2024 Academy of Marketing Science® World Marketing Congress

Marketing in a Multicultural and Vibrant World

June 25 - 29, 2024

Heritage Awali
Bel Ombre, Mauritius
AMS SOCIAL MEDIA

Hashtags
#AMSWMC2024Mauritius
#AMSmarketing
#AMSmkg

https://www.linkedin.com/company/4023441

@AcadMktingSci

Instagram
#AcadMktingSci

Like us on Facebook
AcadMktingSci
Thierry Vallet is the Chief Executive Officer and Founder Executive of AfrAsia Bank, a leading Bank in Mauritius serving both private and institutional clients worldwide. An engineer by trade, he transitioned into banking after completing his MBA in International Finance at HEC Paris. Since the inception of the Bank in 2007, he has led the strategic development and then the commercial division to accelerate growth across the various business lines, namely private banking, wealth management, investment banking, corporate banking and treasury & markets.

AfrAsia Bank strategically leveraged Mauritius’s distinctive geographical position to capitalize on the dynamic trade routes connecting Africa and Asia. Serving as a vital link between these continents, the bank plays a pivotal role in elevating Mauritius’s status as a leading financial hub in the region. The bank has been recognized as one of the best banks in Mauritius and Southern Africa for multiple consecutive years, winning several awards from The Banker, EUROMONEY, Global Finance to name a few. Through international roadshows, Thierry Vallet has actively promoted the Mauritius International Financial Centre (IFC) as the preferred gateway for investment into Africa, from any part of the World.

Thierry Vallet’s notable achievements include being one of the major founding members of the AfrAsia Bank Mauritius Open, the most prestigious golf tournament in the region acclaimed internationally since 2015. This premier tri-sanctioned event by European Tour, Sunshine Tour and Asian tour showcases Mauritius as a vibrant destination for international business and leisure, solidifying its status as a top-tier global golf destination. With a broadcast reaching five continents and broadcasting reaching over 500 million households, the AfrAsia Bank Mauritius Open has become a hallmark event, sanctioned now by DP World Tour and Sunshine Tour. Through the compelling brand positioning of “Bank Different”, Thierry Vallet has effectively distinguished AfrAsia Bank from its competitors in the African banking industry, resonating with regional and international audiences.
Thierry Vallet’s forward-thinking leadership and marketing initiatives deployed at the banking, industry, national, and global level, have been pivotal in enhancing Mauritius’s standing as a renowned center of excellence in finance, tourism, and sports.
Marketing in a Multicultural and Vibrant World

Marketing as a discipline is in a perpetual state of evolution, continuously adapting to diverse and dynamic environments. From subsistence to highly developed markets characterized by technological advancements, and from tradition to modernity, marketing strategies must remain agile to thrive. The upcoming 25th AMS WMC marks a historic occasion as it ventures to Mauritius and the African continent for the first time in its 40-year history. This expansion underscores the global nature of marketing discourse, embracing new perspectives and environments to sustain innovation and progress.

By 2030, Africa is projected to represent 25% of the world’s population under the age of 25, with this demographic group comprising 60% of the continent’s total population. The anticipated growth of Africa’s workforce surpassing that of the rest of the world poses a significant challenge in educating the forthcoming generation of business and marketing leaders. Mauritius, ranked as the top African nation for World Competitiveness, is recognized for its pioneering initiatives across various sectors. From serving as a Sub-Saharan financial hub to leading in sustainable tourism, agro-industry, textile and apparel manufacturing, real estate investment, and tertiary education as a regional knowledge center, Mauritius is at the forefront of innovation. Its ‘live, learn, and work’ smart cities actively cultivate an atmosphere of economic vibrancy, thereby consolidating its position as a pivotal for growth and competitiveness throughout the continent.

Recognized as the native habitat of the Dodo bird, the first animal known to have become extinct primarily due to human colonialism and activity, Mauritius is also renowned for its inclusive multicultural heritage, linguistic diversity, endemic flora and fauna, picturesque sandy beaches, and superb golf courses. The AMS WMC venue Heritage Awali in Bel Ombre stands as a destination within a destination, alongside a UNESCO Biosphere Reserve. As a trailblazer in sustainable hospitality, the resort embodies a dedicated commitment to environmental conservation and community empowerment. The name “Awali” derived from “Swahili”, a prevalent second language along the East African coast, means “back to the source” reflecting a combination of Mauritian living and eternal relationship with the African continent.

The AMS WMC aims to explore the intricate interplay between research, education, culture, diversity, and the development of marketing strategies in a multicultural, vibrant, and sustainable world.

Program Chairs:
Joël Le Bon, Johns Hopkins University, Carey Business School, USA
Dwight Merunka, Aix-Marseille University, IAE Graduate School of Management, France
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, in addition to conferences including two premier academic journals, the Journal of the Academy of Marketing Science and the Academy of Marketing Science Review.

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. 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. We help 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.
AMS OFFICERS (2022-2024)

**President**
Brad Carlson, Saint Louis University, USA

**Executive Director**
Barry J Babin, University of Mississippi, USA

**President-Elect**
Marko Sarstedt, Ludwig-Maximilians-University, Munich

**Immediate Past-President**
Julie Moulard, Louisiana Tech University, USA

**Vice President for Publications**
James S. Boles, University of North Carolina at Greensboro, USA

**Vice President for Programs**
Nina Krey, Rowan University, USA

**Vice President for Global Membership**
Mark Arnold, Saint Louis University, USA

**Vice President for Engagement**
Patricia Rossi, IESEG School of Management, France

**Vice President for Communications**
Hyunju Shin, Kennesaw State University, USA

**Secretary/Treasurer**
Dana Harrison, East Tennessee State University, USA

**Co-Chair, Board of Governors**
Barry J. Babin, University of Mississippi, USA
Joseph F. Hair, Jr., University of South Alabama, USA

**Co-Directors of International Programs**
John Ford, Old Dominion University, USA
Barry J. Babin, University of Mississippi, USA
AMS BOARD OF GOVERNORS

Barry J. Babin, Co-Chair
University of Mississippi, USA

Joseph F. Hair, Jr., Co-Chair
University of South Alabama, USA

Sharon E. Beatty
University of Alabama, USA (2020-2026)

Adilson Borges
Rennes School of Business, France (2020-2026)

Linda Ferrell
Auburn University, USA (2024-2030)

O.C. Ferrell
Auburn University, USA (2022-2028)

John B. Ford
Old Dominion University, USA (2020-2026)

Linda Golden
University of Texas, USA (2024-2030)

Jean-Luc Herrmann
University of Lorraine, France (2022-2028)

Julie Moulard
Louisiana Tech University, USA (2024-2030)

Mark Peterson
University of Wyoming, USA (2024-2030)

Luca Petruzzellis
University of Bari Also Moro, Italy (2024-2030)

Stephen L. Vargo
University of Oklahoma, USA (2022-2028)

Manjit Yadav
Texas A&M University, USA (2020-2026)
2024AMS WMC PROGRAM COMMITTEE

Program Chairs
Joël Le Bon, Johns Hopkins University, Carey Business School, USA
Dwight Merunka, Aix-Marseille University, IAE Graduate School of Management, France

Track Chairs

Marketing Strategy
Colin Campbell, University of San Diego, USA
Jan Kietzmann, University of Victoria, Canada

Advertising and Integrated Marketing Communications
Rohail Ashraf, The Manchester Metropolitan University, UK
Jean-Luc Herrmann, University of Lorraine, France

Digital Marketing, Social Media, and the Metaverse
Kirsten Cowan, University of Edinburgh, UK
Matteo Montecchi, King’s College London, UK
Kirk Plangger, King’s College London, UK

Branding and Product Management
Marc Mazodier, ESSEC Business School, France
Cleopatra Veloutsou, University of Glasgow, UK

Consumer Behavior
Mark Arnold, Saint Louis University, USA
Mark Cleveland, University of Western Ontario, Canada

Business-to-Business Marketing
Othman Boujena, Neoma Business School, France
Minna Rollins, University of West Georgia, USA

Cross-Cultural and International Marketing
Joao Sa Oliveira, University of Essex, UK
Ilona Szőcs, University of Vienna, Austria

Marketing in Emerging Markets
Brian Chabowski, University of Tulsa, USA
Saeed Samiee, University of Tulsa, USA

Sales Management and Personal Selling
Dominique Rouziès, HEC Paris, France
Maria Rouziou, Texas A&M, USA

Retailing and Channel management
Shankar Ganesan, University of Notre Dame, USA
Murali Mantrala, University of Kansas, USA

Pricing Strategies
K. Sivakumar, Lehigh University, USA
Marketing Research Methods and Data Analytics  
Ben Lowe, University of Kent, UK  
Pierre Valette-Florence, University of Grenoble, France

Innovation and New Product Development  
Stefanie Paluch, RWTH Aachen University, Germany  
Margot Racat, Idrac Lyon, France

Marketing and New Technologies  
Carmen Lopez, University of Southampton, UK  
Iryna Pentina, University of Toledo, USA

Marketing and Social Responsibility  
Aneela Malik, University of Essex, UK  
Pierre Volle, Paris Dauphine University, France

Social Marketing, and Marketing for NGOs  
David Schmidtke, University of the Sunshine Coast, Australia  
Taylor Willmott, University of Adelaide, Australia

Food and Wine Marketing  
Olivia Petit, Kedge Business School, France  
Carlos Velasco, BI Norwegian Business School, Norway

Healthcare Marketing and Well-Being  
Manuel Hermosilla, Johns Hopkins University, USA

Luxury and Fashion Marketing  
Aurélie Kessous, Aix-Marseille University, France  
Caroline Le Bon, Washington College, USA

Services Marketing and the Customer Experience  
Luca Petruzzellis, University of Bari Aldo Moro, Italy  
Claudia Simoes, University of Minho, Portugal

Marketing Education  
Adam Mills, Loyola University, USA

Building the Bridge between Research and Practice  
Robert A. Peterson, The University of Texas at Austin, USA

Special Sessions  
Rajesh Iyer, Bradley University, USA  
Dan Petrovici, Newcastle University, UK

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

Proceedings Editors  
Vincent Jesse, Rowan University, USA  
Jasmine Parajuli, Southern Arkansas University, USA
DAILY HIGHLIGHTS • Tuesday, June 25, 2024

AMS WMC Mauritius Golf Tournament
La Réserve Golf Links Mauritius - Heritage Golf Club
8:30 AM - 2:30 PM

Registration
Heritage Awali (by Savana), 3:00 PM - 4:30 PM

Welcome Reception
Infinity Blue Bar & Beach, 5:00 PM - 7:00 PM

Guests of Honor

Donald Payen
Chairman of the Board of Mauritius Tourism Promotion Authority
Senior Adviser to the Deputy Prime Minister and Minister of Tourism

Arvind Bundhun
Director of Mauritius Tourism Promotion Authority
DAILY HIGHLIGHTS • Wednesday, June 26, 2024

Registration  
Heritage Awali (by Savana), 8:00 AM - 4:00 PM

Tea/Coffee Break  
10:00 AM - 10:30 AM

Panel Discussion: Business Education & Leadership in Africa  
10:30 AM - 11:30 AM  
(Espérance)

Manish Bundhun, Chief People Executive, Rogers  
Jeremy Charoux, President, Association of Private Higher Education Institutions  
Jeremy Ruiters, Dean, African Leadership College  
Dwight Merunka, Aix-Marseille University, IAE Graduate School of Management

Chair  
Joël Le Bon, Johns Hopkins University, Carey Business School

Lunch  
Infinity Blue Restaurant, 12:00 PM - 1:30 PM

Tea/Coffee Break  
3:00 PM - 3:30 PM

Panel Discussion:  
Connecting the Academy to Marketing Practice  
3:30 PM - 5:00 PM  
(Espérance)

Chairs  
Jean-Luc Herrmann, University of Lorraine  
Barry Babin, University of Mississippi
Wednesday, 8:30 AM – 10:00 AM

Session 1.1: Sustainability and Climate Issues
Room: Albion
Chair: Béatrice Bellini

How Internal and External Initiatives Drive Sustainable Behavior Even with No Mandated Policy: A Case Study of Greensburg, KS
Matthew Lunde, University of Minnesota Duluth
Jon Chenchar, Wyoming Department of Environmental Quality

Youth Empowerment for Effective Climate Negotiations: The Role of Conflict Management: Structured Abstract
Isabella Maggioni, ESCP Business School
Daniela Corsaro, University IULM
Martina Frizzo, University IULM

The Impact of the Eco-score on the Willingness to Pay A Price Premium to Promote More Sustainable Garments: An Abstract
Anthony Chung Chai Man, ESCE International Business School Paris
Béatrice Bellini, University Paris Nanterre

Session 1.2: Retailer Data and Consumer Trust
Room: Bambous
Chair: Rohail Ashraf

Retail Surveillance: From Consumers’ Interaction to Data Extraction when In-store and Online
Dinara Davlembayeva, University of Cardiff
Eleonora Pantano, University of Bristol
Davit Marikyan, University of Bristol
Francesca Serravalle, University of Turin
Daniele Scarpi, University of Bologna

The Influence of the Depth of the Menu on E-commerce Websites on the Reactions of Web Users
Jean-François Lemoine, University of Panthéon-Sorbonne, France
Thomas Sender, University of Panthéon-Sorbonne, France

Influence of Consumers’ Trustworthiness Beliefs and Regulatory Focus on Digital Commerce Usage Behavior: A Multiple Country Perspective
Abdul Ashraf, University of Brock
Narongsak Thongpapanl, University of Brock

The Dark Side of Online Channels: A Relational Norm Perspective
Rohail Ashraf, Manchester Metropolitan University
Hawazen Alamoudi, King Abdulaziz University, Rabigh
Majid Alhaththi, King Abdulaziz University, Rabigh
Muhammad Asif Khan, Northumbria University
Session 1.3: Retailer Strategy and Customer Purchase Cycles  
Room: Chamarel  
Chair: Kay Peters

Macro-Events and the Retail Landscape: Unveiling the Dynamics of Business Model Adaptation and Retailer Strategy
Murali Mantrala, University of Kansas
Shankar Ganesan, University of Notre Dame
Nandini Nim, University of Texas El Paso

Socio Technical Perspective for Omnichannel Retailers: Structured Abstract
Sadiah Timol, Curtin University
Russel Kingshott, Curtin University
Aneeshta Gunness, Curtin University

Persistence of Customers during their Shopping Journey
Helen Cocco, IESEG School of Management
Nathalie Demoulin, IESEG School of Management

Retail Implications of COVID’s Disruption to Household Purchase Cycles
Mike Palazzolo, University of California Davis
Aswhin Aravindakshan, University of California Davis
Kay Peters, University of Hamburg
Prasad Naik, University of California Davis

Session 1.4: Brand Relationships and Going Digital  
Room: Dubreuil  
Chair: Meriem Agrebi

Enhancing User Engagement on Destination Brand Facebook Pages
Chebli Youness, University of Lorraine
Cynthia Assaf, ESSCA School of Management
Pierre Valette-Florence, University Grenoble Alpes
Varsha Jain, MICA Ahmedabad

Building Personal Brands on Instagram: The Case of Celebrity Chefs
Mariem El Euch Maalej, Paris School of Business
Karine Raies, Emylon Business School
Marielle Salvador, Institut Paul Bocuse
Jean-Louis Chandon, International University of Monaco

Self-Quantification via Branded Applications: A Windfall for Consumer Brand Relationships?
Meriem Agrebi, University of Paris Est Créteil
Sinda Agrebi, University of Paris Nanterre
Session 1.5: **Health and Sustainability**  
**Room:** Espérance  
**Chair:** Emna Cherif and Nora Bezaz

**Self-Wise in the Digital World: Ignoring Advice from Medical AI**  
Niek Althuizen, Montpellier Business School  
Victoria-Sophie Osburg, Montpellier Business School

**Vegan = Sustainable & Healthy? The Impact of Vegan and Vegetarian Labels on Emerging Lay Theories: Structured Abstract**  
Sandra Holub, University of Applied Sciences Wiener Neustadt  
Florian Goller, University of Applied Sciences Wiener Neustadt  
Julia Eisner, University of Applied Sciences Wiener Neustadt  
Elisabeth Steiner, University of Applied Sciences Wiener Neustadt

**The Role of Consumer Empowerment and Trust in the Disclosure of Personal Health Data: An Abstract**  
Emna Cherif, University of Clermont Auvergne  
Nora Bezaz, University of Lorraine

Session 1.6: **Virtual Reality and the Metaverse**  
**Room:** Floréal,  
**Chair:** Anouk de Regt

**Applications of Metaverse in Tourism Marketing: A Systematic Literature Review**  
Kexin Qin, University of Edinburgh  
Kirsten Cowan, The University of Edinburgh  
Tea Palo, University of Edinburgh

**Immersive Branded Environment: What Are the Factors Leading to its Use? Structured Abstract**  
Virginia Vannucci, University of Bologna  
Francesca Bonetti, HEC Montreal  
Matteo Montecchi, King’s College  
Anne Roggeveen, Babson College  
Riccardo Rialti, University degli Studi di Milano

**Affordances of immersive technologies for Tourism Metaverse: Structured Abstract**  
Aishwarya Singhal, Heriot-Watt University  
Rodrigo Perez Vega, Henley Business School  
Pavel Reyes Mercado, Anahuac University  
Marcello Mariani, Henley Business School

**Conceptualization and Measurement of Virtual Reality Consumer Brand Engagement: Structured Abstract**  
Anouk de Regt, Utrecht University  
Stuart Barnes, Newcastle University  
Kirk Plangger, King’s College London
Wednesday, 10:30 AM – 12:00 PM

Session 2.1: Social Media and Influencers
Room: Albion
Chair: Valeria Penttinen

I Want to Engage my Audience! The Role of Micro-Influencer Characteristics and Parasocial Relationships on Follower’s Engagement Behavior: An Abstract
Estefania Ballester, University of Valencia
Carla Ruiz, University of Valencia
Natalia Rubio, Autonoma University of Madrid
Cleopatra Veloutsou, University of Glasgow

The Impact of Including Influencer Activism in Sponsored Influencer Posts on Purchase Intention: Structured Abstract
Liyu Gao, University of Edinburgh
Ben Marder, University of Edinburgh
Ewelina Lacka, University of Edinburgh
Jonas Colliander, Stockholm School of Economics

From Fame to Enterprise: The Entrepreneurial Evolution of Social Media Influencers: Structured Abstract
Jiseon Han, City University of London
George Balabanis, City University of London

Impacts of #deinfluencing on Social Media: Structured Abstract
Valeria Penttinen, Northern Illinois University
Robert Ciuchita, Hanken School of Economics
Susanne Pedersen, Aarhus University

Session 2.2: Alexa, Social Networking and the Customer
Room: Bambous
Chair: Jelena Filipovic

Alexa, You or I changed: Enhancing Consumers’ Voice Purchase Intentions Over Time
Elisa Schweiger, King's College London, UK
Timna Bressgott, Maastricht University, Netherlands
Dhruv Grewal, Babson College, United States
Dominik Mahr, Maastricht University, Netherlands
Martin Wetzel, EDHEC Business School, France
Abhijit Guha, University of South Carolina, United States

Consumer Autonomous Value Formation through the Utilisation of SMBCs as ‘Value Vestige’: Structured Abstract
Magda Marchowska-Raza, University of Salford
Towards Definition and Typology of Niche Social Networking Sites: Structured Abstract
Jelena Filipovic, University of Belgrade

Session 2.3: Business Education and Leadership in Africa
Room: Espérance
Chair: Joël Le Bon

Panel Discussion: Business Education & Leadership in Africa
Manish Bundhun, Chief People Executive, Rogers
Jeremy Charoux, President, Association of Private Higher Education Institutions (APHEI)
Jeremy Ruiters, Dean, African Leadership College (ALC) Dwight Merunka, Aix-Marseille University, IAE Graduate School of Management
Joël Le Bon, Johns Hopkins University, Carey Business School

Session 2.4: Learning and Data Literacy
Room: Dubreuil
Chair: Sohui Lee

Transformative Learning through Immersive Experiences in Sustainable Cities
Aneeshta Gunness, Curtin University
Kirsten Holmes, Curtin University
Robyn Ouschan, Curtin University
Sonia Dickinson-Delaporte, Curtin University
Shabanaz Baboo, Curtin University
Marcus Thompson, University of Aberdeen

Plot-a-thon - A Constructivist Approach to Building Data Literacy Across Campus: Structured Abstract
Sohui Lee, California State University Channel Islands
Ekin Pehlivan California State University Channel Islands
Taylan Yalcin, California State University Channel Islands

Session 2.5: Sustainability and Personality of Luxury Brands
Room: Floréal
Chair: Felipe Pantoja

Examining the Virtual Influencer-Brand Personality Congruence and Propensity to Purchase Luxury Brands
Neha Yadav, FLAME University
Khyati Jagani, FLAME University

Sustainability and Luxury Consumption: A Systematic Review and Future Research Agenda
Damini Goyal Gupta, MICA Ahmedabad
Varsha Jain, MICA Ahmedabad
Jacqueline Eastman, Florida Gulf Coast University
CSR Campaigns and Luxury Brands: Which Customers are Really Interested?
Felipe Pantoja, Montpellier Business School
Andrea Montoya Zaragoza, Montpellier Business School
Victoria-Sophie Osburg, Montpellier Business School

Session 2.6: New Technologies in Different Contexts
Room: Chamarel
Chair: Carmen Lopez

Ismael Delgado, University of Murcia
Rocio Rodriguez, University of Murcia, Kristiania University College
Göran Svensson, Kristiania University College

Managerial Communication Competence in Leading AI-integrated Service Teams
Jonna Koponen, University of Eastern Finland
Saara Julkunen, University of Eastern Finland
Anne Laajalahti, University of Vaasa
Marianna Turunen, University of Eastern Finland
Brian Spitzberg, San Diego State University

Transparency in Intelligent Autonomous Systems: A Bibliometric Perspective: Structured Abstract
Carmen Lopez, University of Southampton
Fatima Wang, King’s College London
Shintaro Okazaki, King’s College London

Wednesday, 1:30 PM – 3:00 PM

Session 3.1: Digital Marketing and Virtual Reality
Room: Albion
Chair: Kirsten Cowan

Kinked Value of Time in a Digital Marketplace: Structured Abstract
Tommi Laukkanen, University of Eastern Finland
Heli Hallikainen, University of Eastern Finland

Examining the Role of Virtual Reality in Stimulating Consumers’ Interest in an Unfamiliar Destination
Mohammed Aldossary, King Faisal University
Mansour Alyahya, King Faisal University
Graeme McLean, University of Strathclyde

Exploring the Plight of Victims in Virtual Reality
Alena Kostyk, University of Glasgow
Kirsten Cowan, University of Edinburgh
Laurence Dessart, HEC Liège
Session 3.2: Special Session: Global Strategic Alliances, Collaborative Relationships, and Evolving Business Models
Room: Bambous
Chairs: Constantinos Leonidou and Giuseppe Musarra

Global Strategic Alliances, Collaborative Relationships, and Evolving Business Models
Constantinos Leonidou, Open University of Cyprus
Giuseppe Musarra, University of Leeds

Trust, Distrust, and Performance of Global Strategic Alliances
Giuseppe Musarra, University of Leeds
Karen Bowen, University of Leeds
Constantine Katsikeas, University of Leeds
Stavroula Spyropoulou, University of Leeds

Drivers and Outcomes of Coopetition Capability
Stella Zulu-Chisanga, Copperbelt University
Nathaniel Boso, Kwame Nkrumah University of Science and Technology
Constantinos Leonidou, Open University of Cyprus
Magnus Hultman, Brock University
Athanasia Nalmpanti, Frederick University

Publishing International Marketing Research in Leading Academic Journals
Constantine Katsikeas, University of Leeds

Session 3.3: Customer Centricity and B2B Services
Room: Chamarel
Chair: Othman Boujena

Managing Customer-Centricity in Complex B2B Settings: Formulation and Implementation
Kofi Osei-Frimpong, Mohammed VI Polytechnic University
Nouha Berrada, Mohammed VI Polytechnic University

Enhancing Customer Centric-Processes in B2B Firms through Technology: Development of a Conceptual Framework
Nancy Wunderlich, Technische Universität Berlin
Markus Blut, Durham University
Christian Brock, University of Rostock
Nima Heirati, University of Surrey
Marcus Jensen, University of Rostock
Stefanie Paluch, RWTH Aachen University
Julia Roetzmeier-Keuper, Technische Universität Berlin
Zsofia Toth, Durham University
The Link between Job Satisfaction and Sales Performance: The Key for B2B Services Companies
Rocio Rodríguez, University of Murcia, Kristiania University College
Carmen Otero-Neira, University of Vigo
Nils Hogevold, Kristiania University College
Göran Svensson, Kristiania University College
Carmen Padin, University of Vigo

Session 3.4: Communication, Positioning and Social Issues
Room: Dubreuil
Chair: Sonia Capelli

Nudging in a Retail Environment: A Consumer Perspective
Christian Dianoux, University of Lorraine
Sandrine Heitz-Spahn, University of Lorraine
Béatrice Siadou-Martín, University of Montpellier
Jean-Marc Ferrandi, Oniris Nantes
Géraldine Thévenot, University of Lorraine

Sensory Design: Visually Communicating Sensory Features of Products in Interfaces
Manuel da Silva, University catholique of Louvain
Gordy Pleyers, University catholique of Louvain
Jean Vanderdonckt, University catholique of Louvain

The Congruency of Visual-spatial Properties of Chinese Brand Names and Advertising Copy on Brand Memory: Structured Abstract
Fanny Fong Yee Chan, The Hang Seng University

Enhancing Advergame Effectiveness: The Role of Congruence Between Game Rules and Brand Positioning in Legitimacy, Attitudes and Purchase Intentions: Structured Abstract
Amélie Joassard, University of Lyon 3
Sonia Capelli, University of Lyon 3

Session 3.5: Virtual and Human Influencers
Room: Espérance
Chair: Zixuan Cheng

Human-Like or Not? Exploring the Effects of Anthropomorphism, Authenticity, and Parasocial Interactions on Intention to Donate by Comparing Two Types of Virtual Influencers
Tze-Hsien Liao, National Taipei University of Education

How Uncanny Are Virtual vs. Human Influencers: A Text Mining Approach
Joshua Enzig, Iscte-Instituto Universitário de Lisboa
João Guerreiro, Iscte-Instituto Universitário de Lisboa
Sandra Loureiro, Iscte-Instituto Universitário de Lisboa
Behind the Avatar: Exploring the Influence of Anonymity and Personal Disclosure on Influencer Marketing
Berkay Mudrisler, University of Sussex
Zixuan Cheng, King’s College London
Anouk de Regt, Utrecht University
Joel Lo Ribeiro, King’s College London

Session 3.6: Emotions, Advertising, and Social Issues
Room: Floréal
Chair: Christina Papadopoulou

“Mars and Venus” in Femvertising? Gender Influence on the Perception of Women’s Empowerment in Advertising
Oula Bayarassou, EM Normandie
Haithem Guizani, University of Grenoble Alpes
Hager Bachouche, Toulouse Business School
Emna Cherif, University of Clermont Auvergne

Do Emotions Impact Response to Anti-Smoking Appeals?
Dan Petrovici, University of Newcastle
Linda Golden, The University of Texas at Austin
Roger Giner-Sorolla, University of Kent
Riadh Salhi, Expedia

Menstrual Messaging Matters: Examining the Influence of Advertising Message Styles
Christina Papadopoulou, University of Leeds
Vita Kadile, University of Leeds
Gabrielle Malone, University of Leeds
Aristeidis Theotokis, University of Leeds

Wednesday, 3:30 PM – 5:00 PM

Session 4.1: Sales Management and Personal Selling
Room: Albion
Chair: Willy Bolander

B2B Sales Professionals Cultivating the Positive Experience of the Key Customers
Michel Klein, EM Strasbourg
Laurianne Schmitt, ISEG School of Management
Bruno Lussier, HEC Montreal

The Impact of Salespeople Stereotypes on Behavior: The Role of Customer Orientation and Customer Types
Ilona Szőcs, Copenhagen Business School
Milena Micevski, Copenhagen Business School
Selma Kadic-Maglajlic, Copenhagen Business School
Does Sales Training by a Retail Store Hurt or Help a Luxury Brand?
Moumita Das Gyomlai, Ohio University
Dominique Rouziès, HEC Paris

You Can’t Have One without the Other
Willy Bolander, Texas A&M University
Alec Pappas, Washington State University

Session 4.2: Digital Brand Communications and Communities
Room: Bambous
Chair: Jeandri Robertson

An Examination of Digital Corporate Apologies Featuring Pet Images in Response to Service Failures: Structured Abstract
Laura Lavertu, University of Strathclyde
Ben Marder, The University of Edinburgh
Amin Nazifi, The University of Birmingham
Kirsten Cowan, The University of Edinburgh

Touch, Swipe, And Tilt: Exploring the Impact of Mobile In-App Advertising Content on Consumer Brand Choice Intention
Yusuf Oc, City University of London
Stefan Bernritter, King’s College London
Kirk Plangger, King’s College London
Francesca Sotgiu, Vrije Universiteit Amsterdam

Revving Up Loyalty: Online Brand Communities and Brand Identification in Motorsport: Structured Abstract
Alexander Hedlund, Luleå University of Technology
Jeandri Robertson, Luleå University of Technology
Caitlin Ferreira, University of Cape Town

Session 4.3: Anxiety, Humor, and Fear
Room: Chamarel
Chair: Anne Souchon

Humor as Consumer Stress-Coping and Well-being Resource: Towards an Integrative Model: Structured Abstract
Tomaz Kolar, University of Ljubljana

Exploring Fear of Recurrence during the Chronically Ill Patient Journey: Structured Abstract
Judith Partouche-Sebban, Paris School of Business
Saeedeh Rezaee Vessal, Léonard de Vinci Pôle Universitaire
Alain Toledano, CNAM

Marketing Decision-Making and Anxiety: Integrative Conceptual Review and Theory Development
Anne Souchon, Loughborough University
Session 4.4: **Technology and Consumer Behavior**  
Room: Dubreuil  
**Chair:** Julia Eisner

**Decoding Audience Engagement in the Digital Era - A Bibliometric Analysis**  
Pooja Shrivastava, MICA Ahmedabad  
Shaphali Gupta, MICA Ahmedabad  
Nikhil Tiwari, MICA Ahmedabad

**The Effectiveness of Virtual Influencers in an Emerging Market: Understanding the Impact of Virtual Influencer Attributes on Purchase Intentions: An Abstract**  
Nkosivile Madinga, University of Cape Town  
Ntsatsi Zulu, University of Cape Town  
Adrienne Mabotja, University of Cape Town  
Ana Silva, University of Cape Town

Julia Eisner, University of Applied Sciences Wiener Neustadt  
Sandra Holub, University of Applied Sciences Wiener Neustadt  
Florian Goller, University of Applied Sciences Wiener Neustadt  
Elisabeth Steiner, University of Applied Sciences Wiener Neustadt

Session 4.5: **Sparks of Insight from AMS: Connecting Scholarship with Practice**  
Room: Espérance  
**Chairs:** Jean-Luc Herrmann and Barry Babin

**Panel Discussion: Connecting the Academy to Marketing Practice**  
Nic Terblanche, Stellenbosch University  
Jean-Luc Herrmann, University of Lorraine  
Barry J. Babin, University of Mississippi  
Myriam Bellaouaied, UWE Bristol  
Joël Le Bon, Johns Hopkins University  
Dean Douglas, University of Mississippi
DAILY HIGHLIGHTS • Thursday, June 27, 2024

Registration
Heritage Awali (by Savana), 8:00 AM - 12:00 PM

Tea/Coffee Break
10:00 AM - 10:30 AM

Awards Lunch - Global Marketer of the Year Presentation
Awards Lunch Restaurant, 12:00 PM - 1:30 PM

Cultural Activities
1:45 PM - 5:30 PM
(Meet in the Heritage Awali Lobby)

Cultural Group Tour

Chamarel 7 Coloured Earths & Rum Distillery

or

Optional Excursions

Snorkeling Trip
or
Bois Chéri & Grand Bassin
or
Quad & Buggy Ride at Bel Ombre Nature Reserve
Thursday, 8:30 AM – 10:00 AM

Session 5.1: **Augmented Reality**
Room: Albion
Chair: Jennifer Barhorst

**Augmented Reality’s Influence in Shaping Consumer Participation in Value Co-Creation: Exploration of Online Retail Context**
Zineb Lazrek, Cadi Ayyad University
Chakib Hamadi, Cadi Ayyad University

**Exploring How Saliency of Online Audiences Interrupts the Privacy Paradox in Augmented Reality Applications: An Abstract**
Pelin Jiang, The University of Edinburgh
Kirsten Cowan, The University of Edinburgh
Jennifer Yule, The University of Edinburgh

**AI Augmented Reality Digital Assistants: How Using an Anthropomorphized Digital Assistant Influences Service Experience Satisfaction: Structured Abstract**
Jennifer Brannon Barhorst, College of Charleston
Hannah Marriott, Cardiff University
Graeme McLean, University of Strathclyde

Session 5.2: **Labels, Colors, and Wine**
Room: Bambous
Chair: Olivia Petit

**The Value of Wine Drinking: A Scale Development**
Gwarlann De Kerviler, IESEG
Barry Babin, University of Mississippi
Pol Solanelles, University of Mississippi

**It’s not Just about Drinking! Exploring Behavioral Intentions in a Wine Festival Setting: Structured Abstract**
Antonella Garofano, University of Campania ‘Luigi Vanvitelli’
Francesca Rivetti, University of Basilicata
Angelo Riviezzo, University of Sannio

**The Effect of Front-of-Pack Labels on Children’s Food Perception and Choice**
Evmorfia Karampournioti, Leibniz University of Hannover
Steffen Schmidt, LINK Marketing Services
Levke Walten, Leibniz University of Hannover
Simon Muetze, University of Würzburg
Klaus-Peter Wiedmann, Leibniz University of Hannover

**The Healthy = (Un)Tasty Intuition Concerning Colour in Organic Wine Labels: Structured Abstract**
Olivia Petit, Kedge Business School
Qian Janice Wang, University of Copenhagen
Charles Spence, University of Oxford
Session 5.3: Climate Change, Positive Behavior, and Social Responsibility
Room: Chamarel
Chair: Kirk Plangger

Social Responsibility, Climate Change Concerns, and Circular Economy Engagement Behaviour: Does Future Focus Matter?
Emmanuel Silva Quaye, University of the Witwatersrand

Explicit and Implicit Sustainability Cues in Online Clothing Stores: Shopper Perceptions and Visual Attention
David Bourdin, FH Wien der WKW University of Applied Sciences
Lisa Greslehner, FH Wien der WKW University of Applied Sciences
Ilona Pezenka, FH Wien der WKW University of Applied Sciences

Leveraging Consumer Brand Engagement to Boost Climate Positive Behavior
Linda Hollebeek, Sunway University
Raffaele Filieri, Audencia Business School
Kirk Plangger, King’s College London
Cleopatra Veloutsou, University of Glasgow

Session 5.4: Reselling Luxury Brands
Room: Dubreuil
Chair: Ana Sousa

Luxury Brand as Business Partner: Conceptualization and Measurement of the Influence of Consumers’ Resale Behavior on Luxury Brands Perceptions: Structured Abstract
Camille Bardin, Aix-Marseille University
Aurélie Kessous, Aix-Marseille University
Pierre Valette-Florence, University of Grenoble Alpes

What Drives and Conditions Second-Hand Luxury Fashion Shopping
Giuseppe Musarra, University of Leeds
Karen Bowen, University of Leeds
Constantine Katsikeas, University of Leeds
Stavroula Spyropoulou, University of Leeds

Coolness Factor: The Impact of Luxury Brands on NFT Acquisition Intentions in the Digital and Metaverse Era: Structured Abstract
Ana Sousa, University of Aveiro
Belém Barbosa, University of Porto
Luís André Fernandes, University of Porto
Session 5.5: **Consumer Behavior with Luxury Brands**  
Room: Espérance  
**Chair:** Anastasia Stathopoulou

**Whispers of Luxury: Analyzing the Role of Self-Congruity in Inconspicuous Consumption:**  
Structured Abstract  
Isabella Maggioni, ESCP Business School  
Alice Noris, SUPSI

**To Have and to Hold, Forever and Ever - The Post-Purchase Journey of Luxury Packaging**  
Moumita Das Gyomlai, Ohio University  
Jessica Babin Weeks, Ohio University

**Luxury Addiction: Scale Development and Validation**  
Anastasia Stathopoulou, International University of Monaco  
George Christodoulides, American University of Sharjah  
Gabriele Murtas, University of Bergamo

Session 5.6: **Business in Africa**  
Room: Floréal  
**Chair:** Nathaniel Boso

**The Impact of Digital Technologies on Marketing and Consumer Behaviour in Africa: Mobile Payment Technology Platforms and the Formation of Dynamic Marketing Capabilities in Retail SMEs in Nigeria:**  
Structured Abstract  
Rotimi Olaniyan, Nottingham Trent University  
Michael Ehret, University of Graz

Dominic Essuman, The University of Sheffield  
Nathaniel Boso, Kwame Nkrumah University of Science and Technology  
Priscilla Addo Asamany, Kwame Nkrumah University of Science and Technology  
Henry Ataburo, Kwame Nkrumah University of Science and Technology  
Felicity Asiedu-Appiah, Kwame Nkrumah University of Science and Technology

**Connecting, Worshiping, and Consuming. A Study of Muslim and Jewish Pilgrimage in Morocco**  
Mona Moufahim, The University of Stirling
Thursday, 10:30 AM – 12:00 PM

Session 6.1: **Innovation, NPD, and Creative Deviance**  
Room: Albion  
**Chair:** Sandeep Salunke

**Towards an Integrative Theory of Innovation Failure**  
Gerard Athaide, Loyola University Maryland  
Sandeep Salunke, Queensland University of Technology  
Amali Wijekoon, University of Moratuwa

**Creative Deviance Contagion and its Effects on Bootlegging Activity and Competitive Advantage:**  
*Structured Abstract*  
Chris Storey, University of Sussex

**Customer Involvement in Co-Development: Problem-Solving and Decision-Making in New Product Development**  
Tereza Dean, Ball State University  
Haisu Zhang, New Jersey Institute of Technology  
Yazhen Xiao, Portland State University

**Exploring the Nature and Types of Customer-based Knowledge Integration Capabilities (KICs) in Service Innovation**  
Amali Wijekoon, University of Moratuwa  
Sandeep Salunke, Queensland University of Technology  
Gerard Athaide, Loyola University Maryland

Session 6.2: **Service Marketing and Value Co-creation**  
Room: Bambous  
**Chair:** Cláudia Simões

**Reimagining the Service-Dominant Logic (SDL) through Consumer Culture Theory's (CCT) Perspective: The Different Meanings in Consuming Islamic Life Insurance**  
Nick Yip, Brunel University London  
Nur Nadia Adjrina Kamaruddin, University Utara Malaysia

**The Power of Digital Health Service Ecosystem: Creating Transformative Value: An Extended Abstract**  
Roberta Sebastiani, University Cattolica del S.C.  
Alessia Anzivino, University Cattolica del S.C.

**Patients’ Perspectives of Co-creation in Healthcare Encounters: Structured Abstract**  
Kingsley Agyapong, University of Minho  
Cláudia Simões, University of Minho
Session 6.3: Essential Services and Service Failures  
Room: Chamarel  
Chair: William Sabadie

The Consequences of Mediator Intervention in Service Failure-Recovery Situations: An Examination of Coalition Effects  
Anna Mardumyan, Essca School of Management  
William Sabadie, University of Lyon 3

Leveraging Transformative Service Research and Initiatives to Support Humanitarian Efforts in Palestine: Addressing the Weaponization of Essential Services  
Ahmed Al-Abdin, University of Liverpool  
Amir Raki, University of Liverpool

How to Win Back Customers who Left after a Service Failure  
Anthony Chung Chai Man, ESCE International Business School, Paris  
William Sabadie, University of Lyon 3

Session 6.4: Service Digitilization and Automation  
Room: Dubreuil  
Chair: Daniele Dalli

Services Marketing in the Digital Age: Insights from the Semantic Brand Score  
Andrea Fronzetti Colladon, University of Perugia  
Roberto Vestrelli, University of Perugia  
Francesca Grippa, Northeastern University  
Ludovica Segneri, University of Perugia  
Alberto Pezzi, Roma Tre University

Antoine Juquelier, University Catholique of Louvain  
Ingrid Poncin, University Catholique of Louvain  
Simon Hazée, University Catholique of Louvain

Social Isolation and Information Sharing as Drivers of Generation Z’s Subjective Wellbeing  
Dahlia El-Manstrly, The University of Sheffield  
Teidorlang Lyngdoh, The Indian Institute of Management Shillong  
Krishnan Jeesha, The Indian Institute of Management Lucknow

The Role of Smart Objects in Consumption Practices: An Assemblage Theory Perspective to Amateur Cycling  
Daniele Dalli, University of Pisa
Session 6.5: **Augmented Reality and the Consumer**  
**Chair: Margot Racat**

**Fostering Customer Relationship Performance and Connectedness with Augmented Reality Apps. A Mixed Methods Approach**  
Waqar Nadeem, Brock University  
Abdul Ashraf, Brock University

**The VR Experience and Purchase Intentions in the Real State**  
Mariana Berga Rodrigues, Iscte-Instituto Universitário de Lisboa  
Sandra Maria Correia Loureiro, Iscte-Instituto Universitário de Lisboa  
Beatriz Gonçalves, Iscte-Instituto Universitário de Lisboa  
João Guerreiro, Iscte-Instituto Universitário de Lisboa  
Ricardo Godinho Bilro, Iscte-Instituto Universitário de Lisboa

**When the Link between Users and Digital Sharing Platform Breaks Down: Exploring the User’s Processus of Discontinuance**  
Lien Duong, University of Haute Alsace

**Good Vibrations for Doing Good: The Impact of Haptic Technologies on Identification and Attitudes in Mobile Charity Advertising: Structured Abstract**  
Sonia Capelli, University of Lyon 3  
Margot Racat, IDRAC Business School

Session 6.6: **Social Innovations and Donations**  
**Chair: Evmorfia Karampournioti**

**“Vote to Help Us Decide the Cause to Be Supported.” Examining the Effects of Choice-of-Cause in Cause-Related Marketing: Structured Abstract**  
Hajer Bachouche, Toulouse Business School  
Ouidade Sabri, Panthéon-Sorbonne University  
Ekin Pehlivan, California State University Channel Islands  
Emna Cherif, Clermont Auvergne University

**Reward Donate or Not Donate? Cultural Orientation and Loyal Reward Donation**  
Hsinhui Sunny Hu, Ming Chuan University  
Shu-Fang Lin, National Chengchi University  
H.G. Parsa, University of Denver

**The Influence of Country-Stereotypes on Attitudes toward Social Innovations: A Proposed Conceptualization**  
Gianfranco Walsh, Leibniz University of Hannover  
Evmorfia Karampournioti, Leibniz University of Hannover  
Heiner Evanschitzky, The University of Manchester
DAILY HIGHLIGHTS • Friday, June 28, 2024

Registration
Heritage Awali (by Savana), 8:30 AM - 2:00 PM

Tea/Coffee Break
10:00 AM - 10:30 AM

Lunch
Infinity Blue Restaurant, 12:00 PM - 1:30 PM

Tea/Coffee Break
3:00 PM - 3:30 PM

Free Time
3:30 PM - 7:00 PM

Reception & Gala Dinner
C Beach Club, 7:00 PM - 11:00 PM

Guest of Honor

The Honorable Louis Steven Obeegadoo
Deputy Prime Minister of Mauritius
Minister of Housing and Land Use Planning, Minister of Tourism
Friday, 8:30 AM – 10:00 AM

Session 7.1: International and Export Markets
Room: Albion
Chair: Vish Maheshwari

Out of Sight Out of Mind! Do the Sustainability Motives Embedded in a Nearshoring Decision Always Pay Off?
Çağla Dayanğan, University of Southampton Business School
Nilay Bicakcioglu-Peynirci, University of Sussex Business School
Ozge Ozgen, Dokuz Eylul University

Competitive Unpredictability in Export Markets: Structured Abstract
Anne Souchon, Loughborough University
Paul Hughes, Lancaster University
Ian Hodgkinson, Loughborough University
Nathaniel Boso, Kwame Nkrumah University of Science & Technology
Ekaterina Nemkova, IÉSEG School of Management
Joao Oliveira, University of Essex
Magnus Hultman, Brock University
Joseph Sy-Changco, University of Macau

Geographical Indications as Strategy for International Market Orientation: A Bibliometric and Systematic Review of the Literature
Isaac Gezer, University of São Paulo
Janaina Giraldi, University of São Paulo
Simone Galina, University of São Paulo
Rodolfo de Campos, University of São Paulo
Vish Maheshwari, University of Salford

Session 7.2: Cultural and Cross-Cultural Issues
Room: Bambous
Chair: Giang Trinh

Marketing Implications given Africa’s Floating Middle-Class Mindset and Aspirations: Structured Abstract
Tendai Chikweche, Western Sydney University
James Lappeman, University of Cape Town
Hossain Mohammed, Western Sydney University

There’s Something Funny About Humour: Towards a New Understanding of Humour in Marketing and its Use Online
Daphne Greiner, Panthéon-Sorbonne University
Jean-François Lemoine, Panthéon-Sorbonne University

Pareto Market Share of COO Wine Brands and the Sources of Sales Growth Potential: Structured Abstract
Giang Trinh, UniSA Business, University of South Australia
Johan Bruwer, UniSA Business, University of South Australia
Session 7.3: **Celebrities and People Marketing**  
Room: Chamarel  
**Chair: George Deitz**

**Lights, Camera, Inequality: The Underlying Gender Bias in Celebrity Endorsements**  
Brittney Bauer, Loyola University Chicago  
Brad Carlson, Saint Louis University  
Katie Kelting, Saint Louis University  
Clark Johnson, Pepperdine University

**Creative Symbolic Immortality and Consumers’ Evaluation of Posthumous Artistic Products: Structured Abstract**  
Alessandro Biraglia, University of Leeds  
Aulona Ulqinaku, University of Leeds  
Verdiana Giannetti, University of Leeds  
Josko Brakus, University of Leeds

**A Story Well Told - Narrativity, Speaker Prosody and the Online Sharing of Video Content: Structured Abstract**  
George Deitz, The University of Alabama at Birmingham  
Subhash Jha, The University of Memphis

Session 7.4: **Consumers and Technology**  
Room: Dubreuil  
**Chair: Min Yan**

**Unlocking the Consequences of Perceived Goal Progress: Does Closing the Activity Ring Lead to Adverse Effects in Smartwatch Usage? - A Field Study**  
Lisa-Marie Merkl, University of Bayreuth  
Claas Christian Germelmann, University of Bayreuth  
Johanna Kuhn, University of Bayreuth  
Moritz Henze, University of Bayreuth

**The Impact of Online Consumer Review Confusion on Online Shopping Cart Abandonment: A Mediating Role of Perceived Risk and Moderating Role of Mindfulness: Structured Abstract**  
Robin Roy, Indian Institute of Management Jammu  
Ateeque Shaikh, Indian Institute of Management Jammu

**Consumer’s Self-Extension with Smart Technologies: Scale Development and Validation: Structured Abstract**  
Min Yan, University of Essex  
Raffaele Filieri, Audencia Business School  
Matthew Gorton, Newcastle University  
Artyom Golossenko, Cardiff Business School
Session 7.5: **Attitudinal and Choice Processes**  
*Room: Espérance*  
**Chair: Marc Mazodier**

**An Investigation of the Effect of Ambient Illuminance on Consumer Indulgence**  
Mohammad Shadab Khalil, National Dong Hwa University  
Pubali Chatterjee, National Dong Hwa University  
Chin-Jung Luan, National Dong Hwa University

**Brand Purpose Ethical Evaluation by the Customer Based on the Hunt-Vitell (HV) Theory of Ethics**  
Bhawani Sharan, XLRI Jamshedpur

**Marketing Context Matters: The Role of Creative Mind-Sets on Attitude Toward Incongruity**  
Marc Mazodier, ESSEC Business School  
Olivier Trendel, Grenoble Ecole de Management

---

Session 7.6: **Gifts, Sports, and Life Events**  
*Room: Floréal*  
**Chair: Chantel Muller**

**The Transformational Power of Gifts: Feeling Grounded in Difficult Times: Structured Abstract**  
Ines Branco-Illodo, University of Stirling  
Teresa Heath, University of Minho

**A Classification of Life Events: An Abstract**  
Afshan Hafiz, University of Kent  
Benjamin Lowe, University of Kent  
Eddie Luo, University of Kent

**Predicting South African Consumers’ Physical Virtual eSports Participation Using the Theory of Planned Behavior: Structured Abstract**  
Chantel Muller, North-West University  
Anita Lennox, North-West University

---

Friday, 10:30 AM – 12:00 PM

Session 8.1: **B2B, Culture, and Performance**  
*Room: Albion*  
**Chair: Christopher Kanitz**

**What the Sales Manager Needs to Know about the Sales Performance in B2B Service Context**  
Rocio Rodriguez, University of Murcia, Kristiania University College Göran Svensson, Kristiania University College  
Nils Hogevold, Kristiania University College  
Carmen Padin, University of Vigo
To Be or Not to Be Funny in International B2B by Culture
Laurent Bompar, Kedge Business School

Less is More – How to Improve the Physical B2B Trade Fair Experience
Christopher Kanitz, University of Applied Sciences Upper Austria
Olivia Büsser, University of Applied Sciences Upper Austria
Michael Schade, University of Bremen

Session 8.2: Digital Tools, Gamification, and Anthropomorphism in Innovations
Room: Bambous
Chair: Thomas Wittkop

Exploring the Strategic Objectives behind the Gamification Dynamics of Crowdsourcing: An Upstream Approach
Chaïma Siala, University of Paris-Saclay
Abdelmajid Amine, University of Paris Est Créteil

The Impact of Object Manipulation on the Immersive Experience in 3D Virtual Worlds: Scale Development and Validation
Dhouha El Amri, University of Paris-Est Créteil
Ikram Bououd, Kedge Business School

The Impact of Digital Tools on Sales and Marketing in Generating New Product Ideas
Wim Biemans, University of Groningen
Avinash Malshe, University of St Thomas

Deep or Shallow Mental Processing? Consumers’ Responses to Robots’ Anthropomorphism
Valentina Pitardi, Surrey Business School
Jochen Wirtz, National University Singapore
Werner Kunz, University of Massachusetts Boston
Stefanie Paluch, RWTH Aachen University

Session 8.3: Consumers, Stakeholders, and Society
Room: Chamarel
Chair: Andries Schreuder

Marketing as the Duty to Care for Stakeholders, Society and the Environment
Marco Visentin, University of Bologna
Debora Casoli, University of Bologna
Annamaria Tuan, University of Bologna
Giuseppe Cappiello, University of Bologna

Exploring the Antecedents and Consequences of Flow Process in One-on-one Personal Training: Structured Abstract
Colten Drawbaugh, Shippensburg University
Mohammad Rahman, Shippensburg University
Cognitive, Affective, and Social Drivers of Fan-Related Behavior
Maria Ganhão, Iscte-Instituto Universitário de Lisboa
Sandra Maria Correia Loureiro, Iscte-Instituto Universitário de Lisboa
João Guerreiro, Iscte-Instituto Universitário de Lisboa
Ricardo Godinho Bilro, Iscte-Instituto Universitário de Lisboa
Mariana Rodrigues, Iscte-Instituto Universitário de Lisboa

A National Customer Experience Barometer - Towards Testing a New Customer Experience Index
Andries Schreuder, The University of Pretoria
Jannie Els, Apeiros Data Science Solutions

Session 8.4: Brands and New Technologies
Room: Dubreuil
Chair: Haisu Zhang

Artificial Intelligence Facilitated Brand-Consumer Conversation: Face-Work Theory Perspective
Baby Chandra, Indian Institute of Technology, Roorkee
Zilllur Rahman, Indian Institute of Technology, Roorkee

Influence of Brand Hearsay on Smart Health Wearable Purchase Intentions: The Mediating Roles of Brand Trust and Loyalty
Chantel Muller, North-West University
Re-An Muller, North-West University

A Human Touch in a Gener(Al)ted World: Human vs. AI Brand Promotion and Recovery
Fabian Bartsch, Montpellier Business School
Felipe Pantoja, Montpellier Business School
Marat Bakpayev, University of Minnesota

Voice Skills and Product Control
Yazhen Xiao, Portland State University
Haisu Zhang, New Jersey Institute of Technology

Session 8.5: Marketing Research Methods and Data Analytics
Room: Espérance
Chair: Camilo Andrés Contreras

Bridging Research and Practice: The Case of the Net Promoter Score
Anne Souchon, Loughborough University
Peter Dickenson, Loughborough University
Hazel Lacohee, British Telecom, and Loughborough University
Fabrice Saffre, VTT Technical Research Centre
Louise Krug, British Telecom

Empowering Marketing Research: Harnessing the Power of Language Models and Machine Learning in Two Studies: An Abstract
Camilo Andrés Contreras, University of Grenoble Alpes
Pierre Valette-Florence, University of Grenoble Alpes
Session 8.6: **Social Marketing**  
Room: Floréal  
**Chair: Bahadir Ayar**

**Exploring the Efficacy of Social Practice in Shaping Consumer Sustainable Post-Consumption Journey: Structured Abstract**  
Sayed Elhoushy, Queen Mary University of London

**Systematic Literature Review on Audience Reception and Interpretation of LGBTQ+ Advertisement**  
Meera Suresh, Rajagiri Business School  
Kishore Gopalakrishna Pillai, Rajagiri Business School

**Resource Scarcity and Psychological Well-Being: Is Less Really More?**  
Bahadir Ayar, Istanbul Technical University  
Sebnem Burnaz, Istanbul Technical University

---

Friday, 1:30 PM – 3:00 PM

Session 9.1: **Cookies, Apps, and Digital Tools**  
Room: Albion  
**Chair: Tina Harrison**

**The Effects of Cookie Notice on Customers’ Avoidance Behavior: The Role of Perceptual Fluency**  
Anna Mardumyan, ESSCA School of Management  
Manon Favier, ESSCA School of Management

**The Dark Side of Online Communities of Fitness App Users: Effects of Social Comparison and Tie-Strength**  
Ingrid Poncin, University Catholique of Louvain  
Karine Charry, University Catholique of Louvain  
Avreliane Kullak, Haute Ecole Louvain en Hainaut

**How Product Deciphering App Digital Activism Influences User Behavior: A Moderated Mediation Model**  
Richard Huaman Ramirez, EM Strasbourg Business School  
Aranzazu Gaztelumendi, ESSCA School of Management  
Francisco Guzman, University of North Texas  
Zeeshan Bhatti, University of Portsmouth

Tina Harrison, University of Edinburgh  
Emily Shipp, University of Edinburgh  
Thomas Mathar, Aegon
Room: Bambous  
**Chair: Constantinos Leonidou**

**Effects of Digital Technologies on the Role, Functions, and Interplay of Marketing and Sales Departments in Technical B2B Companies**  
Andreas Zehetner, University of Applied Sciences Upper Austria  
Christopher Kanitz, University of Applied Sciences Upper Austria

**The Dynamics of Strategic Imitation in Emerging Economies: An Exploratory Case Study Analysis of Low and Medium Tech (LMT) Firms in Vietnam**  
Ninh Nguyen, University of Finance - Marketing  
Sandeep Salunke, Queensland University of Technology

**How and When Do Disruption Management Strategies Lead to Performance?**  
Oluwaseun Obade, University of Bradford  
Athanasia Nalmpanti, Frederick University  
Dominic Essuman, University of Sheffield  
Constantinos Leonidou, Open University of Cyprus  
Magnus Hultman, Brock University  
Nathaniel Boso, Kwame Nkrumah University of Science and Technology

Session 9.3: **Politics and Brand Related Disclosures**  
Room: Chamarel  
**Chair: Renaud Lunardo**

**Synergizing Marketing and Political Capabilities: Structured Abstract**  
John Balabanis, University of Leicester

**When Telling More about Price Returned to Producers Backslash: How to Explain the Price Paid to Producers in Cooperatives for Consumers to Find it Fair?**  
Evangelia Tsapkolis, University of Lyon 3  
Sonia Capelli, University of Lyon 3  
William Sabadie, University of Lyon 3

**Should Brands Disclose Historical Transgression? Structured Abstract**  
Fabien Pecot, Toulouse Business School  
Renaud Lunardo, Kedge Business School  
Damien Chaney, EM Normandie  
Eugene Chan, Toronto Metropolitan University

Session 9.4: **Brand Relationships, Equity, and Experience**  
Room: Dubreuil  
**Chair: Cleopatra Veloutsou**

**Digital Brand Equity: Systematic Literature Review and Lexicographic Analysis: Structured Abstract**  
Nebojsa Dacic, EM Normandie Business School  
Romain Sohier, EM Normandie Business School
Charity & Human Brands. Moderating Role of Charity’s Perceived Trustworthiness in Cultivating Donations: An Abstract
Parichehr Riahi Pour, University of Glasgow

Exploring the Influence of Television Series on National Brand Experience: Structured Abstract
Ana Sousa, University of Aveiro
Belém Barbosa, University of Porto
Ana Raquel Novais, University of Porto

Re-Approaching the Consumer-Brand Relationships: Assessment of Conceptual Definitions
Hui Chen, University of Glasgow
Cleopatra Veloutsou, University of Glasgow
Alena Kostyk, University of Glasgow

Session 9.5: Emerging Markets
Room: Espérance
Chair: Ismail Golgeci

Edison Jair Duque-Oliva, University Nacional de Colombia, University Espíritu Santo of Ecuador
Camilo Andrés Contreras, University of Grenoble Alpes

Organizational Impediments to Marketing Agility in Emerging Markets
Avinash Malshe, University of St Thomas, MN
Wim Biemans, University of Groningen
Jamal Al-Khatib, University of St Thomas, MN

Unlocking the Potential of Prosocial Motives in Fostering Environmental and Social Innovation: The Roles of Creativity-Relevant Skills and Business Moral Values
Imran Ali, Central Queensland University
Ismail Golgeci, Aarhus University
David Gligor, Florida Gulf State University
Ahmad Arslan, University of Oulu

Friday, 7:00 PM – 11:00 PM

Reception & Gala Dinner
INDEX

<table>
<thead>
<tr>
<th>Author</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agrebi, Meriem</td>
<td>1.4</td>
</tr>
<tr>
<td>Agrebi, Sinda</td>
<td>1.4</td>
</tr>
<tr>
<td>Agyapong, Kingsley</td>
<td>6.2</td>
</tr>
<tr>
<td>Al-Abdin, Ahmed</td>
<td>6.3</td>
</tr>
<tr>
<td>Alamoudi, Hawazen</td>
<td>1.2</td>
</tr>
<tr>
<td>Aldossary, Mohammed</td>
<td>3.1</td>
</tr>
<tr>
<td>Alharthi, Majid</td>
<td>1.2</td>
</tr>
<tr>
<td>Ali, Imran</td>
<td>9.5</td>
</tr>
<tr>
<td>Al-Khatib, Jamal</td>
<td>9.5</td>
</tr>
<tr>
<td>Althuizen, Niek</td>
<td>1.5</td>
</tr>
<tr>
<td>Amine, Abdelmajid</td>
<td>8.2</td>
</tr>
<tr>
<td>Anzivino, Alessia</td>
<td>6.2</td>
</tr>
<tr>
<td>Aravindakshan, Aswhin</td>
<td>1.3</td>
</tr>
<tr>
<td>Arslan, Ahmad</td>
<td>9.5</td>
</tr>
<tr>
<td>Ashraf, Abdul</td>
<td>6.5, 1.2</td>
</tr>
<tr>
<td>Assaf, Cynthia</td>
<td>1.4</td>
</tr>
<tr>
<td>Ataburo, Henry</td>
<td>5.6</td>
</tr>
<tr>
<td>Athaide, Gerard</td>
<td>6.1</td>
</tr>
<tr>
<td>Ayar, Bahadir</td>
<td>8.6</td>
</tr>
<tr>
<td>Babin, Barry J</td>
<td>4.5, 5.2</td>
</tr>
<tr>
<td>Baboo, Shabanaz</td>
<td>2.4</td>
</tr>
<tr>
<td>Bachouche, Hager</td>
<td>6.6, 3.6</td>
</tr>
<tr>
<td>Balabanis, George</td>
<td>2.1</td>
</tr>
<tr>
<td>Balabanis, John</td>
<td>9.3</td>
</tr>
<tr>
<td>Ballester, Estefania</td>
<td>2.1</td>
</tr>
<tr>
<td>Bards, Camille</td>
<td>5.4</td>
</tr>
<tr>
<td>Barhorst, Jennifer Brannon</td>
<td>5.1</td>
</tr>
<tr>
<td>Barnes, Stuart</td>
<td>1.6</td>
</tr>
<tr>
<td>Bartsch, Fabian</td>
<td>8.4</td>
</tr>
<tr>
<td>Bauer, Britney</td>
<td>7.3</td>
</tr>
<tr>
<td>Bayarassou, Oula</td>
<td>3.6</td>
</tr>
<tr>
<td>Bellaouaied, Myriam</td>
<td>4.5</td>
</tr>
<tr>
<td>Bellini, Beatrice</td>
<td>1.1</td>
</tr>
<tr>
<td>Bernnitter, Stefan</td>
<td>4.2</td>
</tr>
<tr>
<td>Berrada, Nouha</td>
<td>3.3</td>
</tr>
<tr>
<td>Bezaz, Nora</td>
<td>1.5</td>
</tr>
<tr>
<td>Bhattacharya, Zeeshan</td>
<td>9.1</td>
</tr>
<tr>
<td>Bicakcioglu-Peynirci, Nilay</td>
<td>7.1</td>
</tr>
<tr>
<td>Biemans, Wim</td>
<td>8.2, 9.5</td>
</tr>
<tr>
<td>Bilro, Ricardo Godinho</td>
<td>6.5, 8.3</td>
</tr>
<tr>
<td>Biraglia, Alessandro</td>
<td>7.3</td>
</tr>
<tr>
<td>Blut, Markus</td>
<td>3.3</td>
</tr>
<tr>
<td>Bolander, Willy</td>
<td>4.1</td>
</tr>
<tr>
<td>Bommar, Laurent</td>
<td>8.1</td>
</tr>
<tr>
<td>Bonetti, Francesca</td>
<td>1.6</td>
</tr>
<tr>
<td>Boso, Nathaniel</td>
<td>3.2, 7.1, 9.2</td>
</tr>
<tr>
<td>Boudin, David</td>
<td>5.3</td>
</tr>
<tr>
<td>Bououd, Ikram</td>
<td>8.2</td>
</tr>
<tr>
<td>Bowen, Karen</td>
<td>3.2, 5.4</td>
</tr>
<tr>
<td>Braks, Josko</td>
<td>7.3</td>
</tr>
<tr>
<td>Branco-Illido, Ines</td>
<td>7.6</td>
</tr>
<tr>
<td>Bressgott, Timna</td>
<td>2.2</td>
</tr>
<tr>
<td>Brock, Christian</td>
<td>3.3</td>
</tr>
<tr>
<td>Bruwer, Johan</td>
<td>7.2</td>
</tr>
<tr>
<td>Bundhun, Manish</td>
<td>2.3</td>
</tr>
<tr>
<td>Burnaz, Sebnem</td>
<td>8.6</td>
</tr>
<tr>
<td>Busser, Olivia</td>
<td>8.1</td>
</tr>
<tr>
<td>Capelli, Sonia</td>
<td>3.4, 6.5, 9.3</td>
</tr>
<tr>
<td>Cappiello, Giuseppe</td>
<td>8.3</td>
</tr>
<tr>
<td>Carlson, Brad</td>
<td>7.3</td>
</tr>
<tr>
<td>Casoli, Debora</td>
<td>8.3</td>
</tr>
<tr>
<td>Chan, Eugene</td>
<td>9.3</td>
</tr>
<tr>
<td>Chan, Fany Fong Yee</td>
<td>3.4</td>
</tr>
<tr>
<td>Chandra, Baby</td>
<td>8.4</td>
</tr>
<tr>
<td>Chandon, Jean-Louis</td>
<td>1.4</td>
</tr>
<tr>
<td>Chaney, Damien</td>
<td>9.3</td>
</tr>
<tr>
<td>Charry, Karine</td>
<td>9.1</td>
</tr>
<tr>
<td>Charoux, Jeremy</td>
<td>2.3</td>
</tr>
<tr>
<td>Chatterjee, Pubali</td>
<td>7.5</td>
</tr>
<tr>
<td>Chen, Hui</td>
<td>9.4</td>
</tr>
<tr>
<td>Chenchar, Jon</td>
<td>1.1</td>
</tr>
<tr>
<td>Cheng, Zixuan</td>
<td>3.5</td>
</tr>
<tr>
<td>Cherif, Emma</td>
<td>1.5, 3.6, 6.6</td>
</tr>
<tr>
<td>Chikweche, Tendai</td>
<td>7.2</td>
</tr>
<tr>
<td>Christodoulides, George</td>
<td>5.5</td>
</tr>
<tr>
<td>Chung, Anthony</td>
<td>1.1, 6.3</td>
</tr>
<tr>
<td>Ciuchita, Robert</td>
<td>2.1</td>
</tr>
<tr>
<td>Cocco, Helen</td>
<td>1.3</td>
</tr>
<tr>
<td>Colliander, Jonas</td>
<td>2.1</td>
</tr>
<tr>
<td>Contreras, Camilo Andres</td>
<td>8.5, 9.5</td>
</tr>
<tr>
<td>Corsaro, Daniela</td>
<td>1.1</td>
</tr>
<tr>
<td>Cowan, Kirsten</td>
<td>1.6, 3.1, 4.2, 5.1</td>
</tr>
<tr>
<td>Author</td>
<td>Session</td>
</tr>
<tr>
<td>-------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>da Silva, Manuel</td>
<td>3.4</td>
</tr>
<tr>
<td>Dalli, Daniele</td>
<td>6.4</td>
</tr>
<tr>
<td>Davcik, Nebojsa</td>
<td>9.4</td>
</tr>
<tr>
<td>Davlembayeva, Dinará</td>
<td>1.2</td>
</tr>
<tr>
<td>Dayangan, Cagla</td>
<td>7.1</td>
</tr>
<tr>
<td>de Campos, Rodolfo</td>
<td>7.1</td>
</tr>
<tr>
<td>De Kerviler, Gwarlann</td>
<td>5.2</td>
</tr>
<tr>
<td>de Regt, Anouk</td>
<td>1.6, 3.5</td>
</tr>
<tr>
<td>Dean, Tereza</td>
<td>6.1</td>
</tr>
<tr>
<td>Deitz, George</td>
<td>7.3</td>
</tr>
<tr>
<td>Delgado, Ismael</td>
<td>2.6</td>
</tr>
<tr>
<td>Demoulin, Nathalie</td>
<td>1.3</td>
</tr>
<tr>
<td>Dessart, Laurence</td>
<td>3.1</td>
</tr>
<tr>
<td>Dianoux, Christian</td>
<td>3.4</td>
</tr>
<tr>
<td>Dickinson, Peter</td>
<td>8.5</td>
</tr>
<tr>
<td>Dickinson-Delaporte, Son</td>
<td>2.4</td>
</tr>
<tr>
<td>Douglas, Dean</td>
<td>4.5</td>
</tr>
<tr>
<td>Drawbaugh, Colten</td>
<td>8.3</td>
</tr>
<tr>
<td>Duogn, Lien</td>
<td>6.5</td>
</tr>
<tr>
<td>Duque-Oliva, Edison Jair</td>
<td>9.5</td>
</tr>
<tr>
<td>Eastman, Jacqueline</td>
<td>2.5</td>
</tr>
<tr>
<td>Ehret, Michael</td>
<td>5.6</td>
</tr>
<tr>
<td>Eisner, Julia</td>
<td>1.5, 4.4</td>
</tr>
<tr>
<td>El Amri, Dhouha</td>
<td>8.2</td>
</tr>
<tr>
<td>El Euch Maalej, Mariem</td>
<td>1.4</td>
</tr>
<tr>
<td>Elhouzy, Sayed</td>
<td>8.6</td>
</tr>
<tr>
<td>El-Mansrly, Dahlia</td>
<td>6.4</td>
</tr>
<tr>
<td>Els, Jannie</td>
<td>8.3</td>
</tr>
<tr>
<td>Enzig, Joshua</td>
<td>3.5</td>
</tr>
<tr>
<td>Esssuman, Dominic</td>
<td>5.6, 9.2</td>
</tr>
<tr>
<td>Evanschitzky, Heiner</td>
<td>6.6</td>
</tr>
<tr>
<td>Favier, Manon</td>
<td>9.1</td>
</tr>
<tr>
<td>Fernandes, Luis Andre</td>
<td>5.4</td>
</tr>
<tr>
<td>Ferrandi, Jean-Marc</td>
<td>3.4</td>
</tr>
<tr>
<td>Ferreira, Caitlin</td>
<td>4.2</td>
</tr>
<tr>
<td>Filiieri, Raffaele</td>
<td>5.3, 7.4</td>
</tr>
<tr>
<td>Filipovic, Jelena</td>
<td>2.2</td>
</tr>
<tr>
<td>Frizzo, Martina</td>
<td>1.1</td>
</tr>
<tr>
<td>Fronzetti Colladon, Andrea</td>
<td>6.4</td>
</tr>
<tr>
<td>Author</td>
<td>Session</td>
</tr>
<tr>
<td>--------------------</td>
<td>---------</td>
</tr>
<tr>
<td>Hollebeek, Linda</td>
<td>5.3</td>
</tr>
<tr>
<td>Holmes, Kirsten</td>
<td>2.4</td>
</tr>
<tr>
<td>Hu, Hsinhui Sunny</td>
<td>6.6</td>
</tr>
<tr>
<td>Huaman Ramirez, Richard</td>
<td>9.1</td>
</tr>
<tr>
<td>Hughes, Paul</td>
<td>7.1</td>
</tr>
<tr>
<td>Hultman, Magnus</td>
<td>3.2, 7.1, 9.2</td>
</tr>
<tr>
<td>Jagani, Khyati</td>
<td>2.5</td>
</tr>
<tr>
<td>Jain, Varsha</td>
<td>1.4, 2.5</td>
</tr>
<tr>
<td>Jeesha, Marcus</td>
<td>3.3</td>
</tr>
<tr>
<td>Jha, Subhash</td>
<td>7.3</td>
</tr>
<tr>
<td>Jiang, Peilin</td>
<td>5.1</td>
</tr>
<tr>
<td>Joassard, Amelie</td>
<td>3.4</td>
</tr>
<tr>
<td>Johnson, Clark</td>
<td>7.3</td>
</tr>
<tr>
<td>Julkunen, Saara</td>
<td>2.6</td>
</tr>
<tr>
<td>Juquelier, Antoine</td>
<td>6.4</td>
</tr>
<tr>
<td>Kacha, Mathieu</td>
<td>5.1</td>
</tr>
<tr>
<td>Kadic-Maglajlic, Selma</td>
<td>4.1</td>
</tr>
<tr>
<td>Kadile, Vita</td>
<td>3.6</td>
</tr>
<tr>
<td>Kamaruddin, NUR Nadia</td>
<td></td>
</tr>
<tr>
<td>Kadamri, NADIA</td>
<td>6.2</td>
</tr>
<tr>
<td>Kanitz, Christopher</td>
<td>8.1, 9.2</td>
</tr>
<tr>
<td>Karampounioti, Evmorfa</td>
<td>5.2, 6.6</td>
</tr>
<tr>
<td>Katsikeas, Constantine</td>
<td>3.2, 5.4</td>
</tr>
<tr>
<td>Kelting, Katie</td>
<td>7.3</td>
</tr>
<tr>
<td>Kessous, Aurelie</td>
<td>5.4</td>
</tr>
<tr>
<td>Khalil, Mohammad Shadab</td>
<td>7.5</td>
</tr>
<tr>
<td>Khan, Muhammad Asif</td>
<td>1.2</td>
</tr>
<tr>
<td>Kingshott, Russel</td>
<td>1.3</td>
</tr>
<tr>
<td>Klein, Michel</td>
<td>4.1</td>
</tr>
<tr>
<td>Kolar, Tomaz</td>
<td>4.3</td>
</tr>
<tr>
<td>Koponen, Jonna</td>
<td>2.6</td>
</tr>
<tr>
<td>Kostyk, Alena</td>
<td>3.1, 9.4</td>
</tr>
<tr>
<td>Krug, Louise</td>
<td>8.5</td>
</tr>
<tr>
<td>Kullak, Averlane</td>
<td>9.1</td>
</tr>
<tr>
<td>Kunz, Werner</td>
<td>8.2</td>
</tr>
<tr>
<td>Mabotja, Adrianne</td>
<td>4.4</td>
</tr>
<tr>
<td>Madinga, Nkosivile</td>
<td>4.4</td>
</tr>
<tr>
<td>Maggioni, Isabella</td>
<td>1.1, 5.5</td>
</tr>
<tr>
<td>Maheshwari, Vish</td>
<td>7.1</td>
</tr>
<tr>
<td>Mahr, Dominik</td>
<td>2.2</td>
</tr>
<tr>
<td>Malone, Gabrielle</td>
<td>3.6</td>
</tr>
<tr>
<td>Malshe, Avinash</td>
<td>8.2, 9.5</td>
</tr>
<tr>
<td>Mantrala, Murali</td>
<td>1.3</td>
</tr>
<tr>
<td>Marchowska-Raza, Magda</td>
<td>2.2</td>
</tr>
<tr>
<td>Marder, Ben</td>
<td>2.1, 4.2</td>
</tr>
<tr>
<td>Mardumyan, Anna</td>
<td>9.1, 6.3</td>
</tr>
<tr>
<td>Mariani, Marcello</td>
<td>1.6</td>
</tr>
<tr>
<td>Marikyan, Davit</td>
<td>1.2</td>
</tr>
<tr>
<td>Marriots, Hannah</td>
<td>5.1</td>
</tr>
<tr>
<td>Mathar, Thomas</td>
<td>9.1</td>
</tr>
<tr>
<td>Mazodier, Marc</td>
<td>7.5</td>
</tr>
<tr>
<td>McLean, Graeme</td>
<td>3.1, 5.1</td>
</tr>
<tr>
<td>Merki, Lisa-Marie</td>
<td>7.4</td>
</tr>
<tr>
<td>Merunka, Dwight</td>
<td>2.3</td>
</tr>
<tr>
<td>Micevski, Milena</td>
<td>4.1</td>
</tr>
<tr>
<td>Mohammed, Hossain</td>
<td>7.2</td>
</tr>
<tr>
<td>Montecchi, Matteo</td>
<td>1.6</td>
</tr>
<tr>
<td>Montoya Zaragoza, Andrea</td>
<td>2.5</td>
</tr>
<tr>
<td>Moufahim, Mona</td>
<td>5.6</td>
</tr>
<tr>
<td>Mudrisler, Berkay</td>
<td>3.5</td>
</tr>
<tr>
<td>Muetze, Simon</td>
<td>5.2</td>
</tr>
<tr>
<td>Muller, Chantel</td>
<td>7.6, 8.4</td>
</tr>
<tr>
<td>Muller, Re-An</td>
<td>8.4</td>
</tr>
<tr>
<td>Murtas, Gabriele</td>
<td>5.5</td>
</tr>
<tr>
<td>Mussarra, Giuseppe</td>
<td>3.2, 5.4</td>
</tr>
<tr>
<td>Author</td>
<td>Session</td>
</tr>
<tr>
<td>----------------------</td>
<td>---------</td>
</tr>
<tr>
<td>Nadeem, Waqar</td>
<td>6.5</td>
</tr>
<tr>
<td>Naik, Prasad</td>
<td>1.3</td>
</tr>
<tr>
<td>Nalmpanti, Athanasia</td>
<td>3.2, 9.2</td>
</tr>
<tr>
<td>Nazifi, Amin</td>
<td>4.2</td>
</tr>
<tr>
<td>Nemkova, Ekaterina</td>
<td>7.1</td>
</tr>
<tr>
<td>Nguyen, Ninh</td>
<td>9.2</td>
</tr>
<tr>
<td>Nim, Nandini</td>
<td>1.3</td>
</tr>
<tr>
<td>Noris, Alice</td>
<td>5.5</td>
</tr>
<tr>
<td>Novais, Ana Raquel</td>
<td>9.4</td>
</tr>
<tr>
<td>Oc, Yusuf</td>
<td>4.2</td>
</tr>
<tr>
<td>Okazaki, Shintaro</td>
<td>2.6</td>
</tr>
<tr>
<td>Olabode, Oluwaseun</td>
<td>9.2</td>
</tr>
<tr>
<td>Olaniyan, Rotimi</td>
<td>5.6</td>
</tr>
<tr>
<td>Oseh, Victora-Sophie</td>
<td>1.5, 2.5</td>
</tr>
<tr>
<td>Oteo-Neira, Carmen</td>
<td>3.3</td>
</tr>
<tr>
<td>Oucshon, Robyn</td>
<td>2.4</td>
</tr>
<tr>
<td>Ozgen, Ozge</td>
<td>7.1</td>
</tr>
<tr>
<td>Padin, Carmen</td>
<td>3.3, 8.1</td>
</tr>
<tr>
<td>Palazzolo, Mike</td>
<td>1.3</td>
</tr>
<tr>
<td>Palo, Teea</td>
<td>1.6</td>
</tr>
<tr>
<td>Paluch, Stefanie</td>
<td>3.3, 8.2</td>
</tr>
<tr>
<td>Pantano, Eleonora</td>
<td>1.2</td>
</tr>
<tr>
<td>Pantoja, Felipe</td>
<td>2.5, 8.4</td>
</tr>
<tr>
<td>Papadopoulou, Christina</td>
<td>3.6</td>
</tr>
<tr>
<td>Pappas, Alec</td>
<td>4.1</td>
</tr>
<tr>
<td>Parsa, H.G.</td>
<td>6.6</td>
</tr>
<tr>
<td>Partouche-Sebben, Judith</td>
<td>4.3</td>
</tr>
<tr>
<td>Pecot, Fabien</td>
<td>9.3</td>
</tr>
<tr>
<td>Pedersen, Susanne</td>
<td>2.1</td>
</tr>
<tr>
<td>Pehlivan, Ekin</td>
<td>2.4, 6.6</td>
</tr>
<tr>
<td>Penttinen, Valeria</td>
<td>2.1</td>
</tr>
<tr>
<td>Perez Vega, Rodrigo</td>
<td>1.6</td>
</tr>
<tr>
<td>Peters, Kay</td>
<td>1.3</td>
</tr>
<tr>
<td>Petit, Olivia</td>
<td>5.2</td>
</tr>
<tr>
<td>Petrovici, Dan</td>
<td>3.6</td>
</tr>
<tr>
<td>Pezenka, Ilona</td>
<td>5.3</td>
</tr>
<tr>
<td>Pezzi, Alberto</td>
<td>6.4</td>
</tr>
<tr>
<td>Pitardi, Valentina</td>
<td>8.2</td>
</tr>
<tr>
<td>Plangger, Kirk</td>
<td>1.6, 4.2, 5.3</td>
</tr>
<tr>
<td>Author</td>
<td>Session</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>Serravalle, Francesca</td>
<td>1.2</td>
</tr>
<tr>
<td>Shaikh, Ateeque</td>
<td>7.4</td>
</tr>
<tr>
<td>Sharan, Bhawani</td>
<td>7.5</td>
</tr>
<tr>
<td>Shrivastava, Pooja</td>
<td>4.4</td>
</tr>
<tr>
<td>Shipp, Emily</td>
<td>9.1</td>
</tr>
<tr>
<td>Siadou-Martin, Beatrice</td>
<td>3.4</td>
</tr>
<tr>
<td>Siala, Chaima</td>
<td>8.2</td>
</tr>
<tr>
<td>Silva, Ana</td>
<td>4.4</td>
</tr>
<tr>
<td>Simoes, Claudia</td>
<td>6.2</td>
</tr>
<tr>
<td>Singhal, Aishwarya</td>
<td>1.6</td>
</tr>
<tr>
<td>Sohier, Romain</td>
<td>9.4</td>
</tr>
<tr>
<td>Solanelles, Pol</td>
<td>5.2</td>
</tr>
<tr>
<td>Spyropoulou, Stavroula</td>
<td>3.2, 5.4</td>
</tr>
<tr>
<td>Statopoulou, Anastasia</td>
<td>5.5</td>
</tr>
<tr>
<td>Steiner, Elisabeth</td>
<td>1.5, 4.4</td>
</tr>
<tr>
<td>Storey, Chris</td>
<td>6.1</td>
</tr>
<tr>
<td>Suresh, Meera</td>
<td>8.6</td>
</tr>
<tr>
<td>Svensson, Goran</td>
<td>3.3, 8.1, 2.6</td>
</tr>
<tr>
<td>Sy-Changco, Joseph</td>
<td>7.1</td>
</tr>
<tr>
<td>Szocs, Ilona</td>
<td>4.1</td>
</tr>
<tr>
<td>T</td>
<td></td>
</tr>
<tr>
<td>Terblanche, Nic</td>
<td>4.5</td>
</tr>
<tr>
<td>Theotokis, Aristeidis</td>
<td>3.6</td>
</tr>
<tr>
<td>Thevenot, Geraldine</td>
<td>3.4</td>
</tr>
<tr>
<td>Thompson, Marcus</td>
<td>2.4</td>
</tr>
<tr>
<td>Thongpapani, Narongsak</td>
<td>1.2</td>
</tr>
<tr>
<td>Timol, Sadiah</td>
<td>1.3</td>
</tr>
<tr>
<td>Tiwari, Nikhil</td>
<td>4.4</td>
</tr>
<tr>
<td>Toledano, Alain</td>
<td>4.3</td>
</tr>
<tr>
<td>Toth, Zsófia</td>
<td>3.3</td>
</tr>
<tr>
<td>Trendel, Olivier</td>
<td>7.5</td>
</tr>
<tr>
<td>Trinh, Giang</td>
<td>7.2</td>
</tr>
<tr>
<td>Tsiapkolis, Evangelia</td>
<td>9.3</td>
</tr>
<tr>
<td>Tuan, Annamaria</td>
<td>8.3</td>
</tr>
<tr>
<td>Turunen, Marianna</td>
<td>2.6</td>
</tr>
<tr>
<td>U</td>
<td></td>
</tr>
<tr>
<td>Ulqinaku, Aulona</td>
<td>7.3</td>
</tr>
<tr>
<td>V</td>
<td></td>
</tr>
<tr>
<td>Valette-Florence, Pierre</td>
<td>1.4, 5.4, 8.5</td>
</tr>
<tr>
<td>Vanderdonckt, Jean</td>
<td>3.4</td>
</tr>
<tr>
<td>Vannucci, Virginia</td>
<td>1.6</td>
</tr>
<tr>
<td>Veloutsou, Cleopatra</td>
<td>2.1, 5.3, 9.4</td>
</tr>
<tr>
<td>Vestrelli, Roberto</td>
<td>6.4</td>
</tr>
<tr>
<td>Visentin, Marco</td>
<td>8.3</td>
</tr>
<tr>
<td>W</td>
<td></td>
</tr>
<tr>
<td>Walsh, Gianfranco</td>
<td>6.6</td>
</tr>
<tr>
<td>Walten, Levke</td>
<td>5.2</td>
</tr>
<tr>
<td>Wang, Fatima</td>
<td>2.6</td>
</tr>
<tr>
<td>Wang, Qian Janice</td>
<td>5.2</td>
</tr>
<tr>
<td>Weeks, Jessica Babin</td>
<td>5.5</td>
</tr>
<tr>
<td>Wetzelmann, Klaus-Peter</td>
<td>5.2</td>
</tr>
<tr>
<td>Wijekoon, Amali</td>
<td>6.1</td>
</tr>
<tr>
<td>Wirtz, Jochen</td>
<td>8.2</td>
</tr>
<tr>
<td>Wunderlich, Nancy</td>
<td>3.3</td>
</tr>
<tr>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Xiao, Yazhen</td>
<td>6.1, 8.4</td>
</tr>
<tr>
<td>Y</td>
<td></td>
</tr>
<tr>
<td>Yadav, Neha</td>
<td>2.5</td>
</tr>
<tr>
<td>Yalcin, Taylan</td>
<td>2.4</td>
</tr>
<tr>
<td>Yan, Min</td>
<td>7.4</td>
</tr>
<tr>
<td>Yip, Nick</td>
<td>6.2</td>
</tr>
<tr>
<td>Youness, Chebli</td>
<td>1.4</td>
</tr>
<tr>
<td>Yule, Jennifer</td>
<td>5.1</td>
</tr>
<tr>
<td>Z</td>
<td></td>
</tr>
<tr>
<td>Zehetner, Andreas</td>
<td>9.2</td>
</tr>
<tr>
<td>Zhang, Haisu</td>
<td>6.1, 8.4</td>
</tr>
<tr>
<td>Zulu, Ntsatsi</td>
<td>4.4</td>
</tr>
<tr>
<td>Zulu-Chisanga, Stella</td>
<td>3.2</td>
</tr>
</tbody>
</table>
Map of Session Rooms

* Heritage Awali Lobby
A. Albion
B. Bambous
C. Chamarel
D. Dubreuil
E. Espérance
F. Floréal
THANK YOU TO OUR SPONSORS

Mauritius Tourism Promotion Authority

Diamond Sponsor

ALC - AFRICAN LEADERSHIP COLLEGE

ASSOCIATION OF PRIVATE HIGHER EDUCATION INSTITUTIONS

Rogers

Silver Sponsors

BUSINESS MAGAZINE

Bic

In-Kind Sponsors

SpringerScience–BusinessMedia