by Prolific
Alhambra Ballroom, 10:00 AM - 10:30 AM

Distinguished Marketer Presentation with Social Hour
Granada Ballroom, 12:00 PM - 1:30 PM

PLS-SEM Certificate Workshop
Tuttle, 1:30 PM – 5:00 PM

Refreshment Break
Alhambra Ballroom, 3:00 PM - 3:30 PM

Meet the Editors 1
Granada Ballroom, 3:30 PM – 5:00 PM

Welcome Reception
Southwest Terrace, 6:00 PM - 7:00 PM
Wednesday, 8:30 AM - 10:00 AM

Session S1: **AMS-AFM Session - Presentations from Grant Awardees**  
Room: Granada Ballroom  
Chairs: Barry J. Babin and Jean-Luc Herrmann

**Consumer Dishonesty and Online Disinhibition Effect**  
Didem Gamze Isiksal, Koç University  
Elif Karaosmanoglu, Istanbul Technical University  
Isabella Soscia, SKEMA Business School

**Salesperson and Consumers vs Artificial Intelligence? Investigating Preventing and Promoting Factors of New Forms of Collaboration in Physical Retail Settings**  
Madiha Bendjaballah, CEREFIE University of Lorraine  
Eleonora Pantano, University of Bristol  
Sandrine Heitz-Spahn, CEREFIE University of Lorraine

**Multisensory Design: Augmenting the Consumer Virtual Product Experience**  
Margot Racat, IDRAC Business School  
John Dinsmore, Wright State University  
Daria Plotkina, EM Strasbourg

Session 1.1: **Special Session: Necessary Condition Analysis (NCA) and its Application to Partial Least Squares Structural Equation Modeling (PLS-SEM)**  
Room: Prado  
Chairs: Christian M. Ringle and Marko Sarstedt

**Special Session: Necessary Condition Analysis (NCA) and its Application to Partial Least Squares Structural Equation Modeling (PLS-SEM)**  
Christian M. Ringle, Hamburg University of Technology  
Marko Sarstedt, Ludwig-Maximilians-University, Munich

Session 1.2: **Luxury and Gifting**  
Room: Aragon  
Chair: Adekunle Esan

**How Human Desire for Belonging and State of Low vs. High Power Influence Masstige Luxury Consumption**  
Shayan Shaikh, University of Southampton  
Michaela Gummerum, University of Warwick

**The Acceptance of Second-Hand Products as a Gift**  
Martina Katharina Schöniger, Chemnitz University of Technology  
Juliane Weidenhagen, Chemnitz University of Technology  
Susanne Jana Adler, Ludwig-Maximilians University  
Martin Ulber, Chemnitz University of Technology
Awe and Self-Gifting: How Feelings of Awe Reduces Consumers’ Desire for Self-Gifting
Begum Kaplan, Lynn University
Scott Wright, Providence College

Can AI be Luxury: The Motivation and Values Behind the Willingness to Buy Luxury AI
Khaled Aboulnasr, Florida Gulf Coast University
Jacqueline Eastman, Florida Gulf Coast University

Session 1.3: Digital Horizons: How are Firms Navigating
Room: Marbella
Chair: Narendra Bosukonda

Leveraging Big Data Analytics to Facilitate Hospitality Firm Value
Ziad Abdelmoety, University of Dundee & Assiut University
Gomaa Agag, Nottingham Trent University

Do Purchase Intentions Depend on Corporate Response Strategies? – The Role of Perceived Response Appropriateness
Silke Bambauer-Sachse, University of Fribourg
Sanja Stuhldreier, University of Fribourg

Impact of Early Social Media Adoption on Individual Characteristics and Abilities
Narendra Bosukonda, University of Texas at El Paso
Muhammad Mollah, California State University, Los Angeles

Session 1.4: Global Marketing
Room: Anastasia
Chair: Shaima’A Enkemah

Bottlenecks of Digital-Based INVs During Global Market Expansion
Sara Fraccastoro, University of Eastern Finland
Arto Ojala, University of Vaasa
Mika Gabrielsson, Hanken School of Economics

Warzone Wonders: Unraveling the Enigma of Online Delivery Service Adoption Amidst Turmoil
Shaima’A Enkemah, Sunway University

Increasing Customer Lifetime Value through Referrals: Understanding Cultural Differences in the Context of a European Fintech
Christian Schwalbach, RWTH Aachen
Jan Kemper, RWTH Aachen
Malte Brettel, RWTH Aachen
Session 1.5: **Branding and Society: Issues and Effects**  
**Room:** Majorca  
**Chair:** Jodie Ferguson

**The Smartness Inference: Consumer's Perceptions Towards Upcycling Brands**  
Mohamed Didi Alaoui, *Université Côte d'Azur, IAE Nice, GRM*

Shu Wang, *California State University, Fresno*  
Devashish Pujari, *McMaster University*  
R. Sandra Schillo, *University of Ottawa*

**Branding in a Polarized Age: The Risks and Rewards of Corporate Pro-Social Messaging**  
Amelia Gulding, *Virginia Commonwealth University*  
Jodie Ferguson, *Virginia Commonwealth University*  
Mayoor Mohan, *Virginia Commonwealth University*

**How Brand Aligned Service Impacts Customer Experience: Evidence from a Local Fast Food Chain in an Emerging Market**  
Jose Ribamar Siqueira, *Purdue University Global*  
Liliana Rivera Virguez, *Universidad de Los Andes*  
Enrique Ter Horst, *Universidad de Los Andes*  
German Molina, *Independent Researcher*

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**Wednesday, 8:30 AM - 12:00 PM**

**Workshop: Teaching Digital Marketing**  
**Room:** Tuttle  
**Chairs:** Kevin James, Janna Parker, and Debra Zahay

**Wednesday, 10:00 AM - 10:30 AM**

**Refreshment Break**  
**Sponsored by Prolific**  
**Room:** Alhambra Ballroom
Wednesday, 10:30 AM - 12:00 PM

Session 2.1: Special Session: The Future of Structural Equation Modeling Methods: Hegemony, Chaos, or Convergence?
Room: Prado
Chair: Edward Rigdon

The Future of Structural Equation Modeling Methods: Hegemony, Chaos or Convergence?
Edward Rigdon, Georgia State University

Session 2.2: Branding in Hospitality and Sports Marketing
Room: Aragon
Chair: Prakash Pandit

Measuring Authenticity of Athlete Brands: Development and Validation of a Multi-Dimensional Scale
Nataliya Bredikhina, University of Kansas
Thilo Kunkel, Temple University
Daniel Funk, Temple University
Bradley Baker, Temple University
Elizabeth Taylor, Temple University

Sport Brand Extension into Esports: Examining Sport Fan Perceptions of Authenticity, Fit, and Team Identification toward Behavioral Intentions
Se Jin Kim, Western New England University

The Role of Psychological Needs Satisfaction, Brand Attachment, and Passion for Themed-Restaurant Brands across Generations
Faheem Gul Gilal, Sukkur IBA University
Sadam Hussain, Sukkur IBA University
Rukhsana Gul Gilal, Sukkur IBA University
Naeem Gul Gilal, Sukkur IBA University

Session 2.3: Financial Decision Making with Public Policy, Non-Profit and Entrepreneurial Implications
Room: Marbella
Chair: Patricia Torres

Consumer Financial Vulnerability and SNAP Policy
Lendie Follett, Drake University
Andrew Bryant, University of North Carolina at Wilmington
Gavin Eldridge, Drake University

Me or Them: How Self-Motives Impact Financial Behavior
Patricia Torres, University of Detroit Mercy
The Effect of Financial Literacy and Use of Different Payment Methods on Compulsive Buying Among Young Adults
Monika Kukar-Kinney, University of Richmond
Raika Sadeghein, University of Richmond
Annie Mead, University of Richmond

Limits to the Price-Tag Society: Ethical Evaluations of Controversial Market Offers
Craig N. Smith, INSEAD
Yvetta Simonyan, University of Bath

Session 2.4: Consumer Perceptions and Emotional Engagement in Advertising
Room: Anastasia
Chair: Subhalakshmi Bezbaruah

Persuasion Processing Intuitions: Moral Judgments of Persuasion are Driven by How Consumers Think the Persuasion is Processed
Zarema Khon, Nazarbayev University
Yi-Ju Chen, University of Bath
Yvetta Simonyan, University of Bath
Haiming Hang, University of Bath
Samuel Johnson, University of Waterloo

Moved by Cute Ads? Effect of Kindchenschema and Whimsical Cute Elements on Consumers’ Kama Muta and Persuasive Outcomes: A Study of the U.S. and India
Subhalakshmi Bezbaruah, Michigan State University
Saleem Alhabash, Michigan State University

Simple Yet Effective: In-Feed Advertising through a Construal Level Theory Perspective
Bin Chang, Saint Louis University
Pooja Ramankutty, Saint Louis University

Should Advertisers Avoid Negative News? Advertising Effects of Negative Affect, News Site Credibility, and Applicability between Article and Ad
Emil Häglund, Umeå University
Johanna Björklund, Umeå University

Session 2.5: Doctoral Colloquium
Room: Majorca
Chair: Mathieu Kacha

Creative Artificial Intelligence for Marketers: A Framework and Research Agenda
Tanita Yonel, Imperial College London
Rajesh P. Bhargave, Imperial College London
Johannes Hattula, Copenhagen Business School

Consumers’ Online Brand-Related Activities (COBRAs) on Social Media: Consumer Gratifications and Brand Consequences
Parisa Siasi, University of Lorraine - CEREFIGE
Session 2.6: **AMS 2024 Building the Bridge to Relevance Grant Finalists**
Room: Granada Ballroom  
Chairs: Barry J. Babin and Jean-Luc Herrmann

- **Navigating Livestream Marketing Efficacy**  
  Andrew T. Crecelius, *Iowa State University*

- **Data Privacy Regulations: How Call-to-Action Button Elements can Influence Sharing Information about Browsing Behavior**  
  Dipayan Biswas, *University of South Florida*

- **Building a Customer-Centric Innovation Platform with the Digital Twin**  
  Nobuyuki Fukawa, *Missouri University of Science and Technology*

**Wednesday, 12:00 PM - 1:30 PM**

**A Panel Discussion with AMS Distinguished Marketer: Doug Wilson**
Room: Granada Ballroom  
Chairs: Barry J. Babin and Joe Hair

Panelists:
- Lyt Harris, 2023 AMS Distinguished Marketing Practitioner
- Barry J. Babin, AMS Executive Director
- Joe Hair, AMS Board of Governors Chair
- David J. Ortinau, *University of South Florida (Emeritus)* and AMS Deputy Director
- Jean-Luc Herrmann, AMS Board of Governors
- Brad Carlson, AMS President

**Wednesday, 1:30 PM - 3:00 PM**

Session 3.1: **Special Session: The Do’s and Don’ts of the Academic Job Market**
Room: Prado  
Chairs: Nina Krey and Shuang Wu

- **The Do’s and Don’ts of the Academic Job Market**  
  Nina Krey, *Rowan University*  
  Shuang Wu, *Rowan University*  
  Sabinah Wanjugu, *University of Southern Indiana*  
  Vincent Jeseo, *Rowan University*  
  Jasmine Parajuli, *Southern Arkansas University*
Session 3.2: **New Frontiers: How Augmented and Virtual Reality Shape Intentions and Behaviors**  
Room: Aragon  
Chair: Varsha Jain

**Effect of Augmented Reality Usage by Social Media Influencers Influencing Purchase Behavior**  
Varsha Jain, MICA  
Altaf Merchant, University of Washington  
Parth Salunke, MICA  
Jigyasa Suryawanshi, Hindustan Times Digital Streams Limited  
Nadjim Mkedder, Andolu University

**Virtual Identity, Real Impact: Understanding the Role of Computer-Generated Image Influencers in Promoting Prosocial Behavior**  
Khaled Aboulnasr, Florida Gulf Coast University  
Gina Tran, Florida Gulf Coast University

**Sensations from Gigantic Oversizedness in Virtual Reality and their Impact on Food Purchase Intentions**  
Elena Höfer, University of Applied Sciences Mainz  
Mara F. Ortner, Johannes Gutenberg-University Mainz  
Oliver Emrich, Johannes Gutenberg-University Mainz  
Frank Huber, Johannes Gutenberg-University Mainz

**Virtual Trials, Tangible Errors: Navigating Augmented Reality Service Failures in Online Shopping**  
Denise Pape, University of Goettingen  
Waldemar Toporowski, Georg-August-University Göttingen

Session 3.3: **Retail Facilities, Environments, and Assortments**  
Room: Marbella  
Chair: Olga Untilov

**Addressing Retail Out-of-Stocks Through three Interlocking Elements**  
Thomas Gruen, University of New Hampshire  
Daniel Corsten, IE, Madrid

**Exploring the Influence of Bio-Sonic Retail Environments**  
Deepak S. Kumar, Indian Institute of Management, Kozhikode  
Keyoor Purani, Indian Institute of Management, Kozhikode

**The Virtual Store: An Omnichannel Solution that's Good for Customers and Great for Retailers**  
Olga Untilov, Audencia Business School  
Cindy Lombart, Audencia Business School  
Didier Louis, IUT Saint-Nazaire  
Fidan Kurtaliqi, Audencia Business School  
Florence Charton-Vachet, Audencia Business School
Session 3.4: The Impact of Artificial Intelligence (AI) and Digital Technologies in Sales
Room: Anastasia
Chair: Kash Afshar

Artificial Intelligence in Salesperson Judgment and Decision Making
Kash Afshar, University of Mississippi
Raj Agnihotri, Iowa State University
Elizabeth Hoffman, Northwestern University

Applications of Artificial Intelligence in Sales: Trend and Content Analysis with Data-Driven Method
Mostofa Wahid Soykoth, Louisiana State University

Leveraging Sales Engagement Applications in B2B Seller Companies
Fabio Oliveira, University of Reading
Rodrigo Pérez-Vega, University of Reading

Defining Organizational Sales-Stacks, Developing Foundational Premises, and Directing Future Research
John Galvan, Missouri State University

Session 3.5: How to Solve the Problem of Data Quality in Your Online Research
Room: Majorca
Chair: Andrew Gordon, Prolific

Session 3.6: DoCCA - AMS Review / Sheth Foundation Doctoral Competition
Room: Brickell
Chair: Steve Vargo

A Conceptual Framework of Consumers’ Liquid Self
Shiekh Shahriar Ahmed, University of Wyoming

Customer Success Management: A Systematic Literature Review and an Agenda for Future Research
Amit Mahimkar, University of Texas at El Paso

A Nuanced Exploration of CEO Political Ideology and its Impact on Woke Capitalism
Diptikanta Panigrahi, Texas Tech University

Wednesday, 1:30 PM - 5:00 PM

Workshop: Advanced Topics in Partial Least Squares Structural Equation Modeling (PLS-SEM)
Room: Tuttle
Chairs: Marko Sarstedt, Joe Hair, and Christian M. Ringle
Wednesday, 3:00 PM - 3:30 PM

**Refreshment Break**
Room: Alhambra Ballroom

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Wednesday, 3:30 PM - 5:00 PM

Session S2: **Meet the Editors I**
Room: Granada Ballroom
Chair: James S. Boles

- Jan Kietzmann, *Business Horizons*
- Adina Dudau, *European Management Journal*
- Dipayan Biswas, *Journal of Business Research*
- Maria Petrescu, *Journal of Marketing Analytics*
- Cleopatra Veloutsou, *Journal of Product and Brand Management*

Session 4.1: **Special Session: Brands and Logos**
Room: Prado
Chair: Kevin Voss

**Brands and Logos: New Directions in Brand Alliance Research:**
Investigating Consumer Perceptions of Partner Connectedness
Kevin E Voss, *Oklahoma State University*
Ying Ying Li, *Susquehanna University*
Minjoo Kim, *Washington State University*
Yueying He, *Oklahoma State University*

**Brands and Logos: The Impact of Uncertainty Avoidance on Aesthetic Preference for Angular versus Rounded Brand Logo Shapes**
Bingxuan Guo, *Wake Forest University*
Yuan Susan Li, *Georgia Southern University*

**Brands and Logos: Cultivating Compliance: The Influence of Anthropomorphic Branding on Consumer Responses to Brand Sustainability**
Ying Ying Li, *Susquehanna University*
Bingqing Miranda Yin, *California Polytechnic State University*
Session 4.2: **Creativity and Aesthetics**
Room: Aragon
Chair: Lina M. Ceballos

- **A Life Course Investigation of the Creative Consumer**
  Klaudia Magdalena Kania, Loughborough University
  Nina Michaelidou, Loughborough University
  Kemefasu Ife, Loughborough University
  Didier Soopramanien, Pole Universitaire

- **Redefining Consumer Aesthetic Taste as Practice**
  Lina M. Ceballos, Universidad EAFIT
  Jorge Maya, Universidad EAFIT
  Juan Camilo Giraldo, Universidad EAFIT

- **Understanding Perceived Quality from the Consumer Perspective and the Impact on Online Repurchase Intentions**
  Rahul Kumar, Indian Institute of Management, Sambalpur
  Varsha Jain, MICA
  Jacqueline Eastman, Florida Gulf Coast University
  Anupama Ambika, IMT Dubai

- **A Systematic Review of the Concept of Aesthetic Taste**
  Lina M. Ceballos, Universidad EAFIT
  Jorge Maya, Universidad EAFIT

Session 4.3: **AI, Consumer Behavior, and Adoption**
Room: Marbella
Chair: Moldir Moldagaliyeva

- **Chatbots Autonomy during Interaction and Consumer Adoption**
  Vincent Favarin, Université Toulouse Capitole
  Laurane Jannin, Université Toulouse Capitole

- **Unlocking the Future: Exploring Consumer Behavior in AI-Powered Smart Cities via Simulation Scenarios: The Example of Smart Homes**
  Sinu Thirukketheeswaran, DHBW Baden-Württemberg Stuttgart
  Marc Kuhn, DHBW Baden-Württemberg Stuttgart
  Lars Meyer-Waarden, Université Toulouse 1 Capitole

- **Making Healthcare Technology a Success Story: Developing a Patient-Centric Toolset to Design, Manage, Evaluate, and Optimize Patient Healthcare Technology Usage**
  Sien Vaes, Hasselt University
  Sandra Streukens, Hasselt University
  Sara Leroi-Werelds, Hasselt University

- **AI vs Fake News: Bridging the Gap in User Acceptance**
  Bertha Rodriguez de Cárdenas, TSM-Research, Université Toulouse Capitole, CNRS
  Thomas Teychenie, TSM-Research, Université Toulouse Capitole, CNRS
Session 4.4: Social Media and Consumer Perceptions  
Room: Anastasia  
Chair: Shuang Wu

**Mindfulness on Subjective Well-Being in the Age of Social Media**  
Shuang Wu, Rowan University  
Nina Krey, Rowan University  
Ye Han, University of Wisconsin, La Crosse

**Deinfluencing the Influenced: Consumers’ Reactions Towards Deinfluencing Videos on TikTok**  
Alice Crépin, ESSCA  
Camille Lacan, Perpignan University

**Greenwashing and Social Media: An Examination of Consumer Responses on Twitter**  
Mitra Salimi, University of Jyväskylä  
Francesco Tuscolano, KNIME GmbH  
Outi Niininen, University of Jyväskylä  
Outi Uusitalo, Professor at University of Jyväskylä

**A Conceptual Model of Consumer Well-Being and Adult Content Consumption**  
Hadil Sherif, Florida Gulf Coast University  
Amro Maher, Florida Gulf Coast University

Session 4.5: Innovations in Digital Interactions and Emotional Engagement  
Room: Majorca  
Chair: Vincent Jeseo

**AI Augmented Reality Digital Assistants: How using an Anthropomorphized Digital Assistant Influences Phygital Service Experiences**  
Hannah Marriott, Cardiff University  
Graeme McLean, University of Strathclyde  
Jennifer Barhorst, College of Charleston

**Advertising in the Metaverse: A Multi-Stakeholder Approach from a Central and Eastern European Perspective**  
Tymoteusz Doligalski, SGH Warsaw School of Economics  
Nikodem Sarna, SGH Warsaw School of Economics  
Aneta Siejka, SGH Warsaw School of Economics  
Robert Kozielski, University of Lodz  
Bernadett Koles, IESEG School of Management

**Emotional Attachment to NFTs**  
Kaan Canayaz, Florida International University  
Jaehoon Lee, Florida International University

**Exploring Virtual Reality Content Features**  
Kirsten Cowan, University of Edinburgh  
Laurence Dessart, University of Liège  
Alena Kostyk, University of Glasgow
Wednesday, 5:00 PM - 5:30 PM

Session 4.6: DoCCA - AMS Review / Sheth Foundation Doctoral Competition II
Room: Brickell
Chair: Thomas Gruen

- Human Touch in AI-Enabled Marketing: Toward an Integrative Framework
  Manaswini Acharya, Texas Tech University

- Unpuzzling Virality: Redefining the User-Engagement Journey in Viral Marketing
  Shashank Shaurya Dubey, Indian Institute of Technology Delhi

Wednesday, 5:30 PM - 6:00 PM

Session SPS: AMS PhD Jobs Initiative
Room: Aragon
Chair: Ethan Pew

Wednesday, 6:00 PM - 7:00 PM

Welcome Reception
Room: Southwest Terrace
DAILY HIGHLIGHTS • Thursday, May 23, 2024

Registration
Alhambra Ballroom, 8:00 AM - 5:00 PM

Mary Kay Inc. Dissertation Proposal Competition
Brickell, 8:30 AM – 10:00 AM

JAMS Editorial Review Board Meeting
Tuttle, 8:30 AM – 10:00 AM

Refreshment Break Sponsored by Knime
Alhambra Ballroom, 10:00 AM - 10:30 AM

Mary Kay Inc. Dissertation Competition
Brickell, 10:30 AM - 12:00 PM

AMS Review Editorial Review Board Meeting
Tuttle, 10:30 AM – 12:00 PM

Awards Luncheon
Country Club Ballroom, 12:00 PM - 1:30 PM

Meet the Editors II
Granada Ballroom, 1:30 PM – 3:00 PM

Refreshment Break
Alhambra Ballroom, 3:00 PM – 3:30 PM

AMS Reception
Country Club Courtyard, 6:00 PM - 7:00 PM

Dinner
On Your Own

Thursday, 8:30 AM - 10:00 AM

Session 5.1: Special Session: Dissonance in Generative AI Managerial Skills: Mental Models, Ethics, and Customer Well-Being
Room: Prado
Chair: Martin Key

Dissonance in Generative AI Managerial Skills: Mental Models, Ethics, and Customer Well-Being
Martin Key, University of Colorado, Colorado Springs  
Terry Clark, Southern Illinois University  
O.C. Ferrell, Auburn University  
Linda Ferrell, Auburn University  
Dana Harrison, East Tennessee State University  
Melissa Akaka, Denver University  
Astrid Keel, University of La Verne
Session 5.2: **Enhancing Digital: Pets, Sensory, and Brand Collaborations**
Room: Aragon
Chair: Kirsten Cowan

**Examining how and when Pet Influencers Paws-Sitively Influence Consumer Responses**
Laura Lavertu, *University of Edinburgh*
Katina Kulow, *University of Louisville*
Kirsten Cowan, *University of Edinburgh*
Ben Marder, *University of Edinburgh*

**From Competition to Collaborations: Exploring Brand-to-Brand Conversations on Social Media**
Denitsa Dineva, *Cardiff University*
Zoe Lee, *Cardiff University*

**Taste Transference: How can we Perceive Taste in Social Media**
Jiayuan Li, *University of Edinburgh*
Kirsten Cowan, *University of Edinburgh*
Euejung Hwang, *University of Edinburgh*

**Enhancing Online Shopping Experience: The Effect of Deliberate vs. Automatic Haptic Imagery in Consumer Reactions**
Lieve Doucé, *Hasselt University*
Kim Willems, *Vrije Universiteit Brussel*
Felitsa Rademakers, *Vrije Universiteit Brussel - Hasselt University*

Session 5.3: **AI in Business Strategy and Innovation**
Room: Marbella
Chair: Sayuri Wijekoon

**Lead User Involvement and New Product Success: The Role of Social Networks and Entrepreneurial Decision-Making**
Sayuri Wijekoon, *Macquarie University*
Aron O’Cass, *La Trobe University*
Mahdi Vesal, *University of Technology Sydney*
Francesco Chirico, *Macquarie University*

**Are Marketing Analytics Capabilities more than a Cost of Competing?**
Johanna Frösén, *Aalto University*
Jukka Luoma, *Aalto University*
Matti Jaakkola, *Alliance Manchester Business School*
Henrikki Tikkanen, *Aalto University*

**Artificial Intelligence in the Interactive Customer-Interfacing Retail Journey**
Maria Petrescu, *Embry-Riddle Aeronautical University*
Anjala Krishen, *University of Nevada, Las Vegas*
John Gironda, *Nova Southeastern University*
John Ricky Ferguson, *Middle Tennessee State University*
Adina Dudau, *University of Glasgow*
Session 5.4: Advancements in Internet Marketing
Room: Anastasia
Chair: Sabinah Wanjugu

Value Creation in Fintech through Blockchain: Comparative Cases
Pável Reyes-Mercado, Universidad Anáhuac México
Alberto Borbolla-Albores, Universidad Anáhuac México
Rodrigo Pérez-Vega, University of Reading

The Voices we Hear: Effect of Cognitive Bias and Gender on Digital Voice Assistant Shopping
Gaia Rancati, Middle Tennessee State University
Carsten D. Schultz, University of Hagen
Maurizio Mauri, Universita’ Cattolica del Sacro Cuore

Generational Dynamics in Marketing: A Systematic Review and Roadmap for Future Research
Faheem Gul Gilal, Sukkur IBA University
Rukhsana Gul Gilal, Sukkur IBA University
Naeem Gul Gilal, University of Sindh Campus Mirpurkhas

Session 5.5: Optimizing B2B Sales Performance
Room: Majorca
Chair: Benjamin Österle

An Iterative B2B Sales Funnel for AI-Based Solutions: Proposal of an Agile Machine Learning Selling Framework
David Fehrenbach, University of Zaragoza
Carolina Herrando, University of Zaragoza
Maria José Martin, University of Zaragoza

Laying the Path: Modelling A B2B Customer Journey on Commodity Markets
Nina Buchholz, DHBW CAS Heilbronn
Marc Kuhn, DHBW Baden-Württemberg Stuttgart

When Dark-Side Effects Spread
Yumeng Zhang, University of Liverpool
Stephan Henneberg, Queen Mary University of London
Alexander Leischnig, Technische Universität Bergakademie Freiberg
Nima Heirati, University of Surrey

A Neuroscience Experiment Pretest on B2B Negotiation Styles in Distributive Negotiations and their Effect on Socioemotional Outcomes and Price
Benjamin Österle, Heilbronn University of Applied Sciences
Carolina Herrando, University of Zaragoza
Anne Köpsel, DHBW Baden-Württemberg Stuttgart
Vanessa Reit, DHBW Baden-Württemberg Stuttgart
Gabriel Yuras, DHBW Baden-Württemberg Stuttgart
Marc Kuhn, DHBW Baden-Württemberg Stuttgart
Session 5.6: **Mary Kay Dissertation Proposal Competition**
Room: Brickell
Chairs: Yany Grégoire, Paul Fombelle, and Clay Voorhees

**Political Ideology and Customer Feedback: Do Conservatives Provide more Valuable Feedback to Firms?**  
Xiaoxu Wu, *Michigan State University*

**Cultivating Customer Experiences: A Longitudinal Field Study on Dynamic Pricing in Overcrowded Service Settings**  
Kevin Giang Barrera, *Georgia State University*

**Attribution and Compensation Design in Online Advertising**  
Yunhao Huang, *University of California, Berkeley*

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**Thursday, 10:00 AM - 10:30 AM**

**Refreshment Break**  
**Sponsored by Knime**  
Room: Alhambra Ballroom

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**Thursday, 10:30 AM - 12:00 PM**

Session 6.1: **Special Session: Where Doctoral Programs are and, Where they Could be Going**
Room: Prado
Chairs: O.C. Ferrell and Linda Ferrell

**Where Doctoral Programs Are...And, Where they Could be Going**  
O.C. Ferrell, *Auburn University*  
Linda Ferrell, *Auburn University*  
Paul Radich, *Catholic University of America*

Session 6.2: **Retail Consumers’ Interaction, Experience, and Decision Making**
Room: Aragon  
Chair: David Gilliam

**The Role of Haptic Online Reviews on Consumer Decision Making**  
Shabnam Azimi, *Loyola University Chicago*  
Atefeh Yazdanparast, *Clark University*

**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*

**Consumers’ Perceptions of Stories Told by Retail Service Providers**  
David Gilliam, *University of Arkansas at Little Rock*
Session 6.3: **Experiential and Event Marketing**
Room: Marbella
Chair: Yu-Shan (Sandy) Huang

- **The Key Antecedents of Cultural Destination Satisfaction: A Case Study of International Tourist Perceptions of Emotional Experience**
  - Sou Veasna, Royal University of Phnom Penh
  - Uk Channveasna, Royal University of Phnom Penh
  - Phou Sambath, Royal University of Phnom Penh
  - Leap Sovannaroth, Royal University of Phnom Penh

- **Enhancing Pro-Environmental Behavior in Mega Events: The Roles of Environmental Awareness and Knowledge**
  - Amjad Abu Elsamen, Zayed University
  - Anestis Fotiadis, Sharjah University
  - Saifeddin Al-Imamy, Zayed University

- **Virtual Reality and Travel Inspiration**
  - Ioannis Assiouras, Lyon Catholic University
  - Dimitrios Buhalis, Bournemouth University
  - Antonios Giannopoulos, International Hellenic University
  - Eleni Mavragani, University of Macedonia

- **Experience Mavens: Influential Consumers and Experiential Product Marketing**
  - James S. Boles, University of North Carolina at Greensboro
  - Erick Byrd, University of North Carolina at Greensboro
  - Chantell LaPan, University of North Carolina at Greensboro
  - Sara MacSween, University of North Carolina at Greensboro
  - Jiangang Hunag, University of North Carolina at Greensboro

Session 6.4: **Increasing Consumer and Societal Well-being through Policy and Entrepreneurship**
Room: Anastasia
Chair: Mona Sinha

- **Artistic Experience in the Context of Nonprofit Arts Organizations: Dimensions, Measure, and Consequences**
  - Aranzazu Gaztelumendi, ESSCA School of Management
  - Richard Huaman, EM Strasbourg

- **Variety in Food Pantry Client Choices: One Size Does Not Fit All**
  - Andrew Bryant, University of North Carolina at Wilmington
  - Lendie Follett, Drake University
  - Daniel Beck, Des Moines Area Religious Council
  - Bryan Schlotterbeck, Drake University
The Contribution of Thinking Modes to Better Understand the Impact of Place on Sorting Behavior
Jean-Damien Grassias, Laboratoire LEGO: University of South Brittany
Yolande Piris, Laboratoire LEGO: University of South Brittany

Role of Embeddedness on Women Social Entrepreneurs: A Four Country Study
Mona Sinha, Kennesaw State University
Gayathri Sampath, Krea University
Monica Nandan, Kennesaw State University
Marissa Kaloga, University of Otago
Folahan Ayeni, Kennesaw State University

Session 6.5: Does Marketing Have a Role in Inclusivity and Social Justice Causes?
Room: Majorca
Chair: Kelly Cowart

Grown-ish: Marketing’s Role in the Adultification of Girls
Kelly Cowart, University of South Florida
Aihui Ding, University of South Florida

Brand Support for Inclusivity in the Beauty Industry and its Influence on Consumer Response to the Brand and on Consumer Response to the Cause
Aurélia Gorret, IÉSEG School of Management
Vassilis Dalakas, California State University San Marcos
Joanna Melancon, Western Kentucky University

Pride in Persuasion: Assessing the Impact of LGBTQ+ Social Justice Messaging
Kelly Cowart, University of South Florida
Philip Trocchia, University of South Florida
Phillip Wagner, William & Mary

An Exploratory Study of the Gay Consumers’ Scepticism Towards LGBTQ-Themed Cause Related Marketing Advertising Campaigns
Yan Liang, Bournemouth University
Jack Cooper, Bournemouth University

Session 6.6: Mary Kay Dissertation Competition
Room: Brickell
Chairs: Yany Grégoire, Paul Fombelle, and Clay Voorhees

What Drives Influencer’s Impact?
Giovanni Luca Cascio Rizzo, LUISS Guido Carli University

Marketing by Design: The Influence of Perceptual Structure on Brand Performance
Felipe M. Affonso, Oklahoma State University

Are Minority Consumers More Likely to Choose Robot Service Providers? Why Feeling Like a Minority Matters
Yeseul Kim, University of Sussex
Thursday, 12:00 PM - 1:30 PM

Awards Luncheon
Room: Country Club Ballroom

Thursday, 1:30 PM - 3:00 PM

Session S3: Meet the Editors II
Room: Granada Ballroom
Chair: James S. Boles

- Steve Vargo, AMS Review
- Charles Noble and Stephanie Noble, *Journal of the Academy of Marketing Science*
- Greg Marshall, *European Journal of Marketing*
- Jisu Huh, *Journal of Advertising*
- Colin Campbell, *Journal of Advertising Research*
- Jacqueline Eastman, *Journal of Consumer Behavior*
- Claudia Townsend, *Journal of Marketing Research*

Session 7.1: Dark Side of Consumer Behavior
Room: Prado
Chair: Monika Kukar-Kinney

- Exploring the Role of Regret and Envy in Crowdfunding Investment Decisions: A Study on Aspiring Entrepreneurs and Funding Efficiency
  - Giovanni Visentin, *INCAE Business School*
  - Elena Fumagalli, *INCAE Business School*

- Causes, Consequences and Solutions to Food Consumption Confusion
  - Axelle Dorisse, LouRIM - UCLouvain
  - Béatrice Parguel, *Université Paris Dauphine - CNRS*
  - Karine Charry, LouRIM - UCLouvain

- Exploring the Effect of Psychological Ownership on Consumer Dark-Side Digital Behaviors and Well-Being
  - Monika Kukar-Kinney, *University of Richmond*
  - Mateja Kos Koklic, *University of Ljubljana*
  - Irena Vida, *University of Ljubljana*
Session 7.2: Beyond the Screens in Social Media and Live Streaming  
Room: Aragon  
Chair: Padmini Simhan

- **Does Influencers’ Human Brand Loyalty Sell in Influencer-Powered Livestream Selling?**  
  Shaoling Katee Zhang, *University of North Carolina at Wilmington*

- **Social Interactions and Empathy-Mediated Dynamics in Live-Streaming Shops**  
  Fan Wang, *Saint Louis University*  
  Xixi Li, *Saint Louis University*  
  Mark Arnold, *Saint Louis University*

- **Livestream Shopping: A Comparative Study of Platform-Based Affordances as Drivers of Experiential Shopping**  
  Michele Girotto, *Universitat de Barcelona*  
  Fatema Kawaf, *University of Greenwich*

- **Consumer Perceptions of TikTok’s Influence on the Music Industry**  
  Padmini Simhan, *Virginia Commonwealth University*  
  Suzanne Makarem, *Virginia Commonwealth University*

Session 7.3: Managing B2B Relationships and Challenges  
Room: Marbella  
Chair: Yumeng Zhang

- **A Bibliometric Assessment of B2B Relationship Disruptions**  
  Vincent Jeseo, *Rowan University*  
  Matthew Lastner, *University of North Carolina at Wilmington*  
  Nina Krey, *Rowan University*

- **Social Media and B2B Buyer and Seller Relationships**  
  Wenting Wang, *University of Glasgow*  
  Anna Morgan-Thomas, *University of Glasgow*  
  John Finch, *University of Glasgow*

- **Rethinking the Relationship Quality Dimensions in B2B: Introducing Tap Model**  
  Flevy Lasrado, *UOWD*  
  Munyar Nyadzayo, *UOWD*

- **B2B Data Breaches: Consequences of Firm’s or Buyer’s Data Loss**  
  Kunal Swani, *Wright State University*  
  Lauren Labrecque, *University of Rhode Island*  
  Ereni Markos, *Suffolk University*
Session 7.4: Technological Advances and their Impact on Advertising Efficacy
Room: Anastasia
Chair: Zahra Booyavi

Leveraging Blockchain for Fair Value Exchanges in the Digital Ad Space
Valerio Stallone, ZHAW
Martin Wetzels, EDHEC Business School
Dominik Mahr, Maastricht University
Michael Klaas, ZHAW

Measuring Impact of AI-Generated Personalized Ads on Engagement and Memorability
Sukaran Thakur, MICA
Ruchi Tewari, MICA
Suresh Malodia, MICA

Does Every Story Succeed? The Impact of Narrative in Crowdfunding Campaigns
Zahra Booyavi, Rutgers University

Session 7.5: Evolving Research Methods: Adapting to AI and New Empirical Approaches
Room: Majorca
Chair: Marko Sarstedt

AI-Evolved Research Methods: Considerations and Consequences
Melanie Richards, East Tennessee State University
Trena Paulus, East Tennessee State University

User Impressions and Using Contexts for Autonomous Shuttle Services: Analyzed by a LDA based Topic Modelling Approach
Sarah Selinka, DHBW Baden-Württemberg Stuttgart
Maximilian Schwing, DHBW Baden-Württemberg Stuttgart
Vanessa Reit, DHBW Baden-Württemberg Stuttgart
Gabriel Yuras, DHBW Baden-Württemberg Stuttgart

Evaluating and Refining Endogeneity Solutions via a Suitability Metric and an Adjustment Method for the Gaussian Copula Approach
Benjamin D. Liengaard, Aarhus University
Jan-Michael Becker, BI Norwegian Business School
Mikkel Bennedsen, Aarhus University
Phillip Heiler, Aarhus University
Luke N. Taylor, Aarhus University
Christian M. Ringle, Hamburg University of Technology
Thursday, 3:00 PM - 3:30 PM

Refreshment Break
Room: Alhambra Ballroom

Thursday, 3:30 PM - 5:00 PM

Session S4: Theory Forum: Theories of Sustainability
Room: Granada Ballroom
Chairs: Julia Fehrer, Mark Peterson, and Steve Vargo

Session 8.1: Special Session: Livestream Commerce in AI-Powered Digital and Virtual Worlds
Room: Prado
Chair: Fatema Kawaf

Al-Driven Livestreaming: Comparing Platform-Based Affordances in Multi-Country Global Livestream Commerce Platforms
Fatema Kawaf, University of Greenwich
Michele Girotto, Universitat de Barcelona

Session 8.2: Al and Service Failure
Room: Aragon
Chair: Shivam Agarwal

That Machine Drove Me Crazy: Customer Emotional Wellbeing During a Service Encounter with Humans and Technology
Aude Rychalski, ESSCA School of Management
Helena V González-Gómez, NEOMA Business School
Sarah Hudson, Rennes School of Business

Human and Chatbot Agents in Online Service Recovery
Adriane Freitag, Muenster School of Business
Carmen-Maria Albrecht, Muenster School of Business

The Effect of Service Agent Role: A Comparative Analysis of AI Chatbot vs. Human Service Agent
Sarah Alanazi, University of Strathclyde
Graeme McLean, University of Strathclyde
Hyoje Kim, University of Strathclyde

How does Service Failure Agent (Human versus Robot) Affect Negative WOM
Shivam Agarwal, Florida International University
Todd Haderlie, Florida International University
Kaan Canayaz, Florida International University
Jaehoon Lee, Florida International University
Session 8.3: **Digital Dynamics and Dilemmas: Influence, Deception, and Adolescents**  
Room: Marbella  
Chair: Mark Groza

- **Exploring the Sharenting Paradox: Individuals' Behavioral Reasons for and against Child-Related Online Sharing**  
  Kuldeep Brahmbhatt, *Symbiosis International University*  
  Subhalakshmi Bezbaruah, *Michigan State University*

- **Virtual Influencers and Their Impact on Followers' Well-Being**  
  Lina Nasr, *Loughborough University*  
  Sahar Mousavi, *Loughborough University*  
  Nina Michaelidou, *Loughborough University*  
  Klaudia Kania, *Loughborough University*

- **Service Providers Use of Influence Tactics and Online Reviews**  
  Mark Groza, *University of Idaho*  
  Jaclyn Crawford, *Northern Illinois University*  
  Mya Groza, *University of Idaho*  
  Louis Zmich, *University of Tampa*  
  Sue Hasbrouck, *University of Idaho*

- **Exploring Consumer Browsing Behavior of Online Reviews in the Context of Deception: The Role of Dual Process and Skepticism**  
  Andrea Wetzler, *Toulouse School of Management, University of Toulouse Capitole 1*  
  Andreas Munzel, *Toulouse School of Management, University of Toulouse Capitole 1*

Session 8.4: **Top Management Strategies**  
Room: Anastasia  
Chair: Hyunju Shin

- **The Effects of Consumer Orientation on Digital Transformation: The Role of Marketing Experiences of Top Management Team**  
  Kyung-Ah Byun, *University of Texas at Tyler*

- **Value Normalization through Demanding Politics: New Megamarketing Strategy**  
  Jessica Zeiss, *Ball State University*

- **Trust in the Age of Collaborative Economy: Informational and Normative Cues for P2P Trust Building**  
  Laura Breaux, *IAE - University of Perpignan Via Domitia*  
  Olga Goncalves, *IAE - University of Perpignan Via Domitia*  
  Camille Lacan, *IAE - University of Perpignan Via Domitia*

- **Generational Cohort Similarity in the CEO-TMT Interface and Firm Innovation**  
  Hyunju Shin, *Kennesaw State University*  
  Kyoungmi Kim, *University of Wisconsin, Eau-Claire*  
  Daewoung Choi, *University of Washington*
Session 8.5: Retailing Operations and Opportunities
Room: Majorca
Chair: Cordula Cerha

Non-Fungible Tokens (NFTs) and their Value as an Emerging Retailing Opportunity for Firms
Navid Bahmani, Rowan University
Amit Bhatnagar, University of Wisconsin, Milwaukee
Minakshi Trivedi, Texas Christian University

Crafting Customer Connections in Hypermarkets and Supermarkets through Self-Store Image Congruence and Atmospherics
Imed Ben Nasr, Excelia
Kerry Manis, New Mexico State University
Claudia-Roxana Rusu, ESSCA School of Management

Lost in Co-Creation: A Mystery Shopping Approach to Assess Retailer Omnichannel Readiness
Cordula Cerha, WU - Vienna University of Economics and Business
Robert Zniva, Salzburg University of Applied Sciences

Thursday, 5:00 PM - 6:00 PM

Session SPS: AMS Announcing Sparks!
Room: Granada Ballroom
Chairs: Barry J. Babin and Jean-Luc Herrmann

Thursday, 6:00 PM - 7:00 PM

AMS Reception
Room: Country Club Courtyard
DAILY HIGHLIGHTS • Friday, May 24, 2024

Registration
Alhambra Ballroom, 8:00 AM - 5:00 PM

Refreshment Break
Alhambra Ballroom, 10:00 AM - 10:30 AM

Lunch
On Your Own, 12:00 PM - 1:30 PM

AMS Board of Governors Meeting
Brickell, 12:00 PM – 1:30 PM

Refreshment Break
Alhambra Ballroom, 3:00 PM - 3:30 PM

President's Reception
Country Club Terrace & Courtyard, 6:00 PM - 7:00 PM

President's Banquet
Country Club Ballroom, 7:00 PM -11:30 PM

Friday, 8:30 AM - 10:00 AM

Session 9.1: Special Session: Research Opportunities in Self-Regulation: The Challenges Facing Marketing
Room: Prado
Chairs: O.C. Ferrell and Linda Ferrell

Research Opportunities in Self-Regulation: The Challenges Facing Marketing
O.C. Ferrell, Auburn University
Linda Ferrell, Auburn University
Gary Huggins, Direct Selling Education Foundation
Peter Marinello, BBB National Programs
Robert Peterson, University of Texas at Austin
Session 9.2: AI, Big Data, and Crowdfunding
Room: Aragon
Chair: Sunil Erevelles

Analysis of Emotional Cues in the Visuals of Crowdfunding Campaigns
Fereshteh Zihagh, Texas State University
Masoud Moradi, Texas State University
Vishag Badrinarayanan, Texas State University

The Effects of Poster Design on Movie Box Office Performance
Jingjing Amber He, University of Texas at Arlington
Yiyi Li, University of Texas at Arlington

The Evolving Blockchain Marketplace
Sunil Erevelles, University of North Carolina at Charlotte
Erin Erevelles, GeneBlock LLC
Maanasi Bulusu, Brown University
Rosemary Latham, University of North Carolina at Charlotte

Session 9.3: Technology, Product Adoption, and Decision-Making
Room: Marbella
Chair: Bruce Huhmann

Navigating the Personalization-Privacy Paradox: A Study on Consumer Adoption of Chatbots
Vincent Favarin, Université Toulouse Capitole - TSMR
Ekaterina Gridasova, Université Toulouse Capitole

Antecedents in the Pre- and Postadoption Process of Autonomous Shuttle Mobility: A Longitudinal Study based on User Experience
Maximilian Schwing, DHBW Baden-Württemberg Stuttgart
Sarah Selinka, DHBW Baden-Württemberg Stuttgart
Vanessa Reit, DHBW Baden-Württemberg Stuttgart
Marc Kuhn, DHBW Baden-Württemberg Stuttgart
Gabriel Yuras, DHBW Baden-Württemberg Stuttgart

How the Use of Smartphones (vs. PCs) Impacts Price-Quality Inference
Xinge Li, Drexel University
Jintao Zhang, Texas A&M International University
Yanliu Huang, Drexel University

Mental Accounts Across Subscribers’ Renewal Decision-Making Journey: Employing Regulatory Focus
Yeonjae Choi, Saint Louis University
Mark Arnold, Saint Louis University
Session 9.4: **Consumer Behavior in the Digital Age**  
Room: Anastasia  
Chair: Juliann Allen

**Product Value Perceptions in Retailer vs Reseller Settings**  
Jessica Felix Martinez, *University of Southern Indiana*  
Sabinah Wanjugu, *University of Southern Indiana*

**Digital Consumption Value Scale: Construction, Validation, and Generalization**  
Sanjeev Tripathi, *IIM Indore*  
Varsha Jain, *MICA*  
Jatin Pandey, *IIM Indore*  
John B. Ford, *Old Dominion University*  
Damini Goyal Gupta, *MICA, Ahmedabad*

**Click-Through Rates in Digital Marketing: The Influence of Virtual Element Shapes**  
Dipayan Biswas, *University of South Florida*  
Annika Abell, *University of Tennessee Knoxville*  
Roger Chacko, *OPG*

Session 9.5: **Frontiers in Marketing Education and Pedagogy**  
Room: Majorca  
Chair: Kenyatta Barber

**Moving from Chalkboard to Artificial Intelligence: How is Students’ Adoption of ChatGPT?**  
Joanna Krywalski-Santiago, *Universidade de Lisboa - ISEG*  
Maria Teresa Borges-Tiago, *University of the Azores*  
Beatriz Casais, *University of Minho*

**Fostering Inclusion and Experiential Learning in Marketing Education: The Incubator Model for WIL Industry Partnerships**  
Flevy Lasrado, *UOWD*

**Humor as an Effective Pedagogical Tool in Higher Education: A Conceptual Model**  
Wendy Gillis, *University of North Florida*  
Kim Bynum, *Flagler College*

**Navigating Stakeholder Dynamics: Unraveling Ethical Challenges in For-Profit Higher Education Institutions**  
Kenyatta Barber, *University of Wisconsin, Whitewater*
Friday, 10:00 AM - 10:30 AM

**Refreshment Break**
Room: Alhambra Ballroom

Friday, 10:30 AM - 12:00 PM

Session S5: **Special Session: Crafting Relevant Research for JAMS**
Room: Granada Ballroom
Chairs: Stephanie Noble and Charles Noble

Panelists:
- Dipayan Biswas, *University of South Florida*
- Martin Wetzels, *EDHEC, France*
- Riley Krotz, *Florida State University*

Session 10.1: **Influence Evolving: AI, Trust, and Verification**
Room: Prado
Chair: Neda Mossaei

- The Conditional Effects of Product Attribute Description as an Endorsement Strategy in Sponsored Influencer Videos
  Yiwen Chen, *San Francisco State University*
  Li Chen, *Suffolk University*

- Engaging with AI Virtual Influencers and Impact on Trust
  Juha Munnukka, *University of Jyväskylä*
  Ekaterina Ivanova, *University of Jyväskylä*
  Jana Bowden, *Macquarie University*
  Vilma Luoma-Aho, *University of Jyväskylä*

- Blue Badges for All: Evaluating the Impact of Purchasable Verification Status on Influencer Marketing
  Ali Soltaninejad, *University of Alabama*
  Yoonsun Jeong, *University of Texas at El Paso*

- From Cuffs to Clicks: Police Influencers Reshaping the Public Perceptions of Police through Social Media Content Creation
  Mehrnoosh Reshadi, *California State University, Fullerton*
  Neda Mossaei, *California State University, Los Angeles*

Session 10.2: **Contemporary Issues in Pricing and Price Discounts**
Room: Aragon
Chair: Monika Kukar-Kinney

- The Thrill of the Deal: How Stacking Discounts Makes Customers Feel Like Winners
  Wenting Zhong, *Bentley University*
  Lan Xia, *Bentley University*

- After $50 off? Effect of Discount Framing on Deceptiveness
  Jintao Zhang, *Texas A&M International University*
Dynamic Pricing in New Service Contexts: Repurchase Intentions of Price-Advantaged Customers and the Roles of Price Confusion and Trust
Ashley Young, University of Fribourg
Lea Grivel, University of Fribourg
Silke Bambauer-Sachse, University of Fribourg

Ripples in the Price Spectrum: Strategic Intent
Xiao Ling, Central Connecticut State University
Sourav Ray, University of Guelph
Daniel Levy, Bar-Ilan University

Session 10.3: Deciphering Digital Consumption
Room: Marbella
Chair: Suzanne Makarem

Applying the Theory of Planned Behavior to Study Counterfeit Consumers in the Digital Age: A 17-Country Study
Moldir Moldagaliyeva, Michigan State University
Saleem Alhabash, Michigan State University
Patricia Huddleston, Michigan State University
Anastasia Kononova, Michigan State University
Heijin Lee, Michigan State University

Beyond Bits and Bytes: ‘Phygital’ Assets and their Transformative Power on the Extended Self
Chrysostomos Apostolidis, Durham University

A Literature Review and Proposed Research Agenda for Engaging the Phygital Natives
Monica Hernandez, Texas Lutheran University
Lorelei Ortiz, St. Edward’s University
Carol Portillo, St. Edward’s University

Session 10.4: The (Neglected) Role of the Sales Manager and Sales Ethics
Room: Anastasia
Chair: Edward Nowlin

Technostress as a Driver of the Development of Role Stress of Sales Managers: Conceptual Framework
Deva Rangarajan, IESEG School of Management
Franziska Hüls, FOM Hochschule
Jorg Westphal, FOM Hochschule
Vishag Badrinarayanan, Texas State University

Technology Adoption and Sales Team Performance: The Role of Organizational Agility
Pramod Iyer, Kennesaw State University
Atanas Nik Nikolov, Kennesaw State University
Stefan Sleep, Kennesaw State University
Jennifer Hutchins, Kennesaw State University
Brad Eskridge, Bradley University
**Proactive Salesperson Relationship Recovery**  
Christopher A. Nelson, *Elon University*  
Tim Norvell, *Elon University*

**Sales Team Ethical Training and Team Knowledge Sharing**  
Edward Nowlin, *Kansas State University*  
Doug Walker, *Kansas State University*  
Dawn Deeter, *Kansas State University*

**Session 10.5: Brand Management: Driving Consumer Perceptions**  
Room: Majorca  
Chair: César Zamudio

**Consumer Perceptions of Sustainable Product Innovations**  
Angeliki Kalogeraki, *University of Mannheim*  
Sabine Kuester, *University of Mannheim*  
Ludwig Bstieler, *University of New Hampshire*

**Customer-Based Brand Competitiveness: A Scale Development**  
Gaki Wangmo, *Macquarie University*  
Rico Piehler, *Macquarie University*  
Chris Baumann, *Macquarie University*

**The Effect of Founder Product Usage on Perceived Authenticity**  
Juliann Allen, *Nicholls State University*  
Sabinah Wanjugu, *University of Southern Indiana*

**Drivers and Outcomes of Brand Polarization for Airlines Brands**  
Sergio Andrés Osuna Ramirez, *Universidad EIA*  
Cleopatra Veloutsou, *University of Glasgow*  
Anna Morgan-Thomas, *University of Glasgow*
Friday, 12:00 PM - 1:30 PM

Lunch
On Your Own

Friday, 1:30 PM - 3:00 PM

Session 11.1: **Special Session: Exploring the Dynamics of Cancel Culture, Brand Affiliations, and Social Media in Consumer Behavior**
Room: Prado
Chair: Debra Zahay

*Exploring the Dynamics of Cancel Culture, Brand Affiliations, and Social Media in Consumer Behavior*
Debra Zahay, *St. Edward's University*
Janna Parker, *James Madison University*
Angeline Close Scheinbaum, *Clemson University*
Kesha Coker, *Ball State University*
T. Andrew Poehlman, *Clemson University*

Session 11.2: **Sustainability, CSR, and Mindfulness**
Room: Aragon
Chair: Lauren Drury

*Extending Theory of Planned Behavior with Green Marketing: An Application from Turkish Market*
Hilal Özen, *Trakya University*
Ayşê Betül Avtepe, *Trakya University*

*Creating Customer Evangelists: The Synergy of Digital Competence, Brand Image, and Corporate Social Responsibility*
Mahnaz Mansoor, *Hamdard University, Islamabad*
Justin Paul, *University of Puerto Rico*
Shahzad Afzal Kayani, *Hamdard University*

*The Mindful Student Initiative: How Mindfulness Based Interventions Reduce Social Media Usage Urge among High School Students*
Tessa Garcia-Collart, *University of Missouri-St Louis*
Ellen Campos Sousa, *Gardner-Webb University*

*Self- vs. Other-Benefit Appeals in Sustainable Messaging*
Lauren Drury, *University of Wisconsin, Whitewater*
Elizabeth McDougal, *Louisiana State University*
Session 11.3: Interacting with Advanced Service Technologies  
Room: Marbella  
Chair: Zahra Pourabedin

Mapping the Evolution of Service Robot Research Across Disciplines: An Integral and Visual Review  
Martin Wetzels, EDHEC Business School  
Ruud Wetzels, Radboud University  
Dhruv Grewal, Babson College

When Humans Collaborate with AI: A Stakeholder-Based Perspective on Accountability  
Tripat Gill, Wilfrid Laurier University  
Chatura Ranaweera, Wilfrid Laurier University  
Ammara Mahmood, Wilfrid Laurier University  
Ali Anwar, James Madison University

Tipping Privacy: The Detrimental Impact of Observation on Non-Tip Responses  
Nathan Warren, BI Norwegian Business School  
Sara Hanson, University of Richmond

Services Robots Adoption in Hotels  
Zahra Pourabedin, Shepherd University

Session 11.4: Transformative Marketing  
Room: Anastasia  
Chair: Selina L. Strobel

Market Orientation in Inter-firm Relationships: How do Competitor and Customer Orientation Influence Inter-Firm Coopetition?  
Carolin Bimmermann, RWTH Aachen  
Denise Fischer-Kreer, University of Bonn  
Malte Brettel, RWTH Aachen

A Strategic Approach to Marketing Agility: Drivers, Process, Outcomes and Challenges  
Batul Abu Qdairi, University of Bristol  
Eleonora Pantano, University of Bristol  
Ana Javornik, University of Bristol

Revolutionizing B2B Mobility: Unveiling the Power of Transformative Marketing in Disruptive Business Landscapes  
Selina L. Strobel, Université Toulouse 1 Capitole  
Lars Meyer-Waarden, Université Toulouse 1 Capitole  
Marc Kuhn, DHBW Baden-Württemberg Stuttgart

Cross-Cultural Marketing Ethics: Individualistic versus Collectivist Managers’ Ethical Orientations  
Arturo Vasquez, University of Texas Rio Grande Valley
Session 11.5: **Technology and Hospitality Marketing**
Room: Majorca
Chair: Wei-Kang Kao

- **Artificial Intelligence and ChatGPT For Hospitality, Travel and Tourism**
  Dimitrios Buhalis, *Bournemouth University*

- **Human-Robot Collaboration: Investigating the Impact of Extrinsic and Intrinsic Factors on Employees’ Turnover Intention**
  Wei-Kang Kao, *Harrisburg University of Science and Technology*
  Yueying He, *Oklahoma State University*
  Willie Tao, *Oklahoma State University*

- **Gig Economy: How App Usage Satisfaction and Tips Impact Job Satisfaction for Food Delivery Riders**
  Willie Tao, *Oklahoma State University*
  Wei-Kang Kao, *Harrisburg University of Science and Technology*
  Yan Cao, *Oklahoma State University*

Friday, 3:00 PM - 3:30 PM

**Refreshment Break**
Room: Alhambra Ballroom

Friday, 3:30 PM - 5:00 PM

Session 12.1: **Consumer Interactions in Retail and Services**
Room: Prado
Chair: Kevin Giang Barrera

- **Point-of-Purchase Advertising: Influential Factors on Sales**
  Tamara Masters, *University of Utah*
  Arul Mishra, *University of Utah*
  Himanshu Mishra, *University of Utah*
  Bill Moore, *University of Utah*

- **Managing the Customer Experience in Overcrowded Service Settings**
  Kevin Giang Barrera, *Georgia State University*
  Denish Shah, *Georgia State University*

- **Alike Humans: How do Virtual Influencers Shape Consumers’ Behavioural Engagement through Social Influence on Online Platforms?**
  Naeem Akhtar, *University of Engineering and Technology*
  Tahir Islam, *Leeds Trinity University*
  Huda Khan, *Aberdeen University*
  Sharma Anshuman, *Ajman University*
  Muhammad Shujaat Mubarik, *Heriot-Watt University*
Session 12.2: **AI and Technology in Decision Making and Finance**  
Room: Aragon  
Chair: Hannah Marriott

**Leveraging AI to Frame Prosocial Products for Crowdfunding Success**  
Amrita Dey, *University of Denver*  
Tianyu Gu, *University of Utah*  
Stephen Carson, *University of Utah*

**Computer Vision in Branding: Conceptualization, Typology, and Future Agenda**  
Yaqiu Li, *ESCP Business School*  
Lorena Blasco-Arcas, *ESCP Business School*  
Hsin-Hsuan Meg Lee, *ESCP Business School*

**Let me Consult my E-Travel Agent: Use of AI for Travel Planning**  
Hannah Marriott, *Cardiff University*  
Kirsten Cowan, *University of Edinburgh*

Session 12.3: **Resolving Contemporary Issues in Branding**  
Room: Marbella  
Chair: Hua Chang

**Negative Online Brand Engagement: Models of Brand-Related Antecedents and Anti-Brand Community Outcomes**  
Xinyu Dong, *Yantai University*  
Cleopatra Veloutsou, *University of Glasgow*  
Anna Morgan-Thomas, *University of Glasgow*

**Brand Privacy Reputation (BPR): Conceptualization, Definition, and Measurement**  
Kunal Swani, *Wright State University*  
Lauren Labrecque, *University of Rhode Island*  
Ereni Markos, *Suffolk University*  
George Milne, *University of Massachusetts - Amherst*

**It’s the Journey and not the Destination: How Non-Driving Activity Options in a Fully Autonomous Car Impact on Technology Acceptance**  
Anna Weber, *DHBW Center for Advanced Studies*  
Ramona Mauch, *DHBW Center for Advanced Studies*  
Marc Kuhn, *DHBW Baden-Württemberg Stuttgart*

**Consumer Responses to Brand Customization on the Internet**  
Hua Chang, *Towson University*  
Lingling Zhang, *Towson University*
Session 12.4: Employee Motivation and Satisfaction in the Organizational Frontlines
Room: Anastasia
Chair: Lisa Beeler

Variable Pay Goal Conflict: The Role of Interdependency in Variable Pay Goals of Salespeople and Sales Managers
Lisa Beeler, Clemson University
Bruno Lussier, HEC Montreal
Johannes Habel, University of Houston
Roland Kassemeier, University of Warwick

“Dark” Traits and Their Effect on Motivational Strivings
Melanie Bowen, Justus-Liebig University Giessen
Leslie Shum, Technische Hochschule Mittelhessen

Happy Staff Makes Good Stuff! Internal Marketing and Perceived Service quality: The Mediating Role of Frontline Employees’ Satisfaction
Myriam Bellaouaied, University of West England

The Ties that Bind: An Empirical Examination of the Role of Diversity and Inclusion in Promoting Salesperson Effectiveness
Cassandra Davis, Wayne State University
Carla Childers, Bellarmine University
Elyria Kemp, University of New Orleans
McDowell Porter, California State University, Fresno

Friday, 6:00 PM - 7:00 PM

President's Reception
Room: Country Club Courtyard/Terrace

Friday, 7:00 PM - 9:30 PM

President's Banquet
Room: Country Club Ballroom
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Barry J. Babin, Ph.D., is Morris Lewis Professor and Chair of Marketing at the Ole Miss Business School. Barry first became involved with AMS as the assistant to the editor of Journal of the Academy of Marketing Science (JAMS) in 1988 and has been involved ever since. He previously served as President, Vice President of Programs, Co-Chair of the AMS Board of Governors, the AMS Co-Director of International Programs and Co-Chaired the 2011 AMS World Marketing Congress (WMC) in Reims. He is also a recipient of the AMS Harold W. Berkman Distinguished Service Award.

Barry has contributed extensively to the profession with his experience and expertise. He served as the marketing section editor for JBR for more than 15 years and has co-authored several books, including CB: A Consumer Value Framework, Multivariate Data Analysis and Exploring Marketing Research. His articles have appeared in the JAMS, International Journal of Wine Business Research, Journal of Marketing, Journal of Retailing, Journal of Consumer Research, European Journal of Marketing and others.

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