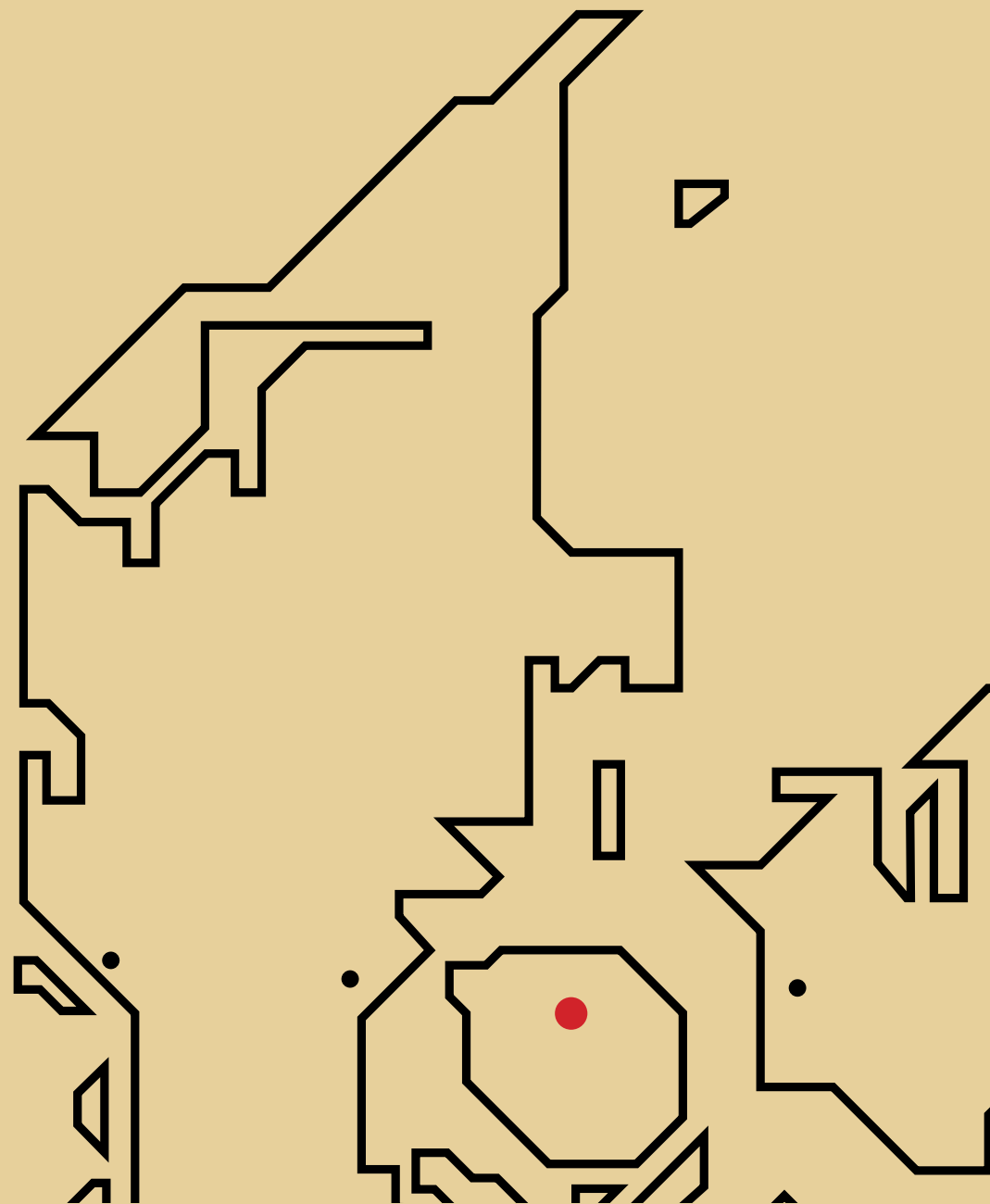


EMAC 2023

Odense - Denmark



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Welcome to EMAC 2023 – University of Southern Denmark



Professor Per V. Freytag
Chair of Organizing Committee

The organizing committee at the University of Southern Denmark has been looking forward to welcome you at the EMAC conference 2023 at ODEON in Odense. In a rapidly changing world facing many challenges, it is essential that we as researchers contribute to solving these challenges by meeting and presenting the latest research findings. The theme for the 2023 EMAC Conference is: The role of marketing in a world of the big challenges of sustainable development – bridging the B2C and B2B divide. This theme emphasizes these challenges by pinpointing the need for increased collaboration across various research areas, while maintaining professional progression within individual research areas. It highlights the

importance of interdisciplinary collaborations across and beyond these areas to create a broader understanding of the diverse aspects of various challenges.

We hope that the conference will provide the perfect platform for fostering understanding and collaboration across research areas, enhancing existing research collaborations and supporting the establishment of new collaborative connections and relationships, driving progress in the fields and addressing the big challenges.

This year's EMAC conference has attracted almost 1000 participants, which exceeds our initial expectations. We hope that the conference participants will seize the opportunity to learn more about the charming city of Odense. The social events have generated significant interest, with almost 200 people booking the boat trip along Odense River, more than 100 signing up for beer tasting and more than 60 joining a guided city tour.

We express our sincere gratitude to the management and staff at the University of Southern Denmark for their unwavering support and hard work in organizing the conference. We extend a special thanks to Pernille Holst Christensen for her tireless efforts to ensure the best possible execution of the conference.

Organizing Committee

Department of Entrepreneurship and Relationship Management:



[Per Freytag](#), Professor, Head of Research (B2B marketing)



[Kristin B. Munksgaard](#), PhD, Professor WSR, Head of Business School (B2B marketing)



[Ann Højbjerg Clarke](#), PhD, Associate Professor (Innovation)



[Anne-Mette Hjalager](#), Professor (Tourism)

Department of Business and Management:



[Domen Bajde](#), Professor, Head of Research (Consumption, Culture and Commerce)



[Søren Askegaard](#), Professor, Head of Study (Consumer research)



[Martin Hannibal](#), Associate Professor, Head of Research (International business)

Acknowledgements

The EMAC 2023 Organizing Committee would like to thank the following people for their support:

- Anne-Laure Marteaux, EIASM, Belgium
- EMAC 2023 Sponsors and Exhibitors
- EMAC 2023 Reviewers and Track Chairs
- Doctoral Colloquium 2023 Faculty
- All EMAC 2023 Participants and Presenters
- All EMAC 2023 Student workers

Sponsors



NORLYS
Vækstpulje

**NY
CARLSBERG
FONDET**

NEW CARLSBERG FOUNDATION



SDU 

Exhibitors

Exhibitors are important to conferences. The exhibitors at the EMAC conference either represent important publishing channels or offer material that can be used in teaching to train the students.

To provide better opportunities for learning more about the offerings of the exhibitors there is a special track Thursday afternoon in room **Hotellet C** from **14:00 til 15:30**.

Exhibitors are also important in keeping registration fee to a minimum. Please take time to visit the different exhibitors located in the foyer on the ground floor at ODEON.

The exhibition will be officially open during the following times:

Wednesday	May 24	08:30 – 18:15
Thursday	May 25	08:00 – 19:00
Friday	May 26	08:30 – 15:00



General Information

Conference Registration and Onsite Logistics

Conference Venue

The conference will take place at ODEON

Registration and Information Desk

EMAC 2023 delegates will receive their badge holder with keyhanger and all relevant conference information upon registration.

The Registration and Information Desk is located in the foyer of the main building. There are signs indicating its location. Please follow these signs as you enter the building.

The opening hours of the Registration and Information Desk are as follows:

Tuesday	May 23	18:00 – 20:30
Wednesday	May 24	08:00 – 18:15
Thursday	May 25	08:00 – 19:00
Friday	May 26	08:00 – 16:30

DC delegates who also register for the EMAC Conference can collect their conference badges upon registration at the Doctoral Colloquium which will be held at the University of Southern Denmark

Certificate of Attendance

Certificates of attendance will be sent out **electronically after the conference**.

Presenter and poster presentation certificates will be sent on request - if you require these, please email Anne-Laure Marteaux, anne-laure.marteaux@eiasm.be with your request.

Reviewer, track chair and session chair certificates will be sent on request - if you require these, please email Anne-Laure Marteaux, anne-laure.marteaux@eiasm.be with your request.

Wi-Fi and Social Media

Wi-fi

Free Wi-Fi is available at ODEON. It can be accessed by using the following login details:

Username: comwellhotels | Password: comwellhotels

Social Media

We invite you to join the discussion at EMAC Facebook page. Please use #EMAC_2023 | @EMAC Annual Conference

Guidelines for participants and presenter

Conference Etiquette

Mobile phones and other portable devices should be switched to 'silent' or turned off during sessions. Please also respect speakers and other delegates and refrain from talking during presentations.

Guidelines for Paper Presenters

NOTE: Presenters are requested to check their room number before their session starts (ie. early in the morning or during a coffee/lunch break).

Technical staff will be available in all meeting rooms. Presenters should not bring their own laptop as all presentations are to be uploaded to the main session room computer. It is recommended that you bring your presentation on a USB memory stick and, if possible, a backup USB version in case a file is corrupted.

NOTE: If your presentation includes movie clips, you must bring the original movie files as well as the PowerPoint file, otherwise your movie clips may not run.

Presentations must be in PowerPoint (PC/Mac) format. All computers run Windows 10 and Office 2016 formats.

A computer will be available at the Information Desk for presenters to check their presentations.

Presentation Timing

Presenters are asked to be in the room in which they are presenting at least ten minutes before the session starts so that they can meet the chair of the session and upload their presentation before the session starts. Chairs will remind presenters of their timings before the session starts. All presenters will have 15 minutes for their presentation. We strongly advise you follow the structure of your paper by including the introduction, methodology, results, conclusions, and references. There will then be further 5 minutes for discussion with the session chair, participants, and attendees.

Timekeeping

The programme contains a large number of presentations, so it is essential that the sessions start and finish on time. Please ensure that you keep your allotted presentation time, otherwise the Chair will ask you to conclude.

Guidelines for Poster Presenters

There will be a special poster viewing session on **Thursday May 25 from 17:30 to 19:00** in the foyer at ODEON.

During this session, all poster presenters are requested to be present next to their poster to answer delegate questions.

Poster set-up time	Thursday from 12:00
Poster removal time	Before Friday at 12:00

The organisers cannot be held responsible for any posters left after this time.

Housekeeping, Health and Safety Arrangement

Cloakroom

A cloakroom is available on the basement level. Please do not leave your valuables in the cloakroom, as neither EMAC 2023, the organisers, nor the venue can be held responsible for lost or damaged items. Any items left behind will be disposed after a maximum of 14 days.

First Aid

Should you require any healthcare, please contact an EMAC 2023 staff member.

If you are outside the conference venues or unable to contact a member of staff when you need assistance, please dial 0045 70110707 for the emergency medical service. Please note that if you require medical care from an external service provider, EMAC 2023 cannot cover your expenses. Please check the validity of your own personal insurance.

Insurance and Liability

The conference organisers cannot accept any liability for personal injury or loss or damage to delegates' property during, or as a result of the conference. Please check the validity of your personal insurance.

Hearing Loops

If you have hearing difficulties, please sit close to the presenter as no hearing loop systems are available in the conference rooms.

Photos During Sessions

Photographs may be taken during the conference for future marketing use by EMAC or EI-ASM.

Delegates are permitted to take photographs during presentations although we ask everyone to respect any presenters who may ask delegates to refrain from taking pictures.

Security

Your name badge must be worn at all times, otherwise you will not be admitted to the conference and Conference Dinner.

Staff

University students will be on site as conference staff throughout the conference. A member of staff will be available in the rooms to assist with presentations and throughout the conference venues to help with any queries. The staff will be easily identifiable by their white EMAC T-shirts. Please feel free to approach them with any queries you may have.

Transportation

Public transportation in Denmark makes it easy for the traveller to get around. Cities and towns have efficient public transportation system.

Scan the QR codes below for more information.

Rejsenplanen (Public transportation)



DSB (For buying train tickets)



Getting around in the city – The Tram

Odense Tramway connects the city center with the university.



Getting around in the city - Bus

In Odense, there are free inner city bus services that run every ten minutes or so. The buses are easy to recognise – they are pink and decorated with characters from Hans Christian Andersen's fairy tales.

When travelling by bus in Odense, you are travelling with FynBus. You can buy ticket as mobile tickets by downloading the app. You can pay with MobilePay or several debit cards.



Cycling

You can also rent a bike **from Donkey Republic**. Hop on an orange bike from 15 minutes to 14 days.

- Download the Donkey Republic app and create an account to rent a bike.
- Prices depend on how long you rent the bike – pay with your credit card.
- During the rental period you can park the bike anywhere on public streets, sidewalks, or footpaths (do not park the bike in places that may be of inconvenience to others or in places assigned to other purposes). In Odense you are not allowed to leave bicycles in parks or green areas.
- Ending your rental period you must return the bike to a free drop-off point – which can be found via the app. If you don't return the bike to a free drop-off point, you will be charged with a fee.



Taxi

You can always call a taxi in Odense. You can call one of the following: Mini-taxi (+45 66123712), Dantaxi (+45 48484848), or Taxasyd (+45 66154415).

Doctoral Colloquium

The European Institute for Advanced Studies in Management (EIASM) and the European Marketing Academy (EMAC) in collaboration with University of Southern Denmark, are organising the EMAC 2023 Colloquium for doctoral students in marketing.

The colloquium will be held in Odense, Denmark, on **May 21- 23 2023**, prior to the EMAC Annual Conference

The colloquium provides outstanding doctoral students in marketing who want to pursue a career in academics with an opportunity to discuss their dissertation research with other doctoral students and leading academics in the field of marketing. All topics and methodological approaches within the broad field of marketing will be considered.

The Colloquium will mostly proceed in parallel tracks based on the topical and/or methodological angle of the participants' work, as well as on the stage of the dissertation process. Students will discuss their work with their fellow students and with the faculty of the three tracks, who are renowned experts in the field. Doctoral students in different stages of their dissertation process can apply for participation in the Doctoral Colloquium.

The Doctoral Colloquium will be held in a collaborative, open and friendly atmosphere. In respect to this philosophy, participants are required to attend the entire Colloquium.

Doctoral Colloquium Faculty

Chair: Kapil Tuli (Singapore Management University, Singapore)

Consumer Behavior – Beginner

Chair: Steven Sweldens (Erasmus University, Netherlands)

Co-chairs: Alixandra Barash (NYU Stern School of Business & INSEAD)
Robert Smith (Tilburg University)

Consumer Behavior – Intermediate/Advanced

Chair: Stijn van Osselaer (Johnson at Cornell University, USA)

Co-chairs: Eileen Fischer (York University, Canada)
Vicki Morwitz (Columbia Business School, USA)

Marketing Models – Beginner

Chair: Katrijn Gielens (UNC Kenan-Flagler Business School, USA)

Co-chairs: Renana Peres (The Hebrew University of Jerusalem, Israel)
Kelly Hewett (The University of Tennessee, USA)

Marketing Models – Intermediate/Advanced

Chair: Maarten J. Gijsenberg (University of Groningen, the Netherlands)

Co-chairs: Gaia Rubera (SDA Bocconi School of Management, Italy)

Dominik Papies (Eberhard Karls Universität Tübingen, Germany)

Marketing Strategy – Beginner

Chair: Stefan Wuyts (The Pennsylvania State University, USA)

Co-chairs: Kenneth Wathne (Stavanger University, Norway)

Steven Seggie (ESSEC Business School, France)

Marketing Strategy – Intermediate/Advanced

Chair: Ajay Kohli (Georgia Institute of Technology, USA)

Co-chairs: Werner Reinartz (University of Cologne, Germany)

Ashlee Humphreys (Northwestern University, USA)

Doctoral Colloquium Venue

The Doctoral Colloquium will take place at:

University of Southern Denmark
Campusvej 55
5230 Odense

The conference department of the University of Southern Denmark offers versatile facilities, with everything from large auditoriums to several meeting rooms. The conference department is located right next to the large indoor campus square at the main entrance.

Transportation to the venue is made made easy by the newly built tramway, running continuously between the train station, the city centre and the university.

Registration

The Registration and Information Desk will be located in the Campus Square by the main entrance. Please follow the signs.

Doctoral Colloquium Dinner

The dinner will be held **Monday May 22 at 19:00** at

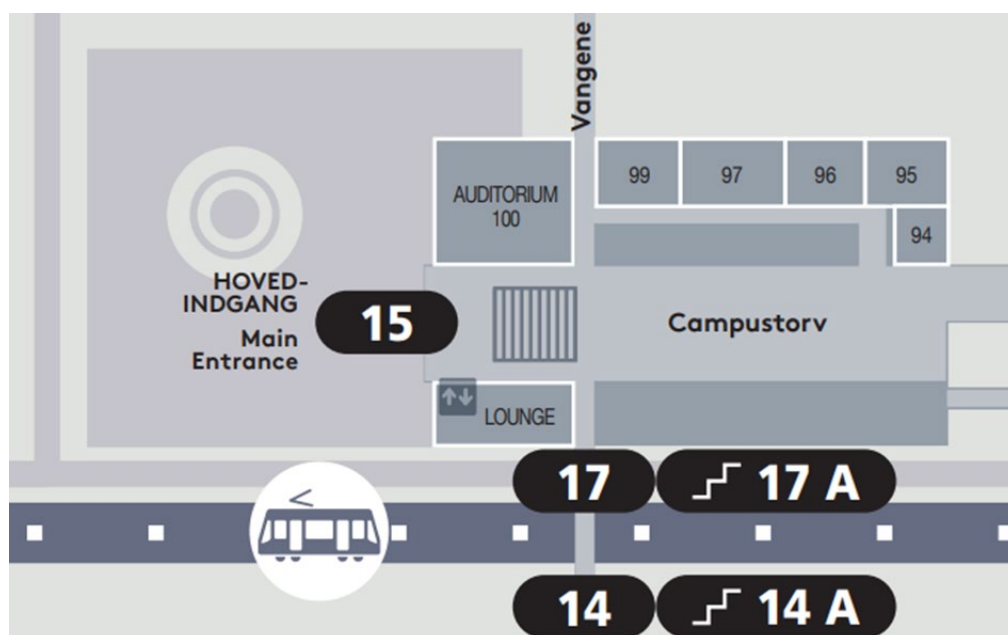
Storms Pakhus
Lerchesgade 4,
5000 Odense



From the university, take the Tram to Odense Train Station. From there it is 700 metres on foot.

Doctoral Programme

	Location O94	Location O96	Location O99	Location O95	Location O97	Location Auditorium
	Beginners' Track 1	Beginners' Track 2	Beginners' Track 3	Advanced Track 1	Advanced Track 2	Advanced Track 3
	Consumer Behaviour	Marketing Research	Marketing Strategy	Consumer Behaviour	Marketing Research	Marketing Strategy
	Faculty: Steven Sweldens Alexandra Barash Robert Smith	Faculty: Katrijn Gielens Renana Peres Kelly Hewett	Faculty: Stefan Wuylts Kenneth Wathe Steven Seggie	Faculty: Stijn van Osselaer Eileen Fischer Vicki Morwitz	Faculty: Maarten J. Gijzenberg Gaia Rubera Dominik Papies	Faculty: Ajay Kohli Werner Reinartz Ashlee Humphreys
Sunday, May 21, 2023						
13:45-13:55	Welcome by DC Chair					
14:00-15:10	Sarha Arnesen	Madhav Arora	Sakshi Babar	Jenna Barrett	Hoorsana Damavandi	Maximilian Beichert
15:10-15:30	Coffee Break - conference area					
15:30-16:40	Zainab Atia	Octavian Ciupitu	Barbara Duffek	Laura Berry	Alicja Grzadziel	Margherita Caprara
16:40-17:50	Myrthe Blösser	Johannes Fillmann	Nicolas GEX	Jonas Goergen	Paul Hilfrich	Giovanni Luca Cascio Rizzo
Monday, May 22, 2023						
08:30-09:40	Libby Chun	Lieve Heyrman	Lisa Hanf	Seongun Jeon	Lisa Joerg	Lesman Ghazaryan
09:40-10:50	Diana Duque	Bobbie Krijger	Amir Hassanzadegan	Vaishnavi Kale	Georgia Liadeli	Junqiu Jiang
10:50-11:10	Coffee Break - conference area					
11:10-12:20	Paula Liebig	Frank Ohnesorge	Natalia Rogova	Lennart Kehl	Chaoran Liu	Xia Liu
12:20-13:30	Lunch - Canteen					
13:30-14:40	Yvan Norotte	Christina Okoutsidou	Patricia Roost	Yongkun Liu	Jacob Schjødt	Robert Muenster
14:40-15:50	Hao Zhang		Janne Geertje Skamel	Jocelyne Ludoph	Daniel Winkler	Rahul Rajendra Prasad
15:50-16:10	Coffee Break - conference area					
16:10-17:10	Plenary Session - Auditorium					
19:00-...	DC Group Dinner - Storms Pakhus					
Tuesday, May 23, 2023						
08:40-09:50	Yi Zhang	Jan-von Schlieben-Troschke	Saskia Walz	Kees Smeets	Lisa Zaeuner	Janina Wiebringhaus
09:50-11:00	Yerong Zhang	Vincent Weidenbömer	Luying Zhou	Jenny Zimmermann	Yuan Yuan Zhang	Dingli Wu
11:00-11:30	Coffee - conference area					
11:30-12:30	Meet the Editors at IJRM - AUDITORIUM					
12:30-13:00	Closing Statement by EMAC President - AUDITORIUM					



Doctoral Colloquium participants

Consumer Behavior – Beginner

Hedonic consumption, perception of naturalness and their role in fostering sustainable consumption in food products

Diana Duque

How do Consumers React to AI's Distant Recommendations?

Hao Zhang

Past or Present? – Temporal Categorization of Recent Event Affects Task Initiation

Libby Chun

Companies' transparency of algorithmic price discrimination: the role of references to ethnicity versus income on consumers' perceived fairness

Myrthe Blösser

The Impact of Digital Divergence on Consumer Responses in Digital Service Interactions

Paula Liebig

Feedback as a mechanism for promoting sustainable fashion

Sarah Arnesen

Size-inclusive model photography in online fashion retailing: improving consumer decision making through body-size similarity

Yerong Zhang

Hesitance to share suboptimal products due to anticipated negative social perceptions

Yi Zhang

Interacting with Disagreeing Others: Interpersonal Determinants of Confirmatory Information Processing.

Yvan Norotte

The impact of Algorithmic pricing on Choice Deferral: Machines better than humans?

Zainab Atia

Consumer Behavior – Intermediate/Advanced

The Correspondence between Objective and Subjective Financial Well-Being: Evidence from a Nationally Representative Sample

Jenna Barrett

Consumer Perception and Adoption of Self-Moving Products

Jenny Zimmermann

The Customer as King or Equal? Subjective Socioeconomic Status Shapes Preferences for Partner- vs. Servant-Like Brands

Jocelyne Ludoph

Zero-Sum Beliefs in Autonomy Drive Consumer Perception and Use of Autonomous Products

Jonas Goergen

How Slow Can You Go? Consumer Deceleration Through Mediated Observation of Others' Experiences

Kees Smeets

Examining the influence of olfactory-enabled VR product presentations on consumer responses: the role of psychological distance.

Laura Berry

Robustness of Fluency Effects in Marketing Research – A Meta-Analysis

Lennart Kehl

How Humor Affects Copycat Preference: The Role of Acknowledging Imitation

Seongun Jeon

When and how can self-deprecating advertisements lead to positive consumer inferences?

Vaishnavi Kale

When Leader-Driven Primacy Disappears: The Product Order Primacy Effect Depends on Attribute Order

Yongkun Liu

Marketing Models – Beginner

Preference Formation in Multihoming Demand: Evidence from the US Video Streaming Market

Bobbie Krijger

What Makes Disinformation Go the Extra Mile? Examining the Dark Side of Virality

Christina Okoutsidou

Seeking for the Bias: The Informativeness of Online Product Ratings

Frank Ohnesorge

Investigating the antecedents and outcomes of product recall compliance in the US vehicle industry

Jan von Schlieben-Troschke

Holding Consumers' Hands Too Strongly Can Backfire: The Impact of Micro-Experiences on Online Lead Generation

Johannes Fillmann

Promotions: Pain or Gain? The differential impact of a price promotion ban across categories, brands and consumers

Lieve Heyrman

To Go With or Against the Stream? Investigating the Role of Congruity Between Donation Appeals and Online Chatter Content

Madhav Arora

The Role of Uncertainty on the Adoption of Innovations: Evidence from the Helium Network

Octavian Ciupitu

What drives German City Centers' Attractiveness?

Vincent Weidenböner

Marketing Models - Intermediate/Advanced

Effects of TV Advertising on Online Shopping Behavior: The Consequences of Spontaneous Visits to an Online Shop

Alicja Grzadziel

Seller Experience and NFT Resale Prices: A Study in Generative Art NFTs

Chaoran Liu

The Path to Fame - Exploiting Curator Networks to Predict Human Brand Success

Daniel Winkler

Brand Positioning 2.0: A Triangulation Of Brands' Vision, Communication, And Consumers' Perception (Essay 3)

Georgia Liadeli

Cushioning the Blow: Justifying a Price Increase in a Subscription Services Context

Hoorsana Damavandi

The Risk of Asking for More: Effect of Regular Donor Appeals on Donor Behavior

Jacob Schjødt

National Brand Listings by Discounters – How do they Affect Supermarkets?

Lisa Joerg

Endorsement Portfolios of Social Media Influencers

Lisa Zaeuner

CMO Personality and Corporate Innovation

Paul Hilfrich

How do temporary VAT cut policies change retail prices?

Yuan Yuan Zhang

Marketing Strategy – Beginner

Technology Licensing: Double-Sided Agency Problems and Solutions

Amir Hassanzadegan

Rate Before Review: Rating Negative Experience First Reduces Hostile Consumer Aggression

Barbara Duffek

Effects of Corporate Sociopolitical Activism Strategies on Consumer Responses

Janne Geertje Skamel

Unboxing video effectiveness

Lisa Hanf

A Token of Appreciation for Recycling Your Waste: Increasing Motivational Effectiveness of Small Extrinsic Incentives

Luying Zhou

Why are Complaints from Some Consumers Taken More Seriously than Those from Others? Detecting and Mitigating Gender Discrimination in Service Recovery Response

Natalia Rogova

Effects of brand-aggregator platform characteristics on national brand marketing strategy

Nicolas GEX

The impact of an ecosystem strategy on solution selling: A resource-based view perspective

Patricia Roost

Climate Marketing Strategies and Firm Performance

Sakshi Babar

How the embedding of a product in stylistic ensembles affects the price attributed to that product

Saskia Walz

Marketing Strategy – Intermediate/Advanced

How Individual-Sensed Threats Impact Consumers' Grocery Spending Allocation across Stores and Products

Dingli Wu

How Micro and Macro Influencers Should Use Aroused Language on Social Media

Giovanni Luca Cascio Rizzo

Identifying Healthcare Service Dimensions for Mentally Disordered and Disabled Patients Enhancing Compliance

Janina Wiebringhaus

Marketing budget: the construct, process and propositions

Junqiu Jiang

Who cares? The role of communication strategy and individual characteristics in the public acceptability of a waste management reform

Lesman Ghazaryan

Innovating for Women? The relationship between gender representation on the top management team and innovation's gender focus

Margherita Caprara

The Interplay of Influencer Status and Intimacy in Generating Sales: Evidence from Secondary Data and Three Field Experiments

Maximilian Beichert

Exploring Early-stage Commercialization Strategies

Rahul Prasad Rajendra Prasad

Analyzing Successful Language Tactics in Sales Calls

Robert Muenster

Consumer Responses to the Personalization of Marketing Communications: A Meta-Analysis

Xia Liu

Conference Programme – Wednesday, May 24

	Odeon 4	Odeon 2	Koncerthuset K2	Odeon 1	Koncerthuset K3	Koncerthuset K4	Odeon 105-106	Odeon 107	Odeon 200	Odeon 207	Odeon 208-209	Odeon 301-302	Hotellet B	Hotellet C	Hotellet D	Odeon 109	Odeon 108
08:30 - 10:00	Consumer Behavior	Marketing, Strategy and theory	Digital Marketing and Social Media	Consumer Behavior	Digital Marketing and Social Media	Meet the Editor - URM, JM, JRM	Social Responsibility Ethics	Business-to-Business Marketing	Product and Brand Management	Public Sector and Non-Profit Marketing	Service Marketing	SS: Online Consumer Privacy - 1	International Marketing & Marketing in Emerging Countries	SS: Sales Force Transformation: The Impact of AI and Digital	SS: Food Sustainability: Food Waste and Sustainable Diets	SS: Strategies to Overcome Constraints of Inter-organizational Relationships	
10:00 - 10:30	Break					10:00 - 10:30 Coffee with the URM, JM & JRM Editors											
10:30 - 12:00	EMAC/Enginius Doctoral Dissertation Competition	Marketing, Strategy and theory	Digital Marketing and Social Media	Consumer Behavior	Digital Marketing and Social Media	11:00 - 12:00 Meet the Editor - JIM, JR, JIOR	Social Responsibility Ethics	Business-to-Business Marketing	Product and Brand Management	SS: NFTs 3: Non-Fungible Tokens, Luxury, and Branding	Service Marketing	SS: Online Consumer Privacy - 2	International Marketing & Marketing in Emerging Countries	SS: Consumer and retailer responses to external disruptions	SS: Inside the Mind: Psychology of Non-Fungible-Tokens	SS: Marketing mix Effectiveness in Grocery Retail	
12:00 - 13:00	Lunch																
13:00 - 14:30	Consumer Behavior	Marketing, Strategy and theory	Digital Marketing and Social Media	Innovation Management and New Product Development	SS: B2B Research Symposium 1	Meet the Editor - P&M, JACR, JCR	Social Responsibility Ethics	12:30 - 14:00 Head of Marketing Forum	Product and Brand Management	Public Sector and Non-Profit Marketing	Climber Community meeting	URM Special Session - Esports, Video Games Streaming and Marketing	Sales Management and Personal Selling	Methods, Modelling & Marketing Analytics	SS: NFTs 2: Value Drivers of Non-Fungible Tokens	SS: Looking Back and Moving Forward: Current State of Research and New Insights on the Consumer-Algorithm Relationship	14:00-15:00 EMAC/Enginius Doctoral Dissertation Competition Jury meeting
14:30 - 15:00	Break																
15:00 - 16:30	Consumer Behavior	Marketing, Strategy and theory	Digital Marketing and Social Media	Innovation Management and New Product Development	Digital Marketing and Social Media	Meet the Editor - IMM, JBIM, JBR	Social Responsibility Ethics	SIG: Innovation and Stakeholders	Product and Brand Management	Public Sector and Non-Profit Marketing	Climber Community meeting	SS: Navigating uncertainty: Managing firm risk through marketing strategy	Sales Management and Personal Selling	Methods, Modelling & Marketing Analytics	SS: Marketing in the Metaverse		
16:30 - 17:00	Break																
17:00 - 18:15	Consumer Behavior	Marketing, Strategy and theory	Digital Marketing and Social Media	Consumer Behavior	Digital Marketing and Social Media	Advertising & Marketing Communications	Social Responsibility Ethics	Business-to-Business Marketing	Product and Brand Management	Public Sector and Non-Profit Marketing	Service Marketing	Innovation Management and New Product Development	Sales Management and Personal Selling	Methods, Modelling & Marketing Analytics			

Conference Programme – Thursday, May 25

	Odeon 4	Odeon 2	Koncerthuset K2	Odeon 1	Koncerthuset K3	Koncerthuset K4	Odeon 105-106	Odeon 107	Odeon 200	Odeon 207	Odeon 208-209	Odeon 301-302	Hotellet B	Hotellet C	Hotellet D	Odeon 109	Odeon 108
08:00 - 09:00	EMAC General Assembly																
09:00 - 09:30	Break																
09:30 - 11:00	SS: Lost in marketing translation?	Consumer Behavior	Marketing, Strategy and theory	Social Responsibility Ethics	Digital Marketing and Social Media	Digital Marketing and Social Media	EMAC-Sheth Foundation Sustainability Research Competition	Business-to-Business Marketing	Product and Brand Management	Retailing & Omni-Channel Management	Service Marketing	Relationship Marketing	International Marketing & Marketing in Emerging Countries	Methods, Modelling & Marketing Analytics	Pricing & Promotions	Innovation Management and New Product Development	SS: The combined use of Partial Least Squares Structural Equation Modeling (PLS-SEM) and Necessary Condition Analysis
11:00 - 11:30	Break																
11:30 - 13:00	Meet the Editor - JA, JAR, JCIRA	Consumer Behavior	Marketing, Strategy and theory	Consumer Behavior	SS: B2B Research Symposium 2	Digital Marketing and Social Media	SIG: Branding	Business-to-Business Marketing	Product and Brand Management	Retailing & Omni-Channel Management	Service Marketing	Relationship Marketing	International Marketing & Marketing in Emerging Countries	12:30-14:00 - EMAC Fellows meeting	Pricing & Promotions	Innovation Management and New Product Development	SS: The combined use of Partial Least Squares Structural Equation Modeling (PLS-SEM) and Necessary Condition Analysis
13:00 - 14:00	Lunch																
14:00 - 15:30	Meet the Editor - JNM, JSR, JSM	Consumer Behavior	SIG: Digital Marketing	Social Responsibility Ethics	SS: B2B Research Symposium 3	Digital Marketing and Social Media	SS: Effective Influencer Marketing I	Business-to-Business Marketing	Product and Brand Management	Retailing & Omni-Channel Management	Service Marketing	Tourism Marketing	Sales Management and Personal Selling	Meet the Exhibitor	Pricing & Promotions	Innovation Management and New Product Development	
15:30 - 16:00	Break																
16:00 - 17:30	Award Ceremony																
17:30 - 19:00	Foyer: Poster Presentation																

Conference Programme – Friday, May 26

	Odeon 4	Odeon 2	Koncerthuset K2	Odeon 1	Koncerthuset K3	Koncerthuset K4	Odeon 105-106	Odeon 107	Odeon 200	Odeon 207	Odeon 208-209	Odeon 301-302	Hotellet B	Hotellet C	Hotellet D	Odeon 109
08:30 - 10:00	Consumer Behavior	SS: Marketing in Highly Immersive Digital Platforms	Consumer Behavior	Social Responsibility Ethics	Digital Marketing and Social Media	Digital Marketing and Social Media	Advertising & Marketing Communications	SS: Smart Retail Technologies and Shopping Experience	Product and Brand Management	Retailing & Omni-Channel Management	SIG: Quantitative Marketing	Tourism Marketing	SS: The role of ESG for firms' stakeholders	SS: Electronic Word of Mouth	SS: Effective Influencer Marketing II	SS: Text Mining for Marketing Insights Discovery
10:00 - 10:30	Break															
10:30 - 12:00	Consumer Behavior		Consumer Behavior	Social Responsibility Ethics	Digital Marketing and Social Media	Digital Marketing and Social Media	Advertising & Marketing Communications	Business-to-Business Marketing	Product and Brand Management	Retailing & Omni-Channel Management	SIG: Retailing session	Tourism Marketing	SS: Supply-side Consequences of Market Interventions for Protection of Consumers and Small Businesses		SS: Effective Influencer Marketing III	SS: Text Mining Applications in eWOM, Social Listening, and Literature Review
12:00 - 13:00	Lunch															
13:00 - 14:30			Consumer Behavior	Social Responsibility Ethics	Digital Marketing and Social Media	Digital Marketing and Social Media	Advertising & Marketing Communications	Business-to-Business Marketing		Retailing & Omni-Channel Management	SS: The Role of the Physical Store in Retailing	Tourism Marketing	SS: Reimagining marketing education – paradoxes marketing academics experience when introducing sustainability in the marketing curriculum		SS: Effective Influencer Marketing V	
14:30 - 15:00	Break															
15:00 - 16:30			Consumer Behavior	Social Responsibility Ethics	Digital Marketing and Social Media		Advertising & Marketing Communications			Retailing & Omni-Channel Management	SIG: Service Marketing		SS: Product Reviews		SS: Effective Influencer Marketing IV	

Welcome Reception and Conference Dinner

Welcome Reception, May 23, 19:00 – 20:30

The Welcome Reception will take place in the **foyer of the ODEON**. After checking in at the information desk, you can join the reception immediately afterwards.

Attendance is included in the conference registration fee and includes:

- Finger food with wine, beer and soft drinks

Conference Dinner, May 26, 19:00 – 00:30

The EMAC 2023 Conference Dinner is a highlight of the conference, providing an evening of networking and entertainment. The Dinner will be held at the **ODEON, in ODEON 4**.

Attendance is included in the conference registration fee and includes:

- A 3-course dinner
- Wine, beer and soft drinks
- Music (DJ)



Social Events

EMAC 2023 Organizing Committee has arranged for optional social activities to all registered conference participants. All social activities are fully booked.

River Cruise, May 25 at 19:00

Join us for a 1-hour river cruise. Enjoy a stunning city break on the water with views of beautiful old gardens and striking scenery. The cruise includes a snack and 1 beer/soda.

Meeting point: Information Desk, ODEON	
Meeting time:	18:40
Duration of the event:	19:00 – 20:00

Beer Tasting at Anarkist Beer & Food Lab, May 24 at 19:00

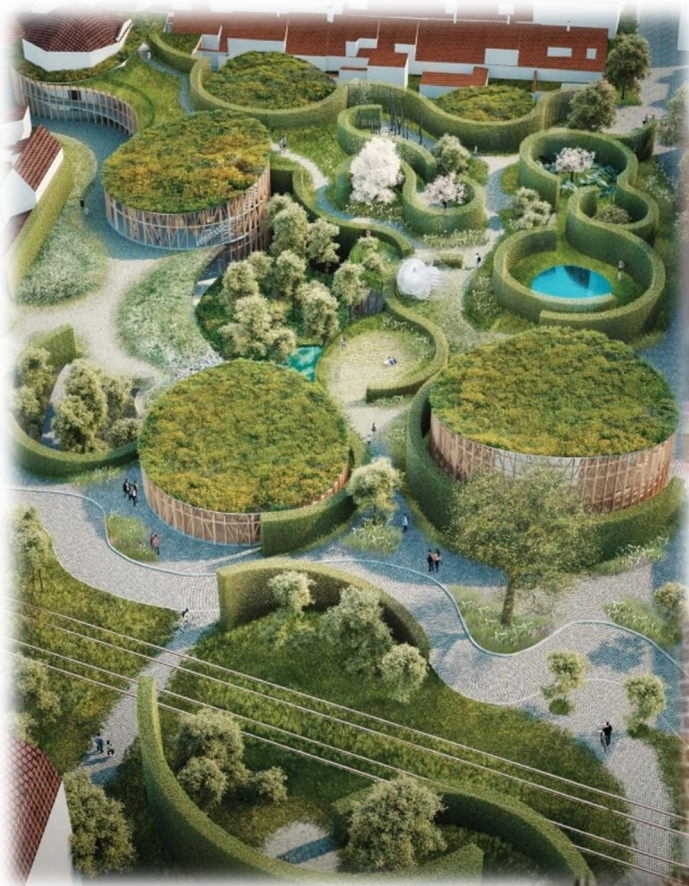
You will be served four different speciality beers (15 cl.). You can taste something from our tap wall, but also from our bottle shop, where several Danish microbreweries are represented.

Meeting point: Information Desk, ODEON	
Meeting time:	18:45
Duration of the event:	19:00 – 20:00

City Walk in H.C. Andersen's Odense, May 24 at 18:30 and 19:00

Come and hear about H.C. Andersen's childhood in Odense and how the experiences in the author's childhood helped shape some of the fairy tales we all know today. The tour starts at H.C. Andersen's house and passes both his birthplace and his childhood home. Along the way, there will be stops at places that were important to H.C. Andersen and his childhood.

Meeting point: Information Desk, ODEON	
Meeting time:	18:20 and 18:50
Duration of the event:	18:30 – 20.00 and 19:00 – 20:30



EMAC Distinguished Marketing Scholar Award 2023

This annual award is designed to be the highest honour that a marketing educator who has had extensive connections with EMAC (The European Marketing Academy) can receive. The two main criteria for the award are:

- Outstanding marketing scholarship as reflected in extensive, impactful research contributions
- Outstanding contributions to the European Marketing Academy

EMAC is proud to present the EMAC Distinguished Marketing Scholar Award 2023 to Professor Professor Dr. Werner Reinartz and Professor Els Gijbrecchts, which both will present a lecturer on **Thursday, May 25 at 16:00 in Odeon 4.**

Professor Dr. Werner Reinartz, University of Cologne

The evolution of CRM: where its coming from and where it is going

Since its beginnings in the late 1990s, the Customer Relationship Management (CRM) concept and its implementation has come a long way – both academically and managerially. It has grown into a strong marketing strategy concept and one cannot imagine a contemporaneous go-to-market strategy without a clear CRM implementation. Likewise, a considerable stream of literature has evolved since then. Linking to my own research, I will sketch out key developments in the field and then turn towards a number of future developments and challenges.

Els Gijbrecchts, Tilburg University

The Perks and Perils of Going Online: Reflections and Retailer Implications

With Covid mostly out of the way, it seems that growth in the online channel is slowing down. This puts retailers under great strain. Consumers take the 'perks' of shopping online for granted and count on the 'perils' to be solved. Retailers have to live up to these expectations while keeping a positive bottom line. After a brief review of the consequences of shopping online for consumers - in terms of convenience, cost, consumption and control – I reflect on some new retailer initiatives and research questions to address this challenge.

After the lecturers the **Award Ceremony** will start in **Odeon 4.**

EMAC-Enginius Doctoral Dissertation Competition

New generations of marketing experts are crucial to develop the theories and tools that shape the future of our field. The EMAC-Enginius Doctoral Dissertation award recognizes and encourages this emerging talent.

Three finalists will be honored with cash prizes and will present their work during the EMAC/Enginius Doctoral Dissertation Award special session scheduled on **May 24 at 10:30-12:00 in Odeon 4**.

Janina Garbas, RWTH Aachen University

You want to sell this to me twice!? How perceptions of betrayal may undermine internal product upgrades

Physical products (e.g., cars, phones) increasingly evolve into dynamic service platforms that allow for customization through fee-based activation of restricted add-on features throughout their lifecycle. For instance, carmakers like Tesla and Audi increasingly transform their cars into such platforms and sell vehicles with built-in add-on features that are restricted in their function (e.g., limited extra-battery power). Notably, for an additional fee, consumers can re-configure their cars by activating those features over the course of their ownership. The authors refer to this emerging phenomenon as “internal product upgrades”. Despite the emerging importance in the marketplace, little marketing research has examined how consumers respond to having to pay for activating deliberately restricted features in a physical product they own. Drawing on normative expectations literature, this research examines pitfalls of internal product upgrades that marketers need to understand. Six studies in two different contexts (consumer-electronics, automotive) reveal that consumers respond less favorably to internal (vs. external) product upgrades. The analyses show that customer-perceived betrayal, which results from increased feature ownership perceptions, drives the effects. Moreover, this research identifies three boundary conditions: it shows that the negative effects are attenuated when (1) the company (vs. consumer) executes the upgrading, and (2) consumers upgrade an intangible (vs. tangible) feature. Finally, consumers react less negatively when (3) the base product is less relevant to their self-identity.

Sven Bähre, University of Limerick / adidas AG

Net Promoter Score (NPS) as a Predictor of Future Sales Growth – Empirical Insights to Improve Managerial Practice

NPS is claimed to be a superior predictor of sales growth and is based on responses to the Likelihood-to-Recommend (LTR) question which are categorized as Promoters, Passives, and

Detractors. Initially adopted as a transaction-based loyalty metric it has evolved into a brand health metric that is measured for all potential customers. Despite enduring managerial popularity, academia raised methodological issues in the original NPS study and in the NPS calculation. Prior studies provide mixed evidence of NPS' relationship with sales growth and did not address the academic critique. This thesis explores whether NPS is a reliable predictor of sales growth by empirically investigating (a) the academic critique on the original NPS research, and (b) the NPS calculation by comparing NPS to other calculations based on LTR. The research is based on 193,220 responses in the US sportswear industry measured over five years. The results confirm that if it is used correctly (i.e., using regression modelling to investigate short-term growth focused improvements in NPS), NPS is a reliable predictor of sales growth, however, based on the LTR question a top-2-box metric is a more effective measure. The results also confirm that NPS can be used as a measure of brand health when it is collected for all potential customers. Extending the research to focus on ten countries the thesis finds that NPS is not directly comparable across countries, as country specific response biases impact the LTR question. Therefore, a novel calibration approach is proposed which leads to directly comparable metrics across countries. Overall, this thesis (a) confirms that NPS is a reliable, but not the most effective, predictor of sales growth, (b) provides empirical insights for managers on implementing NPS, and (c) outlines a future NPS research agenda.

Martin Reisenbichler, WU - Vienna University of Economics and Business **Machine Learning Based Content Marketing Optimization**

Content marketing is a mainstay in today's digital marketing efforts and refers to producing tailored and optimized content for clearly specified target audiences, like search engine optimized (SEO) texts on websites. In content marketing, firms typically rely on handcrafted content, which is a time consuming, costly, and error prone task. However, in recent years, we witnessed an increasing availability of big data and the rise of advanced natural language generation (NLG) models. Thus, we could be at the brink of a technology driven revolution in content marketing, leading to high automation and optimization. However, we know little about implications of automation capabilities, cost savings, application domain specific advantages, as well as on firm profits, consumer perception and behavior. Using state of the art theoretical foundations and methods of NLG, we introduce novel automatized methods for content generation in the exemplary application domains search engine optimization (SEO) and sponsored search engine advertising (SEA). We extensively test these by collaborating with companies in real world settings using a series of experiments, surveys, simulation studies and behavioral data. We demonstrate that while our system can create unique, human like SEO and SEA content that outperforms experts in both fields (SEO and SEA) leading to higher online visibility and conversions, the role of the human editor still remains essential. Additionally, we demonstrate that our approach substantially cuts content production costs and illustrate multiple cost, optimization, and performance tradeoffs in SEA.

EMAC–Sheth Foundation Sustainability Research Competition

The EMAC-Sheth Foundation Sustainability Research Competition this year attracted 50 research proposals. The selection committee (**Renana Peres, Roland Rust, and Ajay Kohli**) selected two winners who will receive 5.000 EUR each. In addition, three proposals will receive Honorable Mentions.

The EMAC–Sheth Foundation Sustainability Research Competition will take place **Thursday, May 25, 09:30-11:00 in Odeon 105-106.**

This year's special session will feature the two award winners and an industry perspective on sustainability:

1. "Increasing Sustainable Consumption: Product-Specific Environmental Impact Scores" by **Ursa Bernardic, Suchita Srinivasan** and **Massimo Filippini**, ETH, Zurich, Switzerland.
2. "Climate Marketing Strategies and Firm Performance" by **Sakshi S. Babar** and **Sundar Bharadwaj**, University of Georgia, USA.
3. "Our Business is Sustainability" by **Flemming Lynge Nielsen**, Director, Sustainability and ESG at Danfoss A/S, Denmark.

EMAC Climber Community

The next EMAC Climber Community (EMAC CC) meeting will take place during the 52nd EMAC Annual Conference in Odense (Denmark).

The EMAC CC aims to establish a community of early career scholars in Marketing throughout Europe and other continents. Several research organizations and conferences in Europe offer a special program for PhD students and/or networking possibilities for full professors. However, the generation between beginners and successful leaders sometimes seems to be forgotten, although they represent the potential marketing professors of the future. In other words, they are the "climbers" of the European Marketing Academy.

Marketing scholars at an early stage of their career (e.g., assistant professor, Post-Doc, research fellow, etc.) are invited to participate in the EMAC CC meeting on Wednesday afternoon during the conference.

Agenda

Formal meeting, Wednesday, May 24, 13:00 – 16:30 (two subsequent afternoon sessions)

Session 1: 13:00 – 14:30

- Welcoming words by EMAC's president *Tammo Bijmolt*
- Keynote Speech "**Tips for Becoming a Successful Professor**" followed by an open discussion by *Professor Roland T. Rust*

Roland T. Rust is Distinguished University Professor and David Bruce Smith Chair in Marketing at the Robert H. Smith School of Business at the University of Maryland, where he is founder and Executive Director of the Center for Excellence in Service. He is also International Research Fellow of Oxford University's Centre for Corporate Reputation (UK), as well as VP of Publications for the European Marketing Academy. This Summer, he will assume the role of VP of Publications for the American Marketing Association. His lifetime achievement honors include the AMA Irwin/McGraw-Hill Distinguished Marketing Educator Award, the EMAC Distinguished Marketing Scholar Award, Fellow of the INFORMS Society for Marketing Science, the Paul D. Converse Award, Fellow of the American Statistical Association, as well as the top career honors in service marketing, marketing research, marketing strategy, and advertising, and honorary doctorates in economics from the University of Neuchatel (Switzerland) and the Norwegian School of Economics. He was one of the inaugural honorees in the American Marketing Association's Marketing Legends video series, and one of the inaugural AMA Fellows. Awards for his publications include four best article awards from the Journal of Marketing, as well as the Berry/AMA Book Award for the best book in marketing. He served as Editor-in-Chief of the Journal of Marketing, founded the annual Frontiers in Service Conference, was founding Editor-in-Chief of the Journal of Service Research, and served as Editor-in-Chief of

the International Journal of Research in Marketing (IJRM). He has consulted with many leading companies worldwide, including such companies as American Airlines, AT&T, Comcast, Dow Chemical, DuPont, Eli Lilly, FedEx, Hershey, Hewlett-Packard, IBM, Lockheed Martin, Microsoft, NASA, NCR, Nortel, Procter & Gamble, Sears, Sony, Starwood, Tata, Unilever, and USAA. A national class distance runner in his collegiate days, he has been inducted into the DePauw University Athletic Hall of Fame. He has coached one age group world champion and several age group national champions in track and triathlon.

Session 2: 15:00 – 16:30

- **Networking:** The second part of the EMAC CC meeting is again fully dedicated to the development of an international research network among participating early career scholars in Marketing. The purpose of this second session is thus to get to know other EMAC CC members more closely; exchange experiences regarding research, research funding, or (inter)national job search processes; find out about potential joint research interests; and ideally establish the foundation for joint future collaborations and/or exchanges across countries.

Heads of Marketing Forum

The Marketing Department Head Forum has become a tradition at EMAC. In this forum, department heads and all interested faculty discuss current topics and exchange ideas.

The Forum is planned for **Wednesday, May 24, 2023, from 12:30 to 14:00, Odeon 107**

The theme of this year's Forum is **“How to maximize utility from a department seminar series?”**

Example questions/discussion points include:

- How to best involve Ph.D. students?
- How to ensure good participation and discussion across sub-fields (behavioral, quant, strategy, ...)?
- How to make the speaker welcome and their time worth the trip?
- How to finance a seminar series?
- What if the department is small?
- If and how to share resources with other institutions?
- Expectations and tips for one-on-one meetings

Peter Ebbes (HEC Paris) and Tetyana Kosyakova (Frankfurt School of Finance & Management) will reflect on their personal experience and learnings across different university systems and department cultures to lead into the discussion.

The program is as follows:

12:30 Welcome
12:40 Peter Ebbes (HEC Paris)
13:00 Tetyana Kosyakova (Frankfurt School of Finance & Management)
13:20 Discussion
13:45 Forum ends

Summary of EMAC Associated Meetings

Tuesday May 23 – SDU – CLOSED EVENTS		
09:00-12:00	Steering committee Meeting	Stævnen – Lounge
13:30-16:00	Executive committee Meeting- working groups	O96 and O94
13:00-16:30	EMAC/IJRM Reviewer workshop	Auditorium and O95, O97, O99
17:00-20:00	Marketing Jobmarket Simulation Workshop	O99 and O94, O95, O96, Stævnen – Lounge
17:00-18:30	IJRM Editorial Board meeting	O97
Wednesday May 24 - ODEON		
10:30-12:00	EMAC/Enginius Doctoral Dissertation Competition	Odeon 4
10:00-10:30	Coffee with the IJRM, JM & JMR Editors	Koncerthuset K4
12:30-14:00	Head of Marketing Forum	Odeon 107
13:00-16:30	Climber Community Meeting (CLOSED EVENT)	Odeon 208-209
14:00-15:00	EMAC/Enginius Doctoral Dissertation Competition Jury meeting (CLOSED EVENT)	Odeon 108
Thursday May 25 - ODEON		
08:00-09:00	EMAC General Assembly	Odeon 4
12:30-14:00	EMAC Fellows Meeting (CLOSED EVENT)	Hotellet C

Meet the Editor

Wednesday, May 24

08:30-10:00, Koncerthuset K4

International Journal of Research in Marketing (IJRM), Journal of Marketing (JM) and Journal of Marketing Research (JMR)

Martin Schreier, Shrihari Sridhar and Kapil Tuli

10:00-10:30

Coffee with the IJRM, JM & JMR Editors

11:00-12:00

Journal of International Marketing (JIM), Journal of Retailing (JR) and Journal of Inter-Organizational Relationships (JIOR)

Kelly Hewett, Katrijn Gielens and Vishal Kashyap

13:00-14:30

Psychology & Marketing (P&M), Journal of the Association for Consumer Research (JACR) and Journal of Consumer Research (JCR)

Giampaolo Viglia, Vicki Morwitz and Bernd Schmitt

15:00-16:30

Industrial Marketing Management (IMM), Journal of Business and Industrial Marketing (JBIM) and Journal of Business Research (JBR)

Adam Lindgreen, Roberto Mora Cortez/Michael Ehret and Stacey G. Robinson

Thursday, May 25

11:30-13:00, Odeon 4

Journal of Advertising (JA), Journal of Advertising Research (JAR) and Journal of Current Issues and Research in Advertising (JCIRA)

Sara Rosengren, Colin Campbell and Sukki Yoon

14:00-15:30, Odeon 4

Journal of Interactive Marketing (JNM), Journal of Service Research (JSR) and Journal of Sustainable Marketing (JSM)

Sonja Gensler, Ming-Hui Huang and Elif Karaosmanoglu

EMAC Special Interest Groups (SIGs)

So far EMAC is one large community with only limited specialization. However, with more specialization in our field, we observe a growing need to specialize and form smaller sub-communities in specific fields. We already observe that in the annual conference, where specific special sessions are organized around specific topics. These special sessions are labeled as Special Interest Groups.

Innovation and Stakeholders

Paul H. Driessen, Radboud University
Bas Hillebrand, Radboud University
Annouk Lievens, University of Antwerp

Branding

Richard Gyrd-Jones, Copenhagen Business School

Digital Marketing

Lara Lobschat, Maastricht University
Evert de Haan, University of Groningen

Quantitative Marketing

Dominik Papies, University of Tübingen
Stephan Seiler, Imperial College Business School

Service Marketing

Jenny van Doorn, University of Groningen
Thorsten Hennig-Thurau, University of Muenster

Retailing

Lien Lamey, KU Leuven
Jonne Guyt, University of Amsterdam
Els Gijsbrechts, Tilburg University

SIG Session

Wednesday, May 24

15:00-16:30, Odeon 107

Innovation and Stakeholders

Tensions and paradoxes in marketing innovation

Organizers: Paul H. Driessen, Radboud University; Bas Hillebrand, Radboud University; Annouk Lievens, University of Antwerp

In cooperation with ANZMAC SIG MASHIN

Sustainable green gold? Examining the paradoxes of intersecting market-shaping strategies in Nordic forestry (15 mins)

Suvi Nenonen, Stockholm School of Economics; Kaisa Koskela-Huotari, Stockholm School of Economics; Hans Kjellberg, Stockholm School of Economics

Institutional dynamics of delayed preannounced innovation: using deep learning language models to study multilevel legitimacy formation (15 mins)

Andre Luis Araujo da Fonseca, Northwestern University; Ashlee Humphreys, Northwestern University

Managing tensions in digital servitization: a paradox theory approach (15 mins)

Christian Kowalkowski, Linköping University

Panel discussion (30 mins)

Panelists: Andre Luis Araujo da Fonseca, Northwestern University; Ashlee Humphreys, Northwestern University; Ajay Kohli, Georgia Institute of Technology; Christian Kowalkowski, Linköping University; Suvi Nenonen, Stockholm School of Economics

Moderated by: Paul H. Driessen, Radboud University

Thursday, May 25

11:30-13:00, Odeon 105-106

Branding

Exploring the crossroads between brand, work and consumption: where is the person?

Through a panel discussion we will discuss:

- What roles do brands perform in late modernity, in consumption, production, work, travel and play?

- What implications does this have for individuals, communities, places and organisations?
- What is the logic of brands when brands become persons/employers/site of work? Must we reform labour ethics as people become brands?
- In an age where employees are looking for purpose, does corporate and place brand purpose provide enough? Why do employees or citizens need to live the brand out in their private displays? For whom? What are the power dynamics and how is brand labour compensated?
- What challenges are there to us as academics in creating a new field across the domains of organisation studies, consumer culture theory and branding? How can we engage (publish) and contribute to critical discussions?

Panelists: Fleura Bardhi, Casss Business School; Fabienne Berger-Remy, IAE Paris - Sorbonne Business School; Szilvia Gimothy, CBS.

14:00-15:30, Koncerthuset K2

Digital Marketing

ChatGPT and other AI tools; Consequences for how we conduct research and how we teach

Organizers/discussants: Lara Lobschat, Maastricht University; Evert de Haan, University of Groningen

Panelists: Matilda Dorotic, BI Norwegian Business School; Michael Haenlein, ESCP Business School; Raoul Kübler, ESSEC Business School

Artificial Intelligence (AI) tools like ChatGPT have received a lot of attention in a short period. These tools can conduct tasks that, until recently, many people thought were exclusively the domain of humans, like understanding and producing (logical sounding and complicated) texts and other creative output. On the one hand, the development of these tools creates new opportunities, e.g., they can help with generating ideas, looking for, summarizing, and writing up information, and assisting in (or taking over) many tasks. On the other hand, this development can also cause threats, e.g., these tools can make certain jobs redundant, might generate believable but unreliable output due to biases, and can create a new form of plagiarism that is harder to detect. In this session by the Special Interest Group (SIG) on Digital Marketing, three panelists will shine their light on how ChatGPT and other AI tools can affect the way we do research, suggest directions for future research, as well as discuss the impact this might have on the way we teach.

Friday, May 26

08:30-10:00, Odeon 208-209

Quantitative Marketing

Quantitative Marketing Research - Hot Topics and Recent Developments

Chair: Dominik Papies, University of Tübingen; Stephan Seiler, Imperial College Business School

Machine Learning in Marketing

Stephan Seiler, Imperial College Business School

Causal Machine Learning – A Hands-on Tutorial with Double Machine Learning

Jonathan Fuhr, University of Tübingen, Germany

Dominik Papies, University of Tübingen

Image Data for Machine Learning Research in Marketing

Maximilian Witte, University of Hamburg

10:30-12:00, Odeon 208-209

Retailing

(New) Data Sources in Retailing: Opportunities and Challenges

Chair: Lien Lamey, KU Leuven; Jonne Guyt, University of Amsterdam; Els Gijsbrechts, Tilburg University

Intro: Data Sources in Retailing: Opportunities and Challenges

Katrijn Gielens, University of North Carolina at Chapel Hill

Web Scraping in a Retailing Environment: What Data can be Collected?

Hannes Datta, Tilburg University; Jonne Guyt University of Amsterdam

Understanding Consumer Search: What can we Learn from Pre-purchase Data?

Stephan Seiler, Imperial College Business School

Eye-Tracking Methods in Retailing Field Studies: Opportunities and Challenges

Carl-Philip Ahlbom, University of Bath; Jens Nordfält, University of Bath

15:00-16:30, Odeon 208-209

Service Marketing

Real-time Social Interactions in the Digital Age: From Robots to the Metaverse

Session Chairs and Co-chairs: Jan Schumann, University of Passau; Bart Larivière, KU Leuven and Ghent University

Presenters and Panelists: Jenny van Doorn, University of Groningen; Thorsten Hennig-Thurau, University of Münster; Jana Holthower, University of Groningen; Ming-Hui Huang, National Taiwan University; Koen Pauwels, D'Amore-McKim School of Business at Northeastern University

With the age of automation and robotization in full swing, technology fundamentally alters how consumers interact with service providers and companies. While technology-mediated real-time social interactions are not an entirely new phenomenon – they have occurred via the phone already for decades – emerging technologies profoundly change not only the frequency of their occurrence, but also their quality and experience. Innovative technologies also address current pressing societal challenges such as personnel shortages, where robots can compensate for shortages of health care service personnel and the metaverse makes travel time irrelevant and working hours more efficient.

The goal of this session is to bring together insights on how different technologies change real-time social interactions, affect the service experience, and identify common learnings and challenges, also reflecting dark sides. Questions this session strives to address are: How are real-time social interactions experienced? Do positive and negative stimuli – praise, excellent service, service failures, reprimands, but also serious transgressions – have the same effect as in real-time social interactions that do not involve technology? Are there spillover effects to non-technological social interactions; e.g., does rudeness to robots or to other agents in the metaverse lead to more rudeness to fellow-humans?

After two research presentations that highlight two examples of real-time social interactions in the Digital Age, a panel with prolific researchers in the field will discuss the rise of technology-enabled real-time social interactions, its challenges in practice and highlight fruitful avenue for future research that can serve as inspiration for in particular junior scholars, in an interactive format.

Poster Session

EMAC 2023 will have a single dedicated poster session, taking place on Thursday May 25 from 17:30 to 19:00 at the Foyer at ODEON, right after the Award Ceremony.

Advertising & Marketing Communications

P-1	Shaping Brand Attitudes: Comparing the Effects of Marketing Communication Through Voice Assistants and Chatbots Hannah Kraemer, University of Applied Sciences Mainz; Isabelle Hillebrandt, Mainz University of Applied Sciences; Bjoern Ivens, University of Bamberg; Philipp Rauschnabel, Digital Marketing and Media Innovation
P-2	Dual Process Intuitions: Consumers' Beliefs About Persuasion Processing Drive Morality of Marketing Communications Zarema Khon, Nazarbyaev University; Yi-Ju Chen, University of Bath; Yvetta Simonyan, University of Bath; Haiming Hang, University of Bath; Samuel Johnson, University of Warwick
P-3	Enhancing tales through games: the brand storytelling gamification Elías Vega Riera, Universidad de Valladolid; Carmen Camarero, University of Valladolid
P-4	Brand Commercialization Vanessa O'Neill, Technische Universität Braunschweig; Christof Backhaus, Edinburgh Napier University Business School; T. Cornwell, University of Oregon; David Woisetschläger, Technische Universität Braunschweig
P-5	The specificities of word-of-mouth creation through events Olivier Kovarski, EM Normandie; Julian Hofmann, EM Normandie Business School

Business-to-Business Marketing & Supply Chain Management

P-6	The effect of creative job titles on perceived value in business services Dorian Florea, Centrum Graduate Business School, Pontifical Catholic University of Peru; María Elena Raquel Nieto-Saucedo, Anáhuac University Mexico; Claudiu-Cătălin Munteanu, The Bucharest University of Economic Studies
P-7	Why firms should join circular economy networks beyond economic returns? The role of stewardship Debora Casoli, University of Bologna; Annamaria Tuan, University of Bologna; Marco Visentin, University of Bologna; Giuseppe Cappiello, Università di Bologna
P-8	Looking for resource density and liquidity in digital business networks Ruiqi Wei, Emlyon Business School; Catherine Pardo, Emlyon business school

Consumer Behaviour

P-9	Can I still eat this? Using Implicit and Explicit Measures to Explore Consumer Behavior towards Food Products with Date Labels Christina Neubig, Technical University of Munich; Jutta Roosen, Technical University of Munich
P-10	Consumer responses to gender-neutral package design: The role of consumer gender, gender identification, and product category Kristina Nickel, Kiel University; Janneke Blijlevens, RMIT University
P-11	Combining Q methodology and survey research to investigate consumers' varying responses to the pandemic Corinna Hempel, Technical University of Munich
P-12	Sports consumer's attitude regarding brands using sports as a marketing platform Mihaela Constantinescu, The Bucharest University of Economic Studies; Andreea Orindaru, The Bucharest University of Economic Studies; Stefan Caescu, Bucharest University of Economic Studies; Florina Botezatu, Bucharest University of Economic Studies; Adrian Apostol, Advanced Ideas Studio
P-13	What is the consumer's process to reduce meat consumption? The journey of flexitarians analysed through the Life Course Paradigm Theory Caroline Aparicio Dutra Souza de Pereira, University of São Paulo; Kavita Hamza, University of Sao Paulo; Gabriela Nobre Dias, University of São Paulo; Aline Ribeiro Gomes, University of São Paulo
P-14	When Red Bull Gives Wings To Sleepy Consumers: How Sleepiness Moderates the Impact of Brand Exposure Effects Sebastian Sadowski, Radboud University Nijmegen; Yannick Joye, ISM: University of Management and Economics; Bob Fennis, University of Groningen
P-15	Plant-based food: a matter of identity? An investigation of the role of identity threat in plant-based food purchasing choices Martina Di Cioccio, Luiss Guido Carli University; Luigi Monsurro, Sapienza University of Rome; Carmela Donato, Luiss University
P-16	The Impact of Package Label's Design Preference on Consumer's Attention and Purchase Intention Kristian Pentus, University of Tartu; Anne-Mai Niit, University of Tartu; Andres Kuusik, University of Tartu; Liudmyla Dorokhova, University of Tartu; Brent McKenzie, University of Guelph, Lang School of Business and Economics
P-17	A Review and Comparison of Eating Motivation Scales Liamell Quezada, Siena College; Sukriye Atakan, Siena College
P-18	Cleaning with bacteria, why not? How consumers' mental abilities influence the evaluation of incongruent products. Nadine Benninger, Technical University of Munich; Steve Hoeffler, Owen Graduate School of Management at Vanderbilt University
P-19	Making digital stuff ownable with blockchain technology: The case of NBA Topshot NFTs Konstantinos Lianidis, University of Southern Denmark; Domen Bajde, University of Southern Denmark; Mikkel Nøjgaard, University of Southern Denmark

P-20	The embarrassment gap – difference in perceptions when disclosing embarrassing information Meikel Soliman, Leuphana University Lüneburg; David Loschelder, Leuphana University Lüneburg
P-21	Money illusion for others Rajarshi Majumder, Grenoble Ecole de Management; Ignazio Ziano, University of Geneva
P-22	Taste of Moral – Influence of Moral Values on Taste Expectations Regina Harms, Heinrich Heine University Düsseldorf; Stefan Diebach, Heinrich Heine University Düsseldorf; Nadine Gier, Heinrich Heine University Düsseldorf
P-23	Misinformation and mistrust mindsets: the spillover effects of misinformation Giandomenico Di Domenico, Cardiff University; Gita Johar, Columbia University; Yu Ding, Stanford University
P-24	How to build lasting relationships with consumers through experiential brand events – Example from a real-life application Reynald Brion, TBS Business School
P-25	Modeling the payment patterns of subscription video-on-demand users Diana Serrano de Lara, Universidad Autónoma de Madrid; Ignacio Redondo, Universidad Autónoma de Madrid
P-26	Attitude drives action: Young adults' money attitudes and its impact on financial literacy Jeandri Robertson, Luleå University of Technology; Caitlin Ferreira, University of Cape Town; Linda Aguirre, Luleå University of Technology
P-27	Do they know? Consumer perception of greenwashing in food Susanne Pedersen, Aarhus University
P-28	Crises and their impact on consumers' shopping styles Andrea Gröppel-Klein, Saarland University; Kenya-Maria Kirsch, Saarland University
P-29	Do Consumers Invest in Non-Fungible Tokens (NFTs) for Self-Enhancement or Do Wise Consumers Shop for NFTs, Too? Nils Hossli, University of Zurich; Martin Natter, University of Zurich
P-30	Buying organic food. The case of Spain. Pedro Mata, ESIC Business & Marketing School; Tamar Buil, ESIC Business & Marketing School

Digital Marketing & Social Media

P-31	The influence of the quantity of mistakes in online reviews on the reactions of internet users Egwen Kervizic, Université Paris 1 Panthéon-Sorbonne; Jean-François Lemoine, Université Paris 1 Panthéon-Sorbonne
P-32	Ready to lie? An approach to the main motivations in online sweepstakes and quizzes Santiago Forgas-Coll, University of Barcelona; Laura Saez-Ortuno, University of Barcelona; Rubén Huertas-García, University of Barcelona; Javier Sánchez-García, Universitat Jaume I

P-33	Artificial emotional intelligence: a bibliometric review Giulia Pavone, Kedge Business School
P-34	The influence of the characteristics of commercial websites' menus on the emotional reactions and behavioral intentions of internet users Thomas Sender, Université Paris 1 Panthéon-Sorbonne; Jean-François Lemoine, Université Paris 1 Panthéon-Sorbonne
P-35	Influencers versus Collective Atmospherics Impact on Buying Intentions in Livestreaming E-Commerce: An Integrated Examination of Bandwagon and Halo Effects Ruyu Yun, Loughborough University; Jie Meng, Loughborough University
P-36	Worth it? An analysis of user digital engagement from sponsored versus non-sponsored influencers' videos Eliane Francisco-Maffezzoli, Pontifical Catholic University of Paraná; Ana Cristina Munaro, Pontifícia Universidade Católica do Paraná; João Pedro Santos Rodrigues, Pontifícia Universidade Católica do Paraná; Maria Tosin, Pontifícia Universidade Católica do Paraná
P-37	Born with a Nationality Online: The role of country-of-origin in virtual influencer's personal brands Katie Leggett, Anglia Ruskin University; Minna Lammi, Anglia Ruskin University
P-38	Information shared by humans vs Artificial Intelligence (AI) on social networking sites – The impact of message acceptance, perceived intrusiveness and relevance on user action Hanne Knight, University of Plymouth; Stefan Hoffmann, Kiel University; Mohamed Hadoud, The British University in Dubai
P-39	We are all in this Together! Evolution of the Brand-related Sentiment in Times of Global Crisis Yuliya Kolomoiets, Modul University Vienna; Daniel Dan, Modul University Vienna
P-40	Stimulating engagement with unboxing videos – Does speech matter? Lisa Hanf, University of Wuppertal; Ina Garnefeld, University of Wuppertal; Eva Böhm, TU Dortmund University; Sabrina Helm, University of Arizona
P-41	An exploratory study of the impact of gender congruence, self-esteem, and type of message in consumers' perception of content produced by digital influencers Fabio Sandes, Universidade Lusófona; Paula Lopes, Universidade Lusófona; Rui Estrela, Universidade Lusófona de Humanidades e Tecnologias
P-42	Perceptions of user experience and service quality based on online ratings of mobile banking applications Tamás Csordás, Corvinus University of Budapest; Mónika Alt, Babeş-Bolyai University; Ariel Mitev, Corvinus University of Budapest
P-43	The mobile game attributes: An initial empirical study with decision tree and regression on revenue Daniel Nunes, University of São Paulo; Guilherme Shiraishi, Universidade de São Paulo; Daniel Bergmann, Universidade de São Paulo; Andres Veloso, University of Sao Paulo
	Incredibility as Driver of Reactance towards Influencer Advertising in Social Media and Negative Consumer Responses Davina Weintz, Saarland University; Bastian Popp, Saarland University

Natural Language Processing in Big Data Context: A Bibliographic Analysis

Sergi Pons, Universitat de Barcelona; Laura Saez-Ortuno, University of Barcelona

Engagement, Commitment or Trust: Which Comes First in Internet Users' Relationship with Brands on social media?

Marcelo Brandao, Federal University of Espirito Santo; Arthur Sarcinelli, São Paulo School of Business Administration; Maria Nery, Federal University of Espirito Santo; Ana Paula Fantino, Universidade Federal do Espirito Santo

Innovation Management & New Product Development

P-44 Biometric analysis during the interaction with an affective computing-based prototype: A first exploratory study using neurophysiological measures.

Álvaro Saavedra Montejo, Public University of Navarre; Raquel Chocarro, Public University of Navarre; Monica Cortinas, Public University of Navarre; Natalia Rubio, Autonomous University of Madrid

P-45 Users' preferences towards autonomous vehicles after actual test ride

Tamás Ujházi, University of Szeged

P-46 Can social robot's service quality drive social engagement?

Isha Kharub, Western Sydney University; Michael Lwin, Western Sydney University; Omar Mubin, Western Sydney University; Aila Khan, Western Sydney University

P-47 Developing an electric scooter charging stations as a new way to co-create a more sustainable electric micromobility

Szemere Dorottya, Budapest University of Technology and Economic; Tamás Iványi, Budapest University of Technology and Economics

How to Promote Self-Determined Sustainable Mobility Behavior With Mobility Budgets – Acceptance Model Development

Lea Schwehn, Wiesbaden Business School; Tobias Heußler, Wiesbaden Business School

International Marketing & Marketing in Emerging Countries

P-48 Game on! The Role of First Impression for Online Games Adoption

Mihai Orzan, Bucharest University of Economic Studies; Zara Adina, Bucharest University of Economic Studies; Gheorghe Orzan, Bucharest University of Economic Studies; Stefan Caescu, Bucharest University of Economic Studies

Marketing Strategy & Theory

P-49 How Can Declined Markets Be Revived?

Lilia Fessi, ISC Paris; Karim Ben Slimane, ISC Paris Business School; Hamida Skandrani, Université de la Manouba

Methods, Modelling & Marketing Analytics

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- P-50 Priming Digital Identities for Assortment Recommendation: Development of Web-based Application of Data Collection Tool Capturing Consumer's Identities against Brand and Influencer in Advertising**
Yilin Feng, Loughborough University London; Jie Meng, Loughborough U
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- P-51 Analyst pressure and market performance: The role of marketing capabilities and R&D investments**
Gilmar Gazzoni Junior, Federal University of Espirito Santo; Marcelo Brandao, Federal University of Espirito Santo; Simone Didonet, UFPR - Federal University of Paraná
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- P-52 Identification in multiple discrete-continuous extreme value models: An application to donation behaviours**
Keyvan Dehmamy, Goethe University Frankfurt
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Pricing & Promotions

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- P-53 Behavioral Pricing and Innovative Pricing Mechanisms in Purchase Decisions - a Review and Recommendations for Future Research**
Bastian Werner, BTU Cottbus-Senftenberg; Florian Dost, Brandenburg University of Technology
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Product and Brand Management

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- P-54 Is it all up for grabs? Intentional Brand Marginalization versus Brand Cannibalization Strategy after Brand Acquisition**
Jean Suvatjis, International Brand Marketing Consultant; Christos Ntais, University of Nicosia School of Business, Cyprus; Yioula Melanthiou, Cyprus University of Technology
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- P-55 Investigating the True Effect of Corporate Reputation on Firm Performance - Disentangling the Measurement Jungle**
Jonathan Matzinger, University of Bern; Clemens Ammann, University of Bern; Andreas Hediger, University of Bern; Salome Naepfli, University of Bern; Harley Krohmer, University of Bern
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Public Sector and Non-Profit Marketing

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- P-56 The role of consumer engagement in non-profit sport clubs: Investigating the influence of team reflexivity, identification and eudaimonic wellbeing.**
Samuel Kondert, University of Rostock; Christian Brock, University of Rostock
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- P-57 Climate change mitigation: The influencing chain of place attachment on pro-environmental behaviour**
Sonja Bidmon, Alpen-Adria-Universitaet Klagenfurt; Fabienne Schmidt, Alpen-Adria-Universitaet Klagenfurt
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Retailing & Omni-Channel Management

P-58	Let's go 'phygital' - The impact of in-store augmented reality on patronage intentions and store purchase Waldemar Toporowski, University of Goettingen; Denise Pape, University of Goettingen
P-59	Digital Customer Experience – a comparative study between traditional and un-manned supermarkets Simon Fauser, Faculty of International Business Heilbronn University; Svend Hollensen, University of Southern Denmark; Anna Marie Dyhr Ulrich, University of Southern Denmark; Michael Ottenbacher, Heilbronn University
P-60	Decision Making Under the Uncertainty: Machines better than Humans? Zainab Atia, University of Manchester; Hongwei He, Alliance Manchester Business School at The University of Manchester; Panagiotis Sarantopoulos, Alliance Manchester Business School at The University of Manchester
P-61	Comparing Flagship and Conventional Store effects on Purchase Intention: Insights from Brazil Carlos Lourenco, Fundação Getulio Vargas; Jullianne Madeira, Fundação Getulio Vargas; Vanessa Santos, Fundação Getulio Vargas
P-62	The Effects of Consumers' Social Judgement on Online Trust Aijing Song, Yunnan Normal University
P-63	What makes consumers loyal to fashion recommendation systems that combine artificial intelligence and human expertise? Agardi Irma, Corvinus University of Budapest; Dalma Peller, Corvinus University of Budapest
P-64	"How I Find out What to Expect of a Product": Investigating the Consumers' Product Inspection Process in Forming Product Expectations in Online Shops Ann-Catrin Pristl, University of Kassel; Andreas Mann, University of Kassel
P-65	Does Metaverse Fidelity Matter? Testing the Impact of Fidelity on Consumer Responses in Virtual Retail Stores Darius-Aurel Frank, Aarhus University; Anne Peschel, Aarhus University; Jason DiPalma, Aarhus University; Daniel Blumenkranz, Aarhus University; Tobias Otterbring, University of Agder; Sascha Steinmann, Aarhus University
P-66	Taking Stock of Omnichannel Retail Experience: Thematic Review and Research Agenda Alina Both, Aarhus University at Aarhus BSS; Sascha Steinmann, Aarhus University
P-67	Sources of competitive advantage of retailers in metaverse Roberto Bruni, University of Cassino and Southern Lazio; Annarita Colamatteo, University of Cassino and Southern Lazio; Dusan Mladenovic, Masaryk University

Sales Management and Personal Selling

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- P-68 Pricing powered by Artificial Intelligence: An assessment model for the sustainable implementation of AI supported price functions**
Anett Erdmann, ESIC University; Morteza Yazdani, Universidad Internacional de Valencia; José Manuel Mas, ESIC University; Cristina Marín-Palacios, ESIC-University
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- P-69 Examining the relationship between customer orientation, perceived empathy, and customer satisfaction using dyadic data**
Ilona Pezenka, FHWien der WKW University of Applied Sciences for Management & Communication
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- P-70 Sales Employees Perception of Work Life Balance and its importance to Organisational Performance**
Michail Mavdroudis, University of Strathclyde; Spiros Gounaris, University of Strathclyde
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- P-71 From strategist to field manager: How can sales management adapt to the post-Covid “new normal”?**
Pascal Brassier, Université Clermont Auvergne; Xavier Martin, Leadership Campus SAS
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Services Marketing

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- P-72 To be seen when you are a customer is not always good: An examination of customer visibility in the service encounter and consumer resistance**
Mattias Hjelm, Stockholm School of Economics; Magnus Söderlund, Stockholm School of Economics
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- P-73 Impact of Digital Agent’s Types and Humanoid Features on Parasocial Relationship: Evidence of Online Gym Exercises**
Ying Feng, Loughborough University; Jie Meng, Loughborough University
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- P-74 Impact of Blended Learning on Student Experience during COVID-19**
Santiago Batista-Toledo, Complutense University of Madrid; Diana Gavilan, Universidad Complutense de Madrid
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- P-75 Customer activity on platforms – An analysis of the breadth and depth of the assortment**
Jan Gremmel, Technische Universität Braunschweig; David Woisetschläger, Technische Universität Braunschweig; Barbara Seegebarth, Hochschule RheinMain; Tobias Heußler, Wiesbaden Business School
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- P-76 How should robots apologize to restore satisfaction after a service failure?**
Salma André, Emlyon Business School, University of Lyon; Margherita Pagani, Skema Business school
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Social Responsibility & Ethics

P-77	Antecedents of Consumer Purchase Intention of Fashion Brands with CSR Initiatives among Generations Y and Z Constanza Bianchi, Universidad Adolfo Ibáñez; Katharina Hofer, Johannes Kepler University Linz; Md Abu Saleh, Canberra Business School
P-78	The social effects of ethical issues in the media on the egoistic value Self-Presentation and ethical consumer boycotting behaviour. Joshua Jalloul, University of Westminster; Li-Wei Mai, University of Westminster
P-79	The Effect of Motivation Towards Environmental Protection on Menstrual Hygiene: A Study on Reusable and Disposable Methods Alice Zalaf, FGV-EAESP; Mariana Mendes, FGV-EAESP; Carlos Lourenco, Fundacao Getulio Vargas
P-80	Understanding the attitude-behaviour gap in sustainable consumption – A systematic literature review Katharina Göring-Lensing-Hebben, WHU - Otto Beisheim School of Management; Anna-Karina Schmitz, WHU - Otto Beisheim School of Management; Martin Fassnacht, WHU - Otto Beisheim School of Management
P-81	Algae as a food ingredient – identification of key target groups Cornelia Felbinger, University of Applied Science; Robert Fina, Austrian Marketing University of Applied Sciences; Kathrin Heim, University of Applied Sciences; Andrea Reiterlehner, University of Applied Science; Gernot Zwegtlick, University of Applied Science
P-82	Does Social Responsibility in B2B Companies Affect Financial Performance? Based on Resource-Based View and Transaction Cost Theory HeaJeong Han, YonSei University; Youngchan Kim, YonSei University
P-83	How companies are adopting environmental practices in their social media Elnur Nabivi, University of Warsaw
P-84	The case of proactive work, genuine interest, and engagement of a French financial services group with its employees and customers towards CSR Meriem El Bouhali, L'École Supérieure Libre des Sciences Commerciales Appliquées; Daria Kovalevskaya, NTNU University
P-85	Adding environmental dimension in corporate social responsibility to restaurants' customer retention Moreno Frau, Corvinus University of Budapest; Mohammadsadegh Omidvar, Department of Business Administration, Kharazmi University; Vahid Ghasemi, Universidade Europeia

Tourism Marketing

P-86	Enhancing the memorable experience of Hungarian regional tourism among Chinese tourists Török Réka Szabina, University of Szeged
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Special Session

Wednesday, May 24

08:30-10:00, Odeon 301-302

Online Consumer Privacy - 1

Chairs: Klaus Miller, HEC Paris, France and Bernd Skiera, Goethe University Frankfurt, Germany

The Impact of Apple's App Tracking Transparency on App Monetization

Reinhold Kesler, University of Zurich

Economic Impact of Data Collection Practices on Mobile Advertising

Kraft, Lukic, Skiera, and Koschella

Off-platform tracking and data externalities

Aguiar, Peukert, Schäfer, Ullrich

Artificial Intelligence Liabilities in Public: Privacy-enhancing and Transparency Effects

Dorotic and Stagno

08:30-10:00, Hotellet C

Sales Force Transformation: The Impact of AI and Digital

Structure: Three Research Papers & Discussant

Discussant: Thomas Steenburgh, University of Virginia

Chair: Michael Ahearne, University of Houston

High Tech, Not Low Touch: How to Effectively Manage B2B Customers Across Digital and Sales Force Channels

Irene Nahm, University of Minnesota

Philip Wiseman, Texas Tech University

Michael Ahearne, University of Houston (Presenter)

Seshadri Tirunillai, University of Houston

Automated Lead Nurturing in Business-to-Business Sales Organizations

Sashank Vaid, McMaster University

Michael Ahearne, University of Houston

Johannes Habel, University of Houston

Nathan Hartmann, University of South Florida (Presenter)

Optimizing Sales Force Structure to Increase Firm Performance

Molly Ahearne, University of Georgia (Presenter)

Johannes Habel, University of Houston
Mohsen Pourmasoudi, San Diego State University
Thomas Steenburgh, University of Virginia

08:30-10:00, Hotellet D

Food Sustainability: Food Waste and Sustainable Diets

Chairs: Amber Werkman, University of Groningen; Shantanu Mullick, Coventry University

More than they thought? Consumers' underestimation of their food waste

No waste like home: How the good provider identity boosts household food waste

How ugly produce improves store image

Can marketers offer a 'self-nudge' towards more plant-based eating? Change in consumption, self-efficacy and perceived barriers during a plant-based challenge

08:30-10:00, Odeon 109

Strategies to Overcome Constraints of Inter-organizational Relationships

Chair: Shekhar Misra, Grenoble Ecole De Management

The Spillover Effect of Product Quality Failures in Multitier Buyer-Supplier Networks

Damavandi, Astvansh, Antia, and Wuyts

Mitigating Unilateral Relationship Termination: The Role of Franchise System Hierarchy, Reputation, and Regulation

Butt, Antia, and Wathne

Benefiting from Marketing Alliance Terminations—A Real Options Perspective

Koval, Iurkov, and Wuyts

Global Supply Chain Transparency and Firms' Network-level Performance: Role of Complexity, Disruption and Geographical and Industrial Diversification

Sharma, Adhikary, and Borah

Can Some Board Ties Boomerang? The Effect of Board Ties with Rivals on Offerings Similarity

Misra, Lee, Mishra, and Wuyts

10:30-12:00, Odeon 207

NFTs 3: Non-Fungible Tokens, Luxury, and Branding

Chair: Harley Krohmer, University of Bern

Brands' Perspective on the NFT Market

Katharina Dölp, University of Lucerne; Leif Brandes, University of Lucerne

Blockchain-enabled advances (BEAs): Implications for consumers and brands

Tuuli Hakkarainen, University of Liverpool Management School; Anatoli Colicev, University of Liverpool Management School

Using NFTs in Customer-Brand Relationship Management: When and how Should Brands Cooperate with External NFT-Communities

Harley Krohmer, University of Bern; Thomas Plociennik, University of Bern; Lucia Malär, University of Bern; Andreas Hediger, University of Bern; Caroline Kähr Serra, University of Bern

Less is More: The case of Minimalist Luxury

Z. Jessie Liu, Johns Hopkins Carey Business School; Pinar Yildirim, Wharton School of the University of Pennsylvania; Z. John Zhang, Wharton School of the University of Pennsylvania

10:30-12:00, Odeon 301-302

Online Consumer Privacy - 2

Chairs: Klaus Miller, HEC Paris, Goethe University Frankfurt

Private Randomized Response: Consumers' Perceptions of Privacy Risk

Ponte, Boot, Reutterer and Wieringa

On the Viability of Contextual Advertising as a Privacy-Preserving Alternative to Behavioral Advertising on the Web

Bleier

Privacy Management: Achieving the Possimpible

Brandimarte

Privacy, Data and Competition: The Case of Apps for Young Children

Cecere, Lefrere, Tucker, Yin

10:30-12:00, Hotellet C

Consumer and retailer responses to external disruptions

Chairs: Lieve Heyrman, Katholieke Universiteit Leuven; Marco Kotschedoff, Katholieke Universiteit Leuven; Els Breugelmans, Katholieke Universiteit Leuven

Soda taxes and marketing conduct

Keller, Guyt and Grewal

The effect of a bottle bill on marketing conduct and sales

Bei, Guyt and Keller

Evolution of consumer purchase behaviors during the COVID-19 pandemic

Nguyen, Rosengren, Kim, and Zhang

Avoiding a loss or securing a good deal? An empirical testimony to the difference between panic buying and promotion-induced stockpiling

Heyrman, Kotschedoff and Breugelmans

10:30-12:00, Hotellet D

Inside the Mind: Psychology of Non-Fungible-Tokens

Chairs: David Finken, University of Lucerne; Tim Doering, Maastricht University

The Term 'NFT' Increases Consumer Perception of Art's Long-Term Profitability

The Solitude of Awe. How Awe Affects the Perception of Symbolic Value of Unique NFT-Based Digital Goods

Preserving Essence: When and Why NFTs Can Capture Immaterial Value

You Are Grounded! How Can NFTs Contribute to Feelings of (Digital) Groundedness and Its Effects on Attitudes and Purchase Intention

10:30-12:00, Odeon 109

Marketing mix effectiveness in grocery retail

Chair: Bernadette van Ewijk, University of Amsterdam (corresponding chair)

Vulture Marketing: How Competitor Brands Can Capitalize on Brand Delistings

Keller and van Heerde

The Hidden Costs of Opening an Umbrella? The Effects of Private Label Umbrella Branding on National Brand Wholesale Prices

Bombaij and Keller

Asymmetric Price Responses over the Business Cycle

Gijsenberg and Lamey

Advertising - Sales Elasticities as a Function of Budget Pulsing and Campaign Renewals: An Empirical Analysis

van Ewijk, Els Gijsbrechts and Dekimpe

13:00-14:30, Odeon 301-302

IJRM Special Sessioin - Esports, Video Games Streaming and Marketing

Chair: Martin Schreier, IJRM EIC

Guest editors: P.K. Kannan and Michael Haenlein

Panelists: Kelly Hewett, Koen Pauwels, Roman Welden

Video games are the largest segment in digital entertainment today, twice as large as video-on-demand (e.g., Netflix) and over ten times as large as digital music (e.g., Spotify). Soon over 40% of the world's population will be active video game players, and already today, 3.2 billion people play video games for 6-7 hours every week. In the past decade, since the creation of Twitch in 2011, an entire industry of video gaming streaming has emerged, involving consumers as spectators, streamers as influencers, and professional esports athletes. 1.3 million unique viewers watched the opening weekend of the Call of Duty League, the esports league for the video game series Call of Duty. This special session aims to discuss the challenges and opportunities that arise for this for marketing and to introduce an IJRM special issue dedicated to the intersection of gaming and marketing.

13:00-14:30, Hotellet D

NFTs 2: Value Drivers of Non-Fungible Tokens

Chair: Reto Hofstetter, University of Lucerne; Eric Park, Columbia University

NFT for Conspicuous Consumption

Eric Park, Columbia Business School; Kristen Lane, Columbia Business School; Silvia Bellezza, Columbia Business School

NFT uniqueness drives asocial behavior in crypto communities

Anush Sridhar, University of St.Gallen; Jonas Görden, University of St.Gallen; Emanuel de Bellis, University of St.Gallen; Reto Hofstetter, University of Lucerne

What Drives the Price of Digital Collectibles? Windows Into the Future of Digital Value

Reto Hofstetter, University of Lucerne; Martin P. Fritze, University of Cologne; Cait Lamberton, The Wharton School

How Free Market Entry Affects Market Quality: Evidence from Non-Fungible Tokens

Ioannis Filippou Kanellopoulos, Erasmus University Rotterdam; Dominik Gutt, Erasmus University Rotterdam; Murat Tunç, Tilburg University; Ting Li, Erasmus University Rotterdam

13:00-14:30, Odeon 109

Looking Back and Moving Forward: Current State of Research and New Insights on the Consumer-Algorithm Relationship

Chairs: Melanie Clegg, WU Vienna; Meike Zehnle, University of St.Gallen

Algorithm Aversion is Real but Nuanced: A Meta-Analysis of 20 Years of Algorithmic Decision-Making

Meike Zehnle and Christian Hildebrand

Antecedents of Laypeople's Beliefs about Job Automation

Almira Abilova, Mirjam Tuk, Stefano Puntoni, and Alina Ferecatu

Thinking Like an Algorithm: Anticipating Algorithmic Judgment Alters Consumer Thinking and Decision-Making

Jonas Görden and Emanuel de Bellis

Into Machines' Minds: How Algorithm Adaptivity Drives Consumer Preferences for Algorithm-Controlled Products

Melanie Clegg, Reto Hofstetter, Emanuel de Bellis, and Bernd Schmitt

13:00-14:30, Koncerthuset K3

Inaugural B2B Connect Research Symposium – Workshop I

Chairs: Jody Crosno, West Virginia University; Maggie Dong, University of New South Wales; Elham Ghazimatin, University of Stavanger; Vishal Kashyap, University of Graz; Erik Mooi, University of Melbourne

Discussant: Qiong Wang, University of Oklahoma

In the Special Session, seventy-seven B2B scholars from around the world will meet with their fellow B2B enthusiasts in nine pre-determined working groups.

Group I	Artificial Intelligence in Buyer-Seller Interactions
Group II	Business Customer Experience (BCX) – From the Individual to the Collective
Group III	Business Model Evolution and Business-to-Business Markets
Group IV	Compensating for Greenhouse Gas Production via Carbon Offset Investments
Group V	Evolving Multichannel B2B Relationships in the Digital World
Group VI	Governance Issues in a Digital World
Group VII	Solution-Based Marketing Ecosystems
Group VIII	Toward the Nomology of Control: Inter-Organizational Control Choice based on Utility
Group IX	Understanding the Trade-offs from Prioritization of Sustainability in Global Supply Chains

15:00-16:30, Odeon 301-302

Navigating uncertainty: Managing firm risk through marketing strategy

Chairs: Junqiu Jiang, Singapore Management University; Kapil R. Tuli, Singapore Management University

How does ESG Reduce Risks: The Role of Consumers and Institutional Investors

Ashwin Malshe, Yi Yin, Yakov Bart, Anatoli Colicev, and Koen Pauwel

The Impact of Divestments on the Customer, Innovation, and Employee Outcomes

S. Cem Bahadir, Nita Umashankar, and Sundar G. Bharadwaj

Effect of Trademark and Patent Infringement Lawsuits on Firm Performance: Moderating Roles of Advertising and R&D

Shanfei (Sophie) Feng, and Sudha Mani

Political Partisanship and Marketing Actions

Junqiu Jiang and Kapil R

15:00-16:30, Hotellet D

Marketing in the Metaverse

Chairs: Michael Haenlein, ESCP Business School & University of Liverpool; Kelly Hewett, University of Tennessee; Katrijn Gielens, University of North Carolina at Chapel Hill

Retailing in the Metaverse

Marc Linzmajer, Michael Hoang, Christopher Schraml, Anne Roggeveen, and Thomas Rudolph

Virtual Products in Metaverse: Drivers of Community Building and Player Engagement

Hyoryung Nam, P.K. Kannan, and Jeonghye Choi

The Merchants of Meta: A Research Agenda to Understand the Future of Retailing in the Metaverse

Kiwoong Yoo, Roman Welden, Kelly Hewett, and Michael Haenlein

Thursday May 25

09:30-11:00, Odeon 4

Lost in marketing translation?" How to shape a responsible change in consumers' attitude towards marketing?

Chairs: Nathalie Demoulin, IESEG School of Management; Lydiane Nabec, Paris-Saclay University

Marketing image gap in France: Effects of marketing functions on consumers' attitude towards the marketing industry.

Amina Béji-Bécheur, Gustave Eiffel University; Alain Decrop, University of Namur; Pierre Gomy, Kantar Insights; Lydiane Nabec, Paris-Saclay University

09:30-11:00, Odeon 108

The combined use of Partial Least Squares Structural Equation Modeling (PLS-SEM) and Necessary Condition Analysis

Chairs: Nicole F. Richter, University of Southern Denmark and Christian M. Ringle, Hamburg University of Technology

11:30-13:00, Odeon 108

The combined use of Partial Least Squares Structural Equation Modeling (PLS-SEM) and Necessary Condition Analysis

Chairs: Nicole F. Richter, University of Southern Denmark and Christian M. Ringle, Hamburg University of Technology

11:30-13:00, Koncerthuset K3

Inaugural B2B Connect Research Symposium – Workshop II

The groups will present their findings and there will be discussions. The workshop is open for all conference attendees.

14:00-15:30, Koncerthuset K3

Inaugural B2B Connect Research Symposium – Workshop III

The groups will present their findings and there will be discussions. The workshop is open for all conference attendees.

14:00-15:30, Odeon 105-106

Effective Influencer Marketing I

Chairs: Andreas Lanz, HEC Paris; Maximilian Beichert, University of Mannheim

Seeding Bandits

Caio Vieira, Erasmus University Rotterdam; Andreas Lanz, HEC Paris; Gui Liberali, Erasmus University Rotterdam

The Path to Fame - Exploiting Curator Networks to Predict Human Brand Success

Daniel Winkler, Vienna University of Economics and Business; Nils Wlömert, Vienna University of Economics and Business; Lev Muchnik, The Hebrew University of Jerusalem; Jacob Goldenberg, Reichman University

Setting Up Seeded Marketing Campaigns With Nano-Influencers For Activity, Sales, and Re-turn-On-Investment

Ulrike Phielers, WU Vienna; Florian Dost, BTU Cottbus

Influence Corridors: A New Path to Seeding Targets on User-Generated Content Platforms

Jacob Goldenberg, Reichman University and Columbia University; Andreas Lanz, HEC Paris; Daniel Shapira, Ben-Gurion University and University of Mannheim; Florian Stahl, University of Mannheim

Friday May 26

08:30-10:00, Odeon 2

Marketing in Highly Immersive Digital Platforms

Chairs: Michael Haenlein, ESCP Business School & University of Liverpool; Kelly Hewett, University of Tennessee; Katrijn Gielens, University of North Carolina at Chapel Hill

Consumers' Perceptions and Intentions toward the Purchase of NFTs)

Gabriele Pizzi, Virginia Vannucci, Anne Roggeveen, and Dhruv Grewal

The Role of Augmented Reality in Promoting Eco-Friendly Transportation Choices: The Case of Pokémon Go

Xinlong Li, Huachao Gao, Xin (Shane) Wang, and Praveen Kopalle

The Curse of Heavy Users

Neta Livneh, Lev Muchnik, Yoram Louzoun, and Jacob Goldenberg

Leveraging Realness: The Emergence of Live Influencer Marketing and the Central Role of Passion

Oliver Buckley, Rachel Ashman, and Michael Haenlein

08:30-10:00, Odeon 107

Smart Retail Technologies and Shopping Experience: Balanced Perspectives on the Impact of ISTs on Consumers' Retail Experience

Chairs : Ingrid Poncin, UC Louvain, Grenoble Ecole de Management

An integrative review of service smartness: state of the art and future avenues for research

Sara Belghiti, Wafa Hammedi and Thomas Leclercq

Smart retail technologies: importance of the social dimension

Diane Detry and Ingrid Poncin

The perception of service robot proactive interaction: cool but intrusive

Xingming Yang, Marion Garnier and Souad Djelassi

08:30-10:00, Hotellet B

The role of ESG for firms' stakeholders

Chair: Anatoli Colicev, University of Liverpool Management School, University of Liverpool

Managing and Mitigating Sociopolitical Firm Risk Events

Chen Jing, Boston University; Dokyun Lee, Boston University; Shuba Srinivasan, Boston University; Susan Four-nier, Boston University

Brand Positioning 2.0: A Triangulation of Brands' Vision, Communication, and Consumers' Perception on The UN Sustainable Development Goals

Georgia Liadeli, Vrije Universiteit Amsterdam; Francesca Sotgiu, Vrije Universiteit Amsterdam; Gijs Overgoor, Rochester Institute of Technology; Peeter Verlegh, Vrije Universiteit Amsterdam

People, Peace, Prosperity, and the Planet: Contribution of Consumer Research to Sustainable Development

Lisa Bolton, Penn State University; Abhishek Borah, INSEAD; Leonard Lee, NUS; Martin Mende, Florida State University; Maura Scott, Florida State University

Cross-national spillover effects of negative ESG incidences on brand equity

Timo Mandler, Toulouse Business School; Kathleen Desveaud, KEDGE Business School; Tuuli Hakkarainen, University of Liverpool Management School; Anatoli Colicev, University of Liverpool Management School

08:30-10:00, Hotellet C

Electronic Word of Mouth

Chairs: Andreas Bayerl, University of Mannheim; Frank Ohnesorge, University of Mannheim

Identifying Influential Users by Topic in Unstructured User-Generated Content

Mirai Igarashi, University of Tsukuba; Kunpeng Zhang, University of Maryland; P. K. Kannan, University of Maryland; Nobuhiko Terui, Tokyo University of Science

The Impact of Posting Frequency, Minority Opinion Perception, and Social Risk on Online Re-view Posting

Alexander Mafael, Stockholm School of Economics; Jana Möller-Herm, FU Berlin; Sabrina Gottschalk, University of London

Women Talk and Share More at High Fertility: Hormonal Influences on WOM Behavior

Sevincgul (Sev) Ulu, Southern Illinois University; Kristina Durante, Rutgers University; Aekyoung Kim, University of Sydney; Jonah Berger, University of Pennsylvania; Summer Mengelkoch, UCLA; Sarah E. Hill, Texas Christian University; Elizabeth G. Pillsworth, California State University; Debra Lieberman, University of Miami; Martie G. Haselton, UCLA

The Weekend Effect in Online Reviews

Andreas Bayerl, University of Mannheim; Verena Schoenmueller, ESADE; Jacob Goldenberg, Reichman University and Columbia University; Florian Stahl, University of Mannheim

08:30-10:00, Hotellet D

Effective Influencer Marketing II

Chair: Leif Brandes, University of Lucerne; Maximilian Beichert, University of Mannheim

Spreading Seeds: Using Community Detection to Optimize Viral Marketing Campaigns

Dingli Wu, KU Leuven; Ralf van der Lans, Hong Kong University of Science and Technology; Xi Chen, Erasmus University Rotterdam

When and how individual behavioural models benefit seeding policies

Radu Tanase, University of Zurich; René Algesheimer, University of Zurich; Manuel Sebastian Mariani, University of Zurich

Utilizing Social Network Structure to Prevent the Spread of User Attritions

Yijun Chen, Imperial College London; Nitin Mehta, University of Toronto

What Drives the Sharing of Shared Consumption Experiences?

Flavia Tinner, University of Lucerne; Leif Brandes, University of Lucerne; Andrew Stephen, University of Oxford

08:30-10:00, Odeon 109

Text Mining for Marketing Insights Discovery

Chairs: Lily (Xuehui) Gao, University of Zaragoza; Evert de Haan, University of Groningen; Qiong Tang, Freie Universität Berlin

Privacy Concerns in Social Conversations about Virtual Assistants. Hey Alexa, Are you Listening?

Miriam Alzate Barricarte, Universidad Pública de Navarra; Marta Arce Urriza, Universidad Pública de Navarra; Mónica Cortiñas Ugalde, Universidad Pública de Navarra

Social Insights through Text Mining: Investigating How Book Promotion on Online Reading Communities Improve Literacy

Lily (Xuehui) Gao, University of Zaragoza; Evert de Haan, University of Groningen; Iguácel Melero Polo, University of Zaragoza; F. Javier Sese, University of Zaragoza

Understanding Corporate Brand-Related Information Disclosure: A Phrase-Level Natural Language Processing Approach

Qiong Tang, Freie Universität Berlin; Sascha Raithel, Freie Universität Berlin; Alexander Mafael, Stockholm School of Economics; Ashish Galande, Indian Institute of Management Udaipur

The Power of CMO in the Digital Age: From a Deep Learning Perspective

Lily (Xuehui) Gao, University of Zaragoza; Iguácel Melero Polo, University of Zaragoza; Sascha Raithel, Freie Universität Berlin; Qiong Tang, Freie Universität Berlin

10:30-12:00, Hotellet B

Supply-side Consequences of Market Interventions for Protection of Consumers and Small Businesses

Chair: Sungtak Hong, Bocconi University

The Race for Data: Gaming or Being Gamed By the System?

D'Assergio, Manchanda, Montaguti and Valentini

Sign of Poor Quality or Free Advertising? Effect of Product Recalls on Prices and Sales

Varga, Astvansh and Borah

Building and Managing Relationships with Farmers: Evidence from the Rwanda Coffee Sector

Steenkamp, Macchiavello, Abouaziza and Singh

Product Variety as a Barrier to Entry: Evidence from the Post-Deregulation Korean Soju Market

Hong, Kim and Chung

10:30-12:00, Hotellet D

Effective Influencer Marketing III

Chairs: Maximilian Beichert, University of Mannheim; Andreas Lanz, HEC Paris

Color analytics for data-driven brand management. Can experts represent brand perception?

Renana Peres, The Hebrew University; Daria Dzyabura, New Economic School

Influencer Distinctiveness: A multi-dimensional construct for influencer-brand congruence

Christian Hughes, University of Notre Dame; Aman Soni, University of Pittsburgh; Vanitha Swaminathan, University of Pittsburgh

Influencer Marketing: Content Attributes and Consumer Engagement

Mimansa Bairathi, London Business School; Anja Lambrecht, London Business School

The Voice of Influence(rs): The Role of Authentic Voice in User-Generated-Content and its Impact on Sales

Maximilian Beichert, University of Mannheim; Christian Hildebrand, University of St. Gallen; Andreas Lanz, HEC Paris

10:30-12:00, Odeon 109

Text Mining Applications in eWOM, Social Listening, and Literature Review

Chair: Boshuo Guo (submitting session chair), The University of Leeds

Observing Consumer EWOM On Social Media Under Resource Scarcity

Boshuo Guo and Aulona Ulqinaku, The University of Leeds

Social Media Integration and Listening at Daily Deal-Sharing Websites – Dealmoon.com, Slick-deals.net, and More

Yiyuan(Ava) Liu, Otterbein University

How to Conduct Systematic Literature Reviews using Latent Dirichlet Allocation: An Application in the Innovation Field

Serena Pugliese, Verdiana Giannetti and Sourindra Banerjee, The University of Leeds

13:00-14:30, Odeon 208-209

The Role of the Physical Store in Retailing

Chairs: Marleen Hermans, Radboud University; Els Breugelmans, KU Leuven

Retail promotional price elasticity and its threshold across store formats

Choungprayoon et al.

Understanding how weekday vs. weekend grocery shopping influences the effect of music on sales

Ahlbom et al.

Serving someone else's customers: (When) does adopting a third-party pick-up service leads consumers to shop more frequently at the facilitating retailer?

Altenburg et al.

From transaction to experience: The effect of a radical store transformation on product categories' sales efficiency

Lehmkuhle et al.

13:00-14:30, Hotellet B

Reimagining marketing education – paradoxes marketing academics experience when introducing sustainability in the marketing curriculum

Chairs: John Thøgersen, Aarhus University; Joëlle Vanhamme, Edhec business school

Interactive session will start with two impulse presentations and continue with a discussion with the audience.

Integrating sustainability in the marketing curriculum: experiences from Marketing scholars.

Sabrina Courtois; Marie Ferauche; Catherine Janssen; Valérie Swaen; Joëlle Vanhamme

Integrating an environmental perspective in a strategic marketing simulation, through circular economy

Caroline Ducarroz

13:00-14:30, Hotellet D

Effective Influencer Marketing V

Chairs: Constant Pieters, Copenhagen Business School; Maximilian Beichert, University of Mannheim

Let the Games Begin! Understanding Influencer Marketing within Video Game Life Streaming Platforms

Roman Welden, Indiana University; Leah Smith, University of Arkansas; Kelly Hewett, University of Tennessee; Michael Haenlein, University of Liverpool

Influencer Marketing: Strategy and Engineering

P. K. Kannan, University of Maryland; Lingling Zhang, China Europe International Business School

Brand Prominence Fallacy: Evidence that consumers react harsher to branded content of bigger influencers

Peter Gige, University of Lucerne; Reto Hofstetter, University of Lucerne; Isabelle Engeler, HEC Lausanne

Referral Reinforcement: Referred Customers are More Inclined to Refer

Constant Pieters, Copenhagen Business School; Aurélie Lemmens, Erasmus University; Maxime C. Co-hen, McGill University

15:00-16:30, Hotellet B

Product Reviews

Chairs: Frank Ohnesorge, University of Mannheim; Andreas Bayerl, University of Mannheim

Review Dynamics in the Presence of Product Modifications: The Case of Productivity Apps

Leif Brandes, University of Lucern; Thomas Scheurer, University of Lucern; Egon Franck, University of Zurich; Rosa Cacabelos Otero, University of Zurich

Review Updating: How Consumers Can Change Their Mind

Martina Pocchiari, National University of Singapore; Verena Schoenmueller, ESADE; Yaniv Dover, Hebrew University

Risky Business in Online Reviews: The Pros and Cons of Writing Two-Sided Reviews

Ann E. Schlosser, University of Washington; Abhishek Borah, INSEAD

Seeking for the Bias: The Informativeness of Online Reviews

Frank Ohnesorge, University of Mannheim; Andreas Lanz, HEC Paris; Amos Schurr, Ben-Gurion University; Daniel Shapira, Ben-Gurion University

15:00-16:30, Hotellet D

Effective Influencer Marketing IV

Chairs: Zitian Qiu, University of Lausanne; Maximilian Beichert, University of Mannheim

The Effect of Second Screening on Repeat TV Viewing and the Susceptibility of Superconnectors

Sarah Gelper, University of Luxembourg; Renana Peres, Hebrew University Jerusalem; Mitchell Lovett, University of Rochester

Influencer Sharenting – How Can Children's Privacy Rights Be (Better) Protected?

Andrea Giuffredi-Kähr, University of Zurich; Lucia Malär, University of Bern

What about the conversation? How Social Media Influencers' Comments affect Followers' Perceived Authenticity

Anna-Bertha Heeris Christensen, Copenhagen Business School; Jesper Clement, Copenhagen Business School

Lexical Sophistication Increases Luxury Brand Content Sharing

Zitian Qiu, University of Lausanne; Andreas Lanz, HEC Paris; Felicitas Morhart, University of Lausanne; Daniel Shapira, Ben-Gurion University

Track Chairs

Advertising & Marketing Communications

Mario Pandelaere, Pamplin College of Business, Virginia Tech
John Pracejus, Alberta School of Business

Consumer Behavior

Torsten Ringberg, Copenhagen Business School
Jan Møller Jensen, University of Southern Denmark
Ana Valenzuela, The City University of New York

Innovation Management & New Product Development

Christoph Fuchs, University of Vienna
Oguz Acar, King's College London

Marketing Strategy & Theory

Stephan Ludwig, The University of Melbourne
Dennis Herhausen, KEDGE Business School

Pricing & Promotions

Mercedes Esteban-Bravo, UC3M-Universidad Carlos III de Madrid
Jonne Guyt, University of Amsterdam

Public Sector and Non-Profit Marketing

Patrick DePelsmacker, Universität Antwerpen
Camilla Barbarossa, Toulouse Business School

Retailing & Omni-Channel Management

Els Breugelmans, KU Leuven
Heiner Evanschitzki, Manchester University

Service Marketing

Jenny van Doorn, University of Groningen
Jan Schumann, University of Passau

Tourism Marketing

Dimitrios Buhalis, Bournemouth University
Luisa Andreu, Universitat de València

Business-To-Business Marketing

Jan Stentoft, University of Southern Denmark
Ann Højbjerg Clarke, University of Southern Denmark
Yi Wang, University of Southern Denmark

Digital Marketing & Social Media

Sonja Gensler, Universität Münster
Arvind Rangaswamy, Penn State Smeal College of Business

International Marketing & Marketing in Emerging Countries

Stavroula Spyropoulou, Leeds University Business School
John Cadogan, University of Leicester

Methods, Modelling & Marketing Analytics

Maren Becker, ESCP Business School
Sara Valentini, University of Bologna

Product & Brand

Oliver Schnittka, University of Southern Denmark
Henrik Sattler, Universität Hamburg

Relationship Marketing

Manfred Krafft, WWU Münster
Javier Sese, Universidad Zaragoza

Sales Management and Personal Selling

Nick Lee, The University of Warwick
Florian Kraus, University of Mannheim

Social Responsibility Ethics

Valerie Swaen, Université catholique de Louvain
Joelle Vanhamme, EDHEC Business School

Track session – Consumer Behavior

Wednesday, May 24

08:30 - 10:00, Odeon 4

Chair: Carlos Sousa, Molde University College

Bored Out of Your (Human) Mind: Boredom Makes Us Feel Less Human and Donate Less To Charity

Roland Schroll, University of Innsbruck; Lauren Grewal, Dartmouth College; Dhruv Grewal, Babson College

Does Sacrifice Motivate Compensation? - Drivers and Mitigators of Compensatory Travel

Felix Reimers, Kiel University

Beautiful Strangers: Physical Evaluation of Strangers is influenced by Friendship Expectation

Natalia Kononov, Tel Aviv University; Danit Ein-Gar, Tel-Aviv University

The relationship between consumer perfectionism and luxury brand purchase intention

Pedro Silva, University of Coimbra; Cristela Bairrada, University of Coimbra; Filipe Coelho, University of Coimbra; Carlos Sousa, Molde University College

08:30 - 10:00, Odeon 1

Chair: Lennart Kehl, Goethe University Frankfurt

Empowering consumers through mental mobile health applications: antecedents and consequences

Julien Francois, Université du Québec à Montréal; Anne Françoise Audrain, ESG-UQAM; Sana Boudhraâ, University of Quebec in Montreal; Stéphane Vial, University of Quebec in Montreal

Quid Pro Quo: Being Observed by Companies Decreases Customer Engagement

Deniz Lefkeli, LUISS Guido Carli University; Zeynep Gürhan-Canli, Koç University; Ali Hurriyetoglu, KNAW Humanities Cluster DHLab

Spreading Roots: How Making Things Yourself Increases Feelings of Groundedness

Arnaud Monnier, EDHEC Business school; Isabel Eichinger, University of Vienna; Martin Schreier, WU Vienna; Stijn van Osselaer, Cornell University

Robustness of Fluency Effects in Marketing Research - A Meta-Analysis

Lennart Kehl, Goethe University Frankfurt; Jan Landwehr, Goethe University Frankfurt

10:30 - 12:00, Odeon 1

Chair: Svenja Winkler, Goethe University Frankfurt

Risk as Numbers or Feelings? Disentangle Deliberative and Affective Risk Perceptions in Insurance Decisions

Yingting Wen, Emloyn Business School; Ayse Onculer, ESSEC Business School

The Source of Magic: Focal Attention Drives the Direction and Content of Contagion

Wenxia Guo, Acadia University; Thomas Kramer, University of California

The Influence of State Mindfulness and Processing Fluency on Consumer Judgments

Svenja Winkler, Goethe University Frankfurt

13:00 - 14:30, Odeon 4

Chair: Vaishnavi Kale, IE University

The Scarcity Trap: How Perceptions Of Resource Immutability Reduces Scarcity-Induced Present Bias

Ana Carina Castagna, University of Cologne; Diogo Hildebrand, Baruch College; Diego Costa Pinto, NOVA Information Management School

Do Not Interfere, Just Support Me, Avatar!

Mayuko Nishii, Chiba University of Commerce

Choose as Much as You Wish: Freedom cues in the marketplace help consumers feel more satisfied with what they choose and improve customer experience

Elena Reutskaja, IESE Business School; Raffaella Misuraca, University of Palermo; Barbara Faisolo, London School Of Economics and Political Science

Impressive Insults: How do consumers perceive self-deprecating advertisements?

Vaishnavi Kale, IE University; Eda Sayin, IE Business School

15:00 - 16:30, Odeon 4

Chair: Tatiana Anisimova, Linnaeus University

The antecedents and consequences of panic buying: the role of self-regulation as a brake mechanism in reducing fear of missing out

Tatiana Anisimova, Linnaeus University; Soniya Billore, Linnaeus University

Choosing More Food for Others

Ignazio Ziano, University of Geneva; Peggy Liu, University of Pittsburgh

Same strategies – different categories: An explorative card-sort study of plant-based proteins comparing omnivores, flexitarians, vegetarians and vegans

Monique van der Meer, Wageningen University & Research; Arnout Fischer, Wageningen University; Marleen Onwezen, Wageningen Economic Research

When, how and for whom evaluative labels and consumption baskets increase savings

Jenna Barrett, Maastricht University; Lisa Bruggen, Maastricht University; Peiran Jiao, Maastricht University; Thomas Post, Maastricht University

17:00 - 18:15, Odeon 4

Chair: Vaishali Sangwan, Indian Institute of Management (IIM)

Frequent Exposure to Images Increases Their Perceived Authenticity

Farhana Tabassum, BI Norwegian Business School; Klemens Knoeferle, BI Norwegian Business School; Luk Warlop, BI Norwegian Business School

The effect of embarrassment on prosocial consumption

Vaishali Sangwan, Indian Institute of Management; Moutusy Maity, University of Southampton; Sanjeev Tripathi, Indian Institute of Management; Anirban Chakraborty, Indian Institute of Management

Sounds of Emotion. Eliciting Positive, Negative or Mixed Emotional Impulses with Experimental Stimuli Based on Controlled Musical Composition

Jana-Verena Gerhart, Johannes Gutenberg University Mainz; Oliver Emrich, Johannes Gutenberg-Universität Mainz

17:00 - 18:15, Odeon 1

Chair: Anneleen Van Kerckhove, Ghent University

Reflexive Effects of Negative Word of Mouth: Pilot Study

Rahul Chawdhary, Kingston University; Anna Ivanova, Kingston University London; Arslan Chaudhary, Kingston University

Do you Like this Paper? Would you Agree with “I Like this Paper”? The Impact of Formulating Items as Questions versus Statements on Evaluations

Anneleen Van Kerckhove, Ghent University; Elke Cabooter, IESEG School of Management; Mario Pandelaere, Virginia Tech

Not All Differences Are Made the Same: The Effect of Distribution on the Perceived Difference Between Scores

Rahil Hosseini, Universidad Carlos III de Madrid; Hans Alves, Ruhr-Universität Bochum; Gaël Le Mens, Pompeu Fabra University

Thursday, May 25

09:30 - 11:00, Odeon 2

Chair: Yingkui Yang, University of Southern Denmark

When Less is More: Understanding Consumers' Reaction to Minimalist Appeals

(Joyce) Jingshi Liu, University of London; Wei-fen Chen, University of Leicester

(Un)intended spillovers of green government policies: The case of plastic bag regulations

Stephanie Rizio, University of Groningen; Jenny van Doorn, University of Groningen; Hans Risselada, University of Groningen; Mengfei Ye, University of Groningen

Measuring Green Consumption Behaviour

Yingkui Yang, University of Southern Denmark; Jan Jensen, University of Southern Denmark; René Haldborg Jørgensen, University of Southern Denmark

When self-perceived effort leads to perseverance: A new perspective on the design of incentives promoting pro-environmental behavior

Linda Lemarié, Audencia; Bruno Lanz, University of Neuchâtel; Valéry Bezençon, University of Neuchâtel

11:30 - 13:00, Odeon 2

Chair: Alba D'Aniello, Luiss University

Plastic Consumption: Immoral or Practical? Implementing Implicit Attitudes into a Moral Decoupling Perspective

Rebekka Böhm, Christian-Albrechts-Universität

Is it recycled or recyclable? Improving consumers' perceptions of recycled plastic packages for food products.

Alba D'Aniello, Luiss Guido Carli; Carmela Donato, Luiss University; Matteo De Angelis, Luiss University

Referencing Self-Nature Connection rather than just Nature Increases the Efficiency of Pro-Environmental Interventions on Consumer Behaviors

Leila Rahmani, University of Lausanne; Simona Haasova, University of Lausanne; Sandor Czellar, University of Lausanne; Valentina Clergue, Ecole Hôtelière de Lausanne; Christian Martin, Maynooth University

What's your excuse? Cognitive dissonance and justifications for non-sustainable behaviour

Sarah Seyr, Lucerne University of Applied Sciences and Arts; Ingo Gächter, Lucerne University of Applied Sciences and Arts; Seraina Mohr, Lucerne University of Applied Sciences and Arts; Dominik Georgi, Lucerne University of Applied Sciences and Arts; Guang Lu, Lucerne University of Applied Sciences and Arts

11:30 - 13:00, Odeon 1

Chair: Jareef Martuza, Norwegian School of Economics

Repair as Commitment: The Role of Brand Loyalty

Aylin Cakanlar, Jönköping University; (Joyce) Jingshi Liu, University of London; Gergana Nenkov, Boston College

Sports consumer behaviour: Identifying specific segments of recreational cyclists

Eva Bundsag, University of Szeged

The Big Dishonesty: Consumers are more Dishonest Toward Large Businesses than Small Businesses

Jareef Martuza, Norwegian School of Economics; Hallgeir Sjøstad, Norwegian School of Economics; Helge Thorbjørnsen, Norwegian School of Economics

14:00 - 15:30, Odeon 2

Chair: Essi Vesterinen, The university of Vaasa

The impact of health claim framing, self-perceived health status and third-party endorsement source on the behavioral intentions of consumers toward multiple functional food product categories

Hedia El Ourabi, Université du Québec à Trois-Rivières; Marc-Alexandre Tomiuk, HEC-Montreal

Warm Glow Fades Away: How Temporal Focus Affects Ethical Consumption Choices

Yuqi Guo, Tilburg University; Ceren Sahin, Tilburg University; Robert Smith, Tilburg University; Anna Paley, Tilburg University

How Few Can Be More Powerful Than Many: The Effect of Unbalanced Sampling on Norm Perception

Gaël Le Mens, Pompeu Fabra University; Rahil Hosseini, Universidad Carlos III de Madrid; Thomas Woiczuk, University of the Balearic Islands

Wear your pants out and be happy! - Sustainable anti-consumption of clothing and consumer subjective well-being

Essi Vesterinen, The university of Vaasa; Harri Luomala, University of Vaasa; Michael Lee, The university of Auckland

Friday, May 26

08:30 - 10:00, Odeon 4

Chair: Pernille Videbaek, Aarhus University

Can I bug you? Using edible insects as a prime for more sustainable food choice

Pernille Videbaek, Aarhus University; Wim Verbeke, Ghent University

Multi-experience Framing: The Mere Perception of Experiencing Multiple Stimuli Increases Enjoyment

Ceren Sahin, Tilburg University; Robert Smith, Tilburg University; Anika Stuppy, Tilburg University

Increasing the Sales of Suboptimal Products with Sustainability and Authenticity Marketing

Ilona de Hooze, Wageningen University; Roxanne Van Giesen, Centerdata

Keeping Distance! How Disease Threat Lowers Consumers' Attitude towards Densely Displayed Products

Sahar Karimi, University of Liverpool; Wangshuai Wang, International Business School Suzhou, Xi'an Jiaotong-Liverpool University; Yanxi Yi, Graduate School of Economics, Osaka University

08:30 - 10:00, Koncerthuset K2

Chair: Sukriye Atakan, Siena College

Promoting healthy or preventing unhealthy? An experimental investigation in the context of food products sold through smart vending machines

Giacomo Gistri, University of Macerata; Daniele Scarpi, University of Bologna; Agnese Perfetti, University of Macerata

The visual analogue scale as a simple measurement of the unhealthy = tasty intuition

Jonathan D'hondt, Ghent University; Barbara Briers, University of Antwerp

Impact of Negative Emotions on Consumers' Food Texture Preferences

Sukriye Atakan, Siena College; Behcet Ozkara, Eskisehir Osmangazi University

Person or Product? Made-To-Order K-Pop Celebrities as Products

Chananan Dechadilok, Universidade Nova de Lisboa; Luis Martinez, Universidade Nova de Lisboa; Natalie Truong Faust, NOVA School of Business and Economics; Irene Consiglio, Nova School of Business and Economics

10:30 - 12:00, Odeon 4

Chair: Mengmeng Niu, University of Mannheim

It Is So Much Easy to Be A Healthy Eater: An Application of Option Framing Strategy to Food Customization

Mengmeng Niu, University of Mannheim; Hong Nhung Ta, University of Mannheim; Florian Kraus, University of Mannheim

The Predictive Influence of a Climate Score Label on Real Purchase Behavior at the POS

Jessica Mazurek, HHL Leipzig Graduate School of Management; Florian Skwara, HHL Leipzig Graduate School of Management; Stephanie Neidlinger, Helmut-Schmidt-University Hamburg

Drug Repurposing, Illness Severity, and Consumers' Expectations of Side Effects

Ozlem Tetik, London Business School; David Faro, London Business School; Simona Botti, London Business School; Monika Heller, UCL

Local Foodscape Attributes and their Impact on Trust and the Purchase Intention

Rajlakshmi Banerjee, Nottingham Trent University; Barry Quinn, Ulster University

10:30 - 12:00, Koncerthuset 2

Chair: Kathy Liu, Hong Kong PolyTechnic University

Speed down, fresh up: how food motion speed in advertising videos influences freshness perception

Kathy Liu, Hong Kong PolyTechnic University; Lu Meng, Hong Kong PolyTechnic University; Yijie Wang, Hong Kong PolyTechnic University; Sining Kou, Renmin University of China

Managing compulsive consumption through practice reconfiguration

Larissa Becker, Tampere University; Melissa Akaka, University of Denver; Hope Schau, University of Arizona; Elina Jaakkola, University of Turku

Using Eye-Movement Recording to Examine Price Comparisons

Marc Vanhuele, HEC Paris; Gilles Laurent, ESSEC Business School; Madhav Arora, ESSEC Business School

How the embedding of products in stylistic ensembles affects the products' perceived value

Katrin Talke, TU Berlin; Miriam Deufel, Technische Universität Berlin; Saskia Walz, Technische Universität Berlin

13:00 - 14:30, Koncerthuset 2

Chair: Hannah Chang, Singapore Management University

Overcoming Resistance to Medical Artificial Intelligence

Rafael Wagner, NOVA Information Management School; Diego Costa Pinto, NOVA Information Management School; Gurpreet Dhillon, University of North Texas; Natália Pacheco, IPAM Lisboa; Márcia Herter, Universidade Europeia

The Persuasive Design of AI-synthesized Voices

Hannah Chang, Singapore Management University; Anirban Mukherjee, Cornell University

Artificial Intelligence and Decision Autonomy In Streaming Platforms

Ana Rita Gonçalves, Nova Information Management School; Diego Costa Pinto, NOVA Information Management School; Saleh Shuqair, University of the Balearic Islands; Anna Mattila, Pennsylvania State University

15:00 - 16:30, Koncerthuset 2

Chair: Ruzica Brecic, University of Zagreb

Absolutely unhealthy, relatively healthy - The effect of consumer reference points and loss aversion in evaluating front-of-package nutrition labels

David Olk, University of Groningen; Koert van Ittersum, University of Groningen; Tammo Bijmolt, University of Groningen

Consumer Responses to FOP Label: The Interplay Between Nutrition Information and Food Consumption Motivations

Maija Kantola, University of Vaasa; Maija Paakki, University of Turku; Leena Arjanne, Seinäjoki University of Applied Sciences; Terhi Junkkari, Seinäjoki University of Applied Sciences; Anu Hopia, University of Turku; Harri Luomala, University of Vaasa

Category bias and front-of-package labels

Florian Buehler, Vorarlberg University of Applied Sciences; Iina Ikonen, University of Bath

The impact of labeled food choices on the relation between food attitudes and food behavior in 6-to 9-year-old children

David Skala, University of Zagreb; Ruzica Brecic, University of Zagreb; Dario Cvenček, University of Washington; Luca Panzone, Newcastle University; Matthew Gorton, Newcastle University Business School

Track session - Marketing, Strategy and theory

Wednesday, May 24

08:30 - 10:00, Odeon 2

Chair: Susanna Renner, University of St. Gallen

Dynamic Marketing Capabilities and firm performance

Lancy Mac, University of Macau; Jimmy Lee, University of Macau

The development of B2B2C in marketing theory and practice: Conceptual foundations and qualitative insights

Susanna Renner, University of St. Gallen

Matching Targeting Strategies to Marketing Mix Capabilities to Achieve superior Performance

Marina Kyriakou, University of Piraeus; Markos Tsogas, University of Piraeus

10:30 - 12:00, Odeon 2

Chair: Mark Elsner, Wiesbaden Business School

CMO Personality and Corporate Innovation

Paul Hilfrich, Goethe University Frankfurt; Simone Wies, Goethe University Frankfurt

Technological Disruption in Fashion Industry: A Quasi-Experimental Analysis

Francesca Bonetti, University of the Arts London; Gerard Tellis, University of Southern California; Sajeev Nair, The University of Kansas School of Business

The Contingent Effects of Digital and Sustainability Orientation in the Context of Strategic Industry Settings

Kevin Rocker, Friedrich-Schiller-Universität Jena; Nicolas Zacharias, Friedrich Schiller University Jena; Nikolai Jäger, MQ Hotels Management GmbH

Digital Competence of Firms

Mark Elsner, Wiesbaden Business School; Jessica Knauß, Wiesbaden Business School

13:00 - 14:30, Odeon 2

Chair: Harmen Oppewal, Monash University

Pricing of Add-On Products with Rationally Inattentive Consumers

Sergey Turlo, Goethe University Frankfurt; Dominik Naeher, University of Göttingen

Disposal-based scarcity: How stock reduction methods influence consumer brand perceptions

Oanh Nguyen, Can Tho University; Tania Bucic, UNSW Sydney; Liem Ngo, UNSW Sydney; Harmen Oppewal, Monash University

Stock Mispricing and Myopic Marketing Management

Andrew Zylstra, ISC Paris

Market Orientation in the Eye of the Beholder: Perceived Market Orientation and Its Effect on Dealer- Company Relationships

Zeynep Müge Güzel, Özyeğin University; Ayşegül Özsoy, Koç University

15:00 - 16:30, Odeon 2

Chair: Kai Lesage, Grenoble Ecole de Management

Uncovering the Competitive Advantage of Corporate Brand Equity in E-Commerce

Benjamin Klink, University of St. Gallen

To Donate or Not to Donate: Dealing with Unsold Luxury Products

Ismail Erzurumlu, NEOMA BS; Burak Gokgur, Sabanci University

Effect of Green Products on Brand Performance: Evidence from Organic Products in the Ready-to-Eat Cereal Category

Kai Lesage, Grenoble Ecole de Management

Sensing Physical Properties for Subjective Meanings: The Phenomenological Consumer Perceived Value

Laura Forsman, University of Helsinki & University of Vaasa; Harri Luomala, University of Vaasa

17:00 - 18:15, Odeon 2

Chair: Marilyne Chicoine, ESG UQAM

Sustainability in fast fashion: transparency in take-back programs

Yubo Wang, Monash University; Dewi Tojib, Monash University; Junzhao Ma, Monash University; Yelena Tsarenko, Monash University

Sustainable Consumption During Hedonic Event Experiences: A Conceptual Framework and Research Agenda.

Francisco Tigre Moura, IU University of Applied Sciences; Cansu Hattula, IU International University

The Who, How, What, Where, When and Why of Local Food Value: A Systematic Review

Marilyne Chicoine, ESG UQAM; Francine Rodier, ESG UQAM; Fabien Durif, University of Quebec

Thursday, May 25

09:30 - 11:00, Koncerthuset 2

Chair: Avishek Lahiri, University of Stavanger

Co-creative vs Orthodox Marketing: when organizational power games influence marketing practices

Carole Charbonnel, Université Jean Moulin Lyon 3

CENOR: a new measure of customer engagement orientation - scale development and invariance across industries

Katarzyna Żymkowska, University of Bielsko-Biala; Izabela Kowalik, Warsaw School of Economics; Agnieszka Pleśniak, Warsaw School of Economics

Firms' Focus on Brand and Customer Management: Measurement, Development, and Financial Consequences

Simeng Han, Goethe University Frankfurt; Werner Reinartz, University of Cologne; Bernd Skiera, Goethe-University Frankfurt; Thomas Scholdra, University of Cologne

1 Freelance Orientation in the Sharing Economy: Evidence from Labor Platforms

Avishek Lahiri, University of Stavanger; V. Kumar, St. John's University; Divya Ramachandran, University of Manitoba

11:30 - 13:00, Koncerthuset 2

Chair: Letizia Alvino, University of Twente

Understanding Norms in Subcategory Retrieval Cue Associations

Alicia Barker, Ehrenberg-Bass Institute; Steven Dunn, Ehrenberg-Bass Institute; Kirsten Victory, Ehrenberg-Bass Institute; Magda Nenycz-Thiel, Ehrenberg-Bass Institute

Conceptualizing transgression in marketing : a hybridized review and a research agenda for an ontological renewal in seeking alternatives to hegemonies

Alicia Lefrancois, Université de Picardie Jules Verne; Sophie Changeur, IAE Amiens; Sophie Balech, Université de Picardie Jules Verne

Investigating the adoption of neuroscience technology among marketing professionals: A survey on the intention to use neuromarketing tools

Letizia Alvino, University of Twente; Carolina Herrando, University of Zaragoza; Agata Leszkiewicz, University of Twente; Céline Horsten, University of Amsterdam; Henry Robben, Nyenrode Business Universiteit

Track Session - Digital Marketing and Social Media

Wednesday, May 24

08:30 - 10:00, Koncerthuset K2

Chair: Gwarlann De Kerviler, IESEG School of Management

When Does Brand Buzz Safeguard Firm Value? The Role of Brand Buzz Dispersion for Brand Equity and Risk

Welf Weiger, Alfaisal University; Stefan Fischer, University of Goettingen; Anatoli Colicev, University of Liverpool Management School; Maik Hammerschmidt, University of Goettingen

Leveraging Member-Initiated Online Communities: The Role of Brand Prominence for Generating Word-of-Mouth

Angeliki Kalogeraki, University of Mannheim; Sabine Kuester, University of Mannheim; Sergej von Janda, Kaiser X Labs

How the influencer behaviour affects brand social network?

Elisabetta Benevento, University of Pisa; Davide Bellino, University of Pisa; Davide Aloini, University of Pisa; Paolo Roma, University of Palermo

Sponsored campaign ethicality: the role of brand transparency and influencer motivations

Gwarlann De Kerviler, IESEG School of Management; Raphaëlle Butori, ESSEC

08:30 - 10:00, Koncerthuset K3

Chair: Virginie Rodriguez, Université d'Orléans

When fact-checking backfires: The roles of the endorser's credibility and the recipient's predispositions towards the issue on fake news' correction effectiveness in social media

Ambre Gambin, University of Montpellier; Andreas Munzel, Toulouse 1 Capitole University

Third-Person Perception of Fake News: Is it Consequential for Brands?

Ipek Nibat Cayrol, Grenoble Ecole de Management & USMB IREGE; Robert Mai, Grenoble Ecole de Management; Olivier Trendel, Grenoble Ecole de Management

How to identify fake news? The impact of source credibility, sensational headlines and fake news awareness on the classification of online information

Corina Pelau, Bucharest University of Economic Studies; Carmen Acatrinei, Bucharest University of Economic Studies; Mihai-Ionut Pop, Bucharest University of Economic Studies

When Haters gather in a virtual community... Netnography of a french community called « Les Râleurs en ColRER E »

Virginie Rodriguez, Université d'Orléans; Pierre Buffaz, Université Panthéon Assas Paris 2

10:30 - 12:00, Koncerthuset K2

Chair: Jeonghee Byun, Korea University

Inverted Uncanny Valley: the Credibility of Virtual Influencers vs Human Influencer

Marcin Awdziej, Kozminski University; Dagmara Plata-Alf, Kozminski University; Jolanta Tkaczyk, Kozminski University

The Un-deserving Virtual Influencers: The effect of Consumer Envy on Engagement with Virtual Influencers

Sakshi Korde, Wilfrid Laurier University; Ammara Mahmood, Wilfrid Laurier University

Engagement or social glue? An investigation of influential characteristics of virtual influencers in Metaverse

Aman Kumar, Indian Institute of Management Visakhapatnam; Amit Shankar, Indian Institute of Management Visakhapatnam

A Systematic Review of Virtual Influencers: Similarities and Differences between Human and Virtual Influencers in Interactive Advertising

Jeonghee Byun, Korea University; Sun joo (Grace) Ahn, University of Georgia

10:30 - 12:00, Koncerthuset K3

Chair: Guilherme Shiraishi, Universidade de São Paulo

Service robot vs. salesperson how consumers perceive product information from the front-line interaction

Xingming Yang, Grenoble Ecole de Management

Evaluation of the experience of being attended by a social robot in a frontline service

Rubén Huertas-Garcia, University of Barcelona; Santiago Forgas-Coll, University of Barcelona; Antonio Andriella, Institut de Robòtica i Informàtica Industrial; Laura Saez-Ortuno, University of Barcelona

Avatar-mediated Interactions in the Metaverse: A Systematic Review and Future Research Agenda

Yue Peng, King's College London; Shintaro Okazaki, King's College London; Prokriti Mukherji, King's College London

Should brands be like humans? An exploratory study of anthropomorphic digital robots from Brazilian brands

Fernanda Mariano Mateus da Silva, Universidade de São Paulo; Guilherme Shiraishi, Universidade de São Paulo; Marcelo de Rezende, Pontifical Catholic University of Minas Gerais

13:00 - 14:30, Koncerthuset K2

Chair: Judith Derenthal, Georg-August-University Göttingen

Does it pay to be active on social media? The antecedents and consequences of researchers' social media activities

Veronika Breytfus, University of Cologne; Julian Wichmann, University of Cologne; Werner Reinartz, University of Cologne

Paid Social Media: Review and Research Agenda

Sara Alida Volkmer, Technical University of Munich; Martin Meißner, Technical University of Munich

How To Optimize Your Social Media Caption To Generate More Engagement :) #Captionize #SocialMedia

Thomas Reichstein, BTU Cottbus-Senftenberg; Ines Brusch, BTU Cottbus-Senftenberg; Florian Dost, Brandenburg University of Technology; Michael Brusch, Anhalt University of Applied Science

Conveying Sustainability: Product-Related CSR Communication in Social Media

Judith Derenthal, Georg-August-University Göttingen; Robert Nickerson, San Francisco State University; Waldemar Toporowski, University of Goettingen

15:00 - 16:30, Koncerthuset K2

Chair: Christian Schlereth, WHU - Otto Beisheim School of Management

"Sign me!": The influence of online petitions design on signing behaviour

Anne Carminati, Université Paris Dauphine; Béatrice Parguel, Université Paris-Dauphine; Elisa Monnot, Cergy Paris Université Laboratoire

The Impact of Algorithmic Components on Contributions in Charitable Crowdfunding

Prasad Vana, Dartmouth College

Sponsorship-linked Marketing: The impact on consumers' engagement with sponsors' social media

Konstantinos Koronios, University of Peloponnese; Lazaros Ntasis, University of Peloponnese; Panagiotis Dimitropoulos, University of Peloponnese; Maria Tsironi, University of Peloponnese

Managing Social Media P2p Fundraising

Christian Schlereth, WHU - Otto Beisheim School of Management; Beatrice Martin, WHU - Otto Beisheim School of Management; Bernd Skiera, Goethe-University Frankfurt

15:00 - 16:30, Koncerthuset K3

Chair: Barbara Duffek, Imperial College Business School

The Interplay of Influencer Status and Intimacy in Generating Sales: Evidence from Secondary Data and Three Field Experiments

Maximilian Beichert, University of Mannheim; Andreas Bayerl, University Mannheim; Jacob Goldberg, Reichman University; Andreas Lanz, HEC Paris

Why Do You Like the Post? An Explanatory Approach of Micro, Macro and Mega Influencers' User Engagement Statistics

Anna Sophie Hollstein, University of Bremen; Franziska Frese, University of Bremen; Tanja Fink, University of Bremen; Michael Schade, University of Bremen; Christoph Burmann, University of Bremen

How Can Brands Work with Influencers to Create Authentic Branded Content?

Barbara Duffek, Imperial College Business School; Andreas Eisingerich, Imperial College Business School; Omar Merlo, Imperial College London; Guan Lee, Imperial College London

17:00 - 18:15, Koncerthuset K2

Chair: Jason Weismueller, The University of Western Australia

The Power of Sensory Language in Influencer Marketing

Giovanni Luca Cascio Rizzo, Luiss Guido Carli University; Jonah Berger, University of Pennsylvania; Matteo De Angelis, Luiss University; Rumen Ivaylov Pozharliev, Luiss Guido Carli University

Influencer Marketing of Green Products

Satadruta Mookherjee, Grenoble Ecole de Management; Yiping Song, NEOMA Business School

Influencer Marketing: The Power of Emotions in Branded Influencer Posts

Jason Weismueller, The University of Western Australia; Paul Harrigan, The University of Western Australia; Richard Gruner, University of Western Australia

17:00 - 18:15, Koncerthuset K3

Chair: Yashar Bashirzadeh, Grenoble Ecole de Management

How digital devices shape online recommendations

Lisa-Marie Klopfer, Friedrich-Alexander-Universität Erlangen-Nürnberg; Lukas Wolf, Friedrich-Alexander-Universität Erlangen-Nürnberg; Martina Steul-Fischer, Friedrich-Alexander-Universität Erlangen-Nürnberg

Transforming Online Complaints into Positive Word-of-Mouth with Webcare

Iris Siret, Université Lyon 2; William Sabadie, Iae Lyon School of Management; Wolfgang Weitzl, University of Applied Sciences Upper Austria

Save The Best for Last: Investigating the Effects of Referral Reward Program Structures in the Freemium Game Context through a Long-Term Field Experiment

Yashar Bashirzadeh, Grenoble Ecole de Management; Charis Li, Grenoble Ecole de Management; Alixandra Barasch, University of Colorado

Thursday, May 25

09:30 - 11:00, Koncerthuset K3

Chair: Jacques Nel, University of the Free State

Consumer Trust and Product Choice in Online Marketplace: A Motivated Belief Perspective

Yu Lin, The Chinese University of Hong Kong; Xianchi Dai, Chinese University of Hong Kong; Wenjie Tang, University of Vienna

Using gestural interaction technologies to provide a richer and more immersive consumer experience: triangulation of self-reported scales and electroencephalographic data

Quentin Sellier, UC Louvain; Ingrid Poncin, Université catholique de Louvain; Jean Vanderdonckt, UC Louvain

The Impact of Environmental Context on Mobile Consumer Investment Decisions

Pauline Engel, LMU Munich School of Management; Chen Pundak, NYU; Martin Spann, LMU Munich School of Management; Peter Pal Zubcsek, Tel Aviv University

The contradictory influences of traditional-bank customers' digital banking prior usage experience on intention to postpone the use of digital-only banks

Jacques Nel, University of the Free State; Christo Boshoff, Stellenbosch University

09:30 - 11:00, Koncerthuset K4

Chair: Ilkka Kaate

The moderating role of goal orientation on the effect of viewability on ad effectiveness

Isin Acun, University of Vienna Economics and Business; Nadia Abou Nabout, WU Vienna; Klaus Miller, HEC Paris

Comparison between two types of product placement on YouTube : the case of a placement that fulfills Internet users' expectations and a placement that doesn't fulfill Internet users' expectations

Simon Régnier, Université Paris 1 Panthéon-Sorbonne; Jean-François Lemoine, Université Paris 1 Panthéon-Sorbonne

#WowItsMe – Revisiting Meaning Transfer Model with Own-Face Digital Advertising

Janina Krick, EBS University for Business and Law; Franziska Krause, EBS University of Business and Law; Sven Henkel, EBS Universität für Recht und Wirtschaft; Dipayan Biswas, University of South Florida

How Can Personas Support Online Advertising Process? Proposing 'Persona-Based Online Advertising Optimization'

Ilkka Kaate, University of Turku; Joni Salminen, University of Vaasa; Soon-Gyo Jung, Qatar Computing Research Institute; Rami Olkkonen, University of Turku; Bernard Jansen, Qatar Computing Research Institute

11:30 - 13:00, Koncerthuset K4

Chair: Jessica Knauß, Hochschule RheinMain

Can Prepurchase Word of Mouth Affect Postpurchase Word of Mouth? The Role of Inter-personal Closeness in Online Review Sharing

Hung Dao, University of Liverpool; Kshitij Bhoumik, University of Leeds; Reika Igarashi, Edinburgh Napier University

Consumer Information Asymmetry in Online Product Reviews

Yulia Nevskaya, Washington University in St. Louis

Does Design Matter? An Empirical Investigation into the Design-Impact of Online Review Systems

Jochen Reiner, Aalborg University Business School; Dominik Hettich, Goethe University Frankfurt; Daniel Kostyra, Goethe University Frankfurt

Photos in Online Reviews of Search Goods

Jessica Knauß, Hochschule RheinMain; Mark Elsner, Wiesbaden Business School

14:00 - 15:30, Koncerthuset K4

Chair: Denis Utochkin, Norwegian School of Economics

The Effect of Gender Stereotypes in Voice Commerce

Lea Sollfrank, Goethe University Frankfurt; Ju-Young Kim, Goethe-Universität Frankfurt

Mapping the Knowledge Base of Haptics in e-Commerce: A Bibliometric Analysis

Yuyu Wang, University of Eastern Finland; Heli Hallikainen, University of Eastern Finland; Tommi Laukkanen, University of Eastern Finland

Liminality in Conspicuous Consumption: The Curious Case of 'PC Master Race'

Denis Utochkin, Norwegian School of Economics

Friday, May 26

08:30 - 10:00, Koncerthuset K3

Chair: Lennart Kraft, Goethe University Frankfurt

Platform Leakage and Disintermediation Prevention

Pradeep K. Chintagunta, University of Chicago; Liqiang Huang, Zhejiang University; Wei Miao, University College London; Wanqing Zhang, University of London

How Does Standardized Consent for Personal Data Processing Affect Online Tracking?

Yuxi Jin, Goethe University Frankfurt; Bernd Skiera, Goethe-University Frankfurt, Germany

Why am I seeing this? The Impact of Information-Use Transparency on the Effectiveness of Personalized Advertising

Johanna Verenkotte, LMU Munich School of Management; Martin Spann, LMU Munich School of Management

Economic Impact of Apple's App Tracking Transparency Framework (ATT)

Lennart Kraft, Goethe University Frankfurt; Bernd Skiera, Goethe-University Frankfurt; Tim Koschella, Realtime Technologies GmbH

08:30 - 10:00, Koncerthuset K4

Chair: Chongyan Sun, Chinese University of Hong Kong

Archetypes of Social Media Influencers on YouTube and User Engagement

Renato Hübner Barcelos, Université du Québec à Montréal; Ana Cristina Munaro, Pontifícia Universidade Católica do Paraná; Eliane Francisco-Maffezzolli, Pontifical Catholic University of Paraná; João Pedro Santos Rodrigues, Pontifícia Universidade Católica do Paraná; Emerson Cabrera Paraiso, Pontifícia Universidade Católica do Paraná

I Really Know You: How Influencers Can Increase Audience Engagement by Referencing Their Close Social Ties

Jaeyeon Chung, Rice University; Ajay Kalra, Rice University; Yu Ding, Stanford University

Using visual cues in user-generated video content to explain viewer engagement

Lina Oechsner, ESSEC Business School; Raoul Kübler, ESSEC Business School

Emotional Variability and Consumer Engagement: The Case of a Large Live Streaming Platform

Chongyan Sun, Chinese University of Hong Kong; Francisco Orlando Cisternas Vera, Chinese University of Hong Kong

10:30 - 12:00, Koncerthuset K3

Chair: Nicolas Kusz, Université Paris 1 Panthéon-Sorbonne

To Err is Human: Understanding customers' ambivalence towards chatbots

Xiaoxia Cao, University of London; Nisreen Ameen, London University; Chris Hackley, University of London

Satisfaction with the Use of Chatbots: A cross-generational Comparison

Rebecca Stephan, Mainz University of Applied Sciences; Hannah Kraemer, University of Applied Sciences Mainz; University of Bamberg; Isabelle Hillebrandt, Mainz University of Applied Sciences

The influence of chatbot disclosure on customer reuse intention: The mediating role of social presence

Sebastian Düppre, Technische Universität Kaiserslautern; Stefan Roth, Technische Universität Kaiserslautern

Voice app (Google Action and Alexa Skill) : the influence of the assistant's voice on users

Nicolas Kusz, Université Paris 1 Panthéon-Sorbonne; Jean-François Lemoine, Université Paris 1 Panthéon Sorbonne

10:30 - 12:00, Koncerthuset K4

Chair: Yara Qutteina, KU Leuven

The Impact of COVID-19 Lockdown on Digital Lifestyle in China

Jayson Jia, University of Hong Kong; Jianmin Jia, The Chinese University of Hong Kong; Yuan Yun, Tsinghua University

Consumer Coping Mechanisms and the Paradox of Deceptive Online Consumer Reviews (OCRs)

Andrea Wetzler, Toulouse School of Management; Andreas Munzel, Toulouse 1 Capitole University

How social media messengers' food messages relate to adolescent eating

Yara Qutteina, KU Leuven; Lotte Hallez, KU Leuven; Paulien Decorte, University of Antwerp; Charlotte De Backer, University of Antwerp; Tim Smits, KU Leuven

13:00 - 14:30, Koncerthuset K3

Chair: Anna Granstedt, Åbo Akademi University

How social media platform affordances influence digital brand personality: a cross-platform comparison of user-generated content

Mijka Ghorbani, University of Strathclyde; Andrea Tonner, University of Strathclyde; Eleni Tsoukoku, University of Strathclyde

What Makes NFTs Valuable to Consumers? Perceived Value Drivers Associated with NFTs Liking, Buying, and Holding

Tuba Yilmaz, BI Norwegian; Carlos Velasco, BI Norwegian Business School; Sofie Sagfossen, Stockholm School of Economics

Is your chatbot valuable? Exploring hedonic and utilitarian value creation in apparel chatbots.

Aishwarya Ramesh, Indian Institute of Technology; Vaibhav Chawla, Indian Institute of Technology

Not in it (just) for the money: social media discourses on value dimensions

Anna Granstedt, Åbo Akademi University

13:00 - 14:30, Koncerhuset K4

Chair: Tom Wielheesen, University of Groningen

Brand to consumer emotional contagion on Facebook brand pages

Chedia Dhaoui, The University of New South Wales; Cynthia Webster, Macquarie University; Lay Peng Tan, Macquarie University

Trend Following: How Content Prototypicality Drives Liking on TikTok

Marc Bravin, University of Lucerne; Melanie Clegg, Vienna University of Economics and Business; Reto Hofstetter, University of Lucerne; Marc Pouly, Lucerne University of Applied Sciences and Arts; Jonah Berger, University of Pennsylvania

What's the perfect combination? A study of the use of images, people and text in short videos from Instagram and TikTok

Itziar Oltra González, University of Valladolid; Carmen Camarero-Izquierdo, University of Valladolid; Rebeca San José Cabezudo, University of Valladolid

How To Hook Customers With Facebook

Tom Wielheesen, University of Groningen; Laurens Sloot, University of Groningen; Tammo Bijmolt, University of Groningen

15:00 - 16:30, Koncerthuset K3

Chair: Ahmed Geebren, Northumbria University

Can AI Help in Crowdsourcing? A Theory-Based Model for Idea Screening in Crowdsourcing Contests

Jason Bell, University of Oxford; Christian Pescher, Universidad de los Andes; Gerard Tellis, University of Southern California; Johann Füller, University of Innsbruck

Investigating Consumers' Hesitant Adoption of Medical Artificial Intelligence

Elisa Konya-Baumbach, University of Mannheim; Miriam Biller, University of Mannheim; Sabine Kuester, University of Mannheim

When Does a Brand-Influencer Matching AI Backfire?

Jessie Liu, Johns Hopkins University; Yi Liu, University of Wisconsin–Madison

User Trust in AI Chatbot: A Review and Research Agenda

Ahmed Geebren, Northumbria University

Track Session - Innovation Management and New Product Development

Wednesday, May 24

13:00 - 14:30, Odeon 1

Chair: Slawka Jordanow, Saarland University

Creative brief attractiveness shaping creative crowdsourcing contest outcomes: a comparison between “top” and “average” contributors

Vellera Cyrielle, Toulouse School of Management; Stéphane Salgado, Toulouse School of Management - Université Toulouse 1 Capitole; Jean-François Lemoine, Université Paris 1 Panthéon-Sorbonne; Yannig Roth, Optee

The Market Intelligence and Open Innovation interface: a case in the automotive industry

Alessandro Comai, International University of Japan; Marcel Bogers, University of Copenhagen

Variation makes the difference: Investigating the effectiveness of different customer types for co-creation in new product development

Slawka Jordanow, Saarland University; Sven Heidenreich, Saarland University

15:00 - 16:30, Odeon 1

Chair: Ammara Mahmood, Wilfrid Laurier University

Algorithm morality: The impact of autonomous vehicles’ accidents on driver responsibilities, guilt, and well-being

Thomas Teychenie, Université Toulouse Capitole; Julien Cloarec, Université Jean Moulin Lyon 3; Marc Kuhn, Baden-Wuerttemberg Cooperative State University Stuttgart; Lars Meyer-Waarden, University Toulouse 1 Capitole

Satisfaction is not enough: the concept of customer delight and its relevance in the AI context.

Ilaria Querci, Ca' Foscari University of Venice; Luigi Monsurro, Sapienza University of Rome; Silvia Grappi, University of Modena and Reggio Emilia; Simona Romani, Luiss University; Richard Bagozzi, University of Michigan

Zero-Sum Beliefs in Autonomy Influence Consumer Perception and Use of Autonomous Products

Jonas Goergen, University of St. Gallen; Gergely Nyilasy, University of Melbourne; Emanuel de Bellis, University of St. Gallen

When Humans Collaborate with AI: Issues of Accountability and Scapegoating

Tripat Gill, Wilfrid Laurier University; Ammara Mahmood, Wilfrid Laurier University; Chatura Rana-weera, Wilfrid Laurier University; Ali Anwar, Wilfrid Laurier University

17:00 - 18:15, Odeon 301-302

Chair: Víctor Temprano-García, University of Valladolid

Investor Intelligence and Firm Innovation Behavior

Dorian Petrich, Goethe University Frankfurt; Simone Wies, Goethe University Frankfurt

Drivers and performance outcomes of generational product innovativeness

Nikolaos Kyriakopoulos, TU Delft.; Paraskevas Argouslidis, Athens University of Economics and Business

Examining the relationships between team boundary spanning, boundary buffering and job stress in new product development teams

Pilar Carbonell, York University; Ana Rodriguez-Escudero, University of Valladolid; Héctor Pérez-Fernández, University of Valladolid; Víctor Temprano-García, University of Valladolid

Thursday, May 25

09:30 - 11:00, Odeon 109

Chair: Mona Frermann, Technische Universität Berlin

Creating Personas: A Qualitative Approach to Extract Innovation Perception

Gabriele Torma, Aarhus University; Jessica Aschemann-Witzel, Aarhus University

Advising Policy-Makers: Potential Impact of Mandatory Vaccination on Opposition Behavior

Matthias Stäudt, EBS University; Sven Henkel, EBS Universität für Recht und Wirtschaft; Pascal Vermehren, EBS Universität für Recht und Wirtschaft

How workspace design influences innovation-related behaviour. The role of occupational stereotypes

Mona Frermann, Technische Universität Berlin; Birgit Peña Häufler, Technische Universität Berlin; Soeren Salomo, Technische Universität Berlin; Katrin Talke, TU Berlin

11:30 - 13:00, Odeon 109

Chair: Matteo Fina, Goethe University Frankfurt

Incentivizing User Input for Data Enrichment

Sven Beisecker, WHU - Otto Beisheim School of Management; Christian Schlereth, WHU - Otto Beisheim School of Management

Symbolic attributes and identities in green innovation use: The case of shared e-bikes and e-scooters

Phil Justice Flores, Lund University

Acceptance of virtual reality as a creativity support tool: the role of technology resistance, VR-presence, and VR specific fears

Nikolay Slivkin, Toulouse School of Management; Linda Hamdi-Kidar, TBS Business School; Leila Elgaaied-Gambier, TBS Business School

The impact of innovation credit on purchase decisions

Matteo Fina, Goethe University Frankfurt; Lisa Zaeuner, Goethe University Frankfurt

14:00 - 15:30, Odeon 109

Chair: Manjunath Padigar, University of Groningen

Marketing platform knowledge, product variety, and platform financial performance: digital versus conventional product platforms

Edwin Nijssen, Eindhoven University of Technology; Ties Van Bommel, Eindhoven University of Technology; Signify, Eindhoven

Do R&D subsidies drive innovations? From the resource additionality and signaling perspectives

Jun Li, Shanghai University of Finance and Economics; Ruby Lee, Florida State University

Retailers' Fringe Customer Focus and Shareholder Value: The Role of Firm Capabilities to Build and Leverage Market-based Assets

Manjunath Padigar, University of Groningen; Kiran Pedada, University of Manitoba; Ashish Sinha, UTS Business School; Rajendra Srivastava, Indian School of Business

Track Session - Social Responsibility Ethics

Wednesday, May 24

08:30 - 10:00, Odeon 105-106

Chair: John Thøgersen, Aarhus University

Small change, big effect? The importance of just in time information and message framing in promoting the uptake of eco-routes

Jochen Eckert, RheinMain University of Applied Sciences; Tino Müller, RheinMain University of Applied Sciences; Franziska Johanna Schechner, RheinMain University of Applied Sciences; Tatjana Steusloff, RheinMain University of Applied Sciences

Positive, negative, or graded sustainability labelling? Which is most effective at promoting a shift towards more sustainable product choices?

John Thøgersen, Aarhus University; François Dessart, European Commission - Joint Research Centre; Ginevra Marandola, Ministero dell'Economia e delle Finanze; Stefanie Hille, European Commission - DG Connect

Effectiveness of labels on consumer sustainability assessment of food: evidence from an eye-tracking study

Sandra Ullrich, Baden Wuerttemberg Cooperative State University Heilbronn; Carsten Leo Demming, Baden Wuerttemberg Cooperative State University Heilbronn; Carolyn Hutter, Baden Wuerttemberg Cooperative State University Heilbronn

Packed and claimed for sustainability: A multi experiment test of how consumers perceive soft drink packaging sustainability

Lotte Hallez, KU Leuven; Bram Spruyt, KU Leuven; Filip Boen, KU Leuven; Tim Smits, KU Leuven

10:30 - 12:00, Odeon 105-106

Chair: Xiaolan Chen, University of London

The Impact of Corporate Social Responsibility on Religious Consumers' Luxury Consumption

Haiming Hang, University of Bath

How and when front-line employee diversity impacts luxury brand equity

Karen T. Bowen, University of Leeds; Christina Papadopoulou, University of Leeds; Giuseppe Musarra, University of Leeds

What Drives and Conditions Second-Hand Luxury Fashion Shopping

Giuseppe Musarra, University of Leeds; Karen T. Bowen, University of Leeds; Christina Papadopoulou, University of Leeds

The moral dimension in sustainable luxury consumption

George Balabanis, City University of London; Anastasia Stathopoulou, International University of Monaco; Xiaolan Chen, City University of London

13:00 - 14:30, Odeon 105-106

Chair: Sybilla Merian, University of Zurich

Self-control failures in pro-environmental behavior under uncertainty

Sai Prashanth Ramachandran, Toulouse School of Management; Camilla Barbarossa, Toulouse Business School; Laurent Bertrandias, Toulouse Business School

A Field Experiment on Biases in Food Waste Measurement Methods

Sybilla Merian, University of Zurich; Kevin O'Sullivan, ETH Zurich; Sabrina Stöckli, University of Zurich; Claudio Beretta, University of Applied Sciences Zurich; Verena Tiefenbeck, Friedrich Alexander University; Nadina Müller, University of Applied Sciences Zurich; Elgar Fleisch, University of St.Gallen; Martin Natter, University of Zurich

Parents and children characteristics that contribute to food waste promotion behaviours among households

Violeta Stancu, Aarhus University; Liisa Lähteenmäki, Aarhus University

Acceptability of unsustainable consumption

Benedikt Schnurr, Technical University of Munich; Georgios Halkias, Copenhagen Business School

15:00 - 16:30, Odeon 105-106

Chair: Anne Peschel, Aarhus University

Consumers' (lacking) self-determined motivation to reduce meat consumption

Maureen Schulze, Copenhagen Business School; Meike Janssen, Copenhagen Business School

How do defaults and framing influence food choice? An intervention aimed at promoting plant-based choice in online menus

Ainslee Erhard, University of Goettingen; Dominic Lemken, University of Bonn; Yasemin Boztug, University of Goettingen

Choosing vegan feels good, doesn't it? Effects of gender-congruency cues on vegan-labeled products

Fernanda Carneiro-Otto, Georg-August-Universität Göttingen; Yasemin Boztug, University of Goettingen

Understanding consumers' ethical orientation in consumption choices – An application to meat products

Anne Peschel, Aarhus University; George Tsalis, Aarhus University; Klaus Grunert, Aarhus University; Kristina Thomsen, Aarhus University

17:00 - 18:15, Odeon 105-106

Chair: Jakob Utgård, Kristiania University College

Carbon Emission Reductions versus Offsets: Consumer Perceptions of Firm Environmental Sustainability

Jakob Utgård, Kristiania University College; Tarje Gaustad, BI Norwegian Business School

Why aren't they listening to us? Exploring Marketing literature's (lack of) presence in the most influential summary of Climate Change Science.

Iain Black, University of Strathclyde; Arunima Malik, University of Sydney; Camille Mora, University of Sydney

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

Robin Pade, Karlsruhe Institute of Technology; Martin Klarmann, Karlsruhe Institute of Technology

Thursday, May 25

09:30 - 11:00, Odeon 1

Chair: Christopher Amaral, University of Bath

Artificial intelligence-assisted sustainable marketing: Contribution and agenda for research

Jessie Do, University of Jyväskylä; Outi Uusitalo, University of Jyväskylä; Mika Skippari, University of Jyväskylä; Mitra Salimi, University of Jyväskylä

Motivating Sustainable Energy Consumption Within Organizations: The Role of Artificial Intelligence and Behavioural Nudging

Christopher Amaral, University of Bath; Ceren Kolsarici, Queen's University; Iina Ikonen, University of Bath; Nicole Robitaille, Queen's University

Social (Ir)Responsibility of Artificial Intelligence? Consumer Perceptions of AI-Induced Errors and Implications for Society

Alexander Mueller, University of Mannheim; Sabine Kuester, University of Mannheim; Sergej von Janda, Kaiser X Labs

The Impact of Consent Management in Influencing Intention to Use Anthropomorphized Chatbot

Robin Robin, Oxford Brookes University; Maheshan De Silva Kanakaratne, Oxford Brookes University; Cammy Crolic, Saïd Business School, University of Oxford

14:00 - 15:30, Odeon 1

Chair: Andrea Pérez, University of Cantabria

Comparing consumer intention to purchase ethical fashion cross-culturally

Andrea Pérez, University of Cantabria; Jesús Collado Agudo, University of Cantabria; Ting Chi Liu, University of Macau

How Do Religiosity and Spirituality Affect Green Purchase Intentions? A Comparative Study between India and Japan

Mototaka Sakashita, Keio University; Rahul Goswami, Indian Institute of Technology Kharagpur; Swagato Chatterjee, Queen Mary University of London

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

Stefanie Dewender, University of Muenster; Raoul Kübler, ESSEC Business School

Evolutions in consumer awareness & definitions of sustainability: a multi-country study

Frank Goedertier, Vlerick Business School; Bert Weijters, Ghent University; Joeri Van den Bergh, InSites Consulting; Ole Schacht, Ghent University

Friday, May 26

08:30 - 10:00, Odeon 1

Chair: Yvetta Simonyan, University of Bath

Sustainable Consumption Decisions in Dilemma Situations: An Interdisciplinary Investigation of Moral Judgment in Consumption

Anna-Lena Sager, Kiel University; Sebastian Müller, Center for Life Ethics, Uni Bonn; Nils Hoffmann, Kiel University; Stefan Hoffmann, Kiel University; Ludger Heidbrink, Kiel University

Brand activism triggers negative moral emotions and shrinks conservative's moral circle

Souha Itani, Toulouse School of Management; Sylvie Borau, Toulouse Business School

"Let The Driver Off The Hook?" Moral Decisions Of Autonomous Cars And Their Impact On Consumers Well-Being

Marc Kuhn, Baden-Wuerttemberg Cooperative State University Stuttgart; Maximilian Schwing, University of Toulouse 1 Capitole; Vanessa Reit, Cooperative State University Baden-Württemberg; Sarah Selinka, Baden-Wuerttemberg Cooperative State University Stuttgart; Yuliia Pashchenko, Baden-Wuerttemberg Cooperative State University Stuttgart

Limits to the Price-Tag Society: Ethical Evaluations of Controversial Market Offers

Craig Smith, INSEAD; Yvetta Simonyan, University of Bath

10:30 - 12:00, Odeon 1

Chair: Olga Ungureanu, Vrije Universiteit Amsterdam

Ethical and Effective Fundraising Communication – An Oxymoron?

Roman Antoschin, WHU - Otto Beisheim School of Management; Christian Schlereth, WHU - Otto Beisheim School of Management; Christine Eckert, University of Technology Sydney; Hannah Erlebach, WHU - Otto Beisheim School of Management

Corporate Digital Responsibility (CDR) Reporting – A Content Analysis of Companies' CDR Initiative

Melanie Bowen, Justus-Liebig-Universität Giessen; Hai Hana Nguyen, Justus-Liebig-University Giessen

Preaching to the Choir: Do Green Influencers Make a Difference?

Erik Maier, HHL Leipzig Graduate School of Management; Sarah König, HHL Leipzig Graduate School of Management

Do consumers buy into your green messages? Firm media legitimacy and social media engagement

Olga Ungureanu, Vrije Universiteit Amsterdam; Meike Morren, Vrije Universiteit Amsterdam

13:00 - 14:30, Odeon 1

Chair: Ilona Szőcs, University of Vienna

Reward or Punish? – How financial incentives interact with regulatory focus to enhance sustainable consumer behavior

Catalina Wache, Freie Universität Berlin; Maja Fors, Stockholm School of Economics; Alexander Mafael, Stockholm School of Economics

The Price of Corporate Social (Ir)Responsibility: Consumers' Willingness to Pay for Domestic vs. Foreign Brands and the Role of Consumer Dispositions

Ilona Szőcs, University of Vienna; Maria Montanari, University of Vienna; Felipe Zambaldi, Fundação Getulio Vargas's Sao Paulo School of Business Administration

Corporate Socially Responsible Initiatives and its spillover impact on Consumers' Adoption of Social and Sustainable Behaviors

Rita Coelho do Vale, Universidade Católica Portuguesa; Pedro Verga Matos, Universidade de Lisboa; Filipa Almeida, Universidade Católica Portuguesa

Analysing the relevance of ethical alignment in Corporate Social Responsibility initiatives

Alan Mathew Kunnumpuram, Norwegian School of Economics; Magne Supphellen, Norwegian School of Economics

15:00 - 16:30, Odeon 1

Chair: Diletta Acuti, University of Portsmouth

Adopt a sheep, if you care. Fostering sustainable consumption through distant adoption

Diletta Acuti, University of Portsmouth; Marta Pizzetti, Emlyon Business School

Unlocking consumers' responsibilities – A corporate perspective on enhancing sustainable consumer behaviour

Anna-Karina Schmitz, WHU - Otto Beisheim School of Management; Katharina Göring-Lensing-Hebben, WHU - Otto Beisheim School of Management; Martin Fassnacht, WHU - Otto Beisheim School of Management

At a Distance, All Is Well: The Intertwining Relationship Between System Justification, Psychological Distance, and Environmental Concern

Fabian Christandl, Charlotte Fresenius Privatuniversitaet Vienna; Anna Jasinenko, HEC Lausanne; Thorben Grubert, HHL Leipzig Graduate School of Management

Track Session - Advertising & Marketing Communications

Wednesday, May 24

17:00 - 18:15, Koncerthuset K4

Chair: Terri Chan, Hong Kong Baptist University

Role Perceptions of Influencers in Virtual Selling Tools: How Do Consumers Perceive the Influencer's Role in Fashion Hauls on Instagram, and How Do These Perceptions Affect Purchase Intentions?

Luisa Mahn, University of Bremen; Michael Schade, University of Bremen; Christoph Burmann, University of Bremen

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

Denise Pape, University of Goettingen; Waldemar Toporowski, University of Goettingen

Overshadowing Effect of Celebrity Endorsers in Advertising: An Eye-Tracking Approach

Terri Chan, Hong Kong Baptist University; Bolton Chau, The Hong Kong Polytechnic University

Friday, May 26

08:30 - 10:00, Odeon 105-106

Chair: Mario Pandelaere, Virginia Tech

Plus-size luxury fashion advertising: Benefits and pitfalls

Kacy Kim, Bryant University; Sharmin Attaran, Bryant University; Teresa McCarthy Byrne, Bryant University; Sukki Yoon, Bryant University

Gender role portrayals in online advertising in a Nordic context

Petra Paasonen, Aalto University School of Business; Mikaela Björkqvist, Aalto University School of Business

Women in Control? Political Ideology Shapes Consumers' Responses to Sexualized Advertising

Mario Pandelaere, Virginia Tech; Gwarlann De Kerviler, IESEG School of Management; Shilpa Madan, Virginia Tech

10:30 - 12:00, Odeon 105-106

Chair: Julian Kopka, University of Wuppertal

Assisting Ad Testing with Viewer Emotional Response Prediction: A Guideline and Method Development

Yuanyuan Zhu, The University of Western Australia; Paul Harrigan, The University of Western Australia; Kristof Coussement, IESEG School of Management; Tina Tessitore, IESEG School of Management

Consumer Responses to the Personalization of Marketing Communications: A Meta-Analysis

Xia Liu, University of Groningen; Tammo Bijmolt, University of Groningen; Marijke Leliveld, University of Groningen; Hong Zhao, University of Chinese Academy of Sciences

Measuring advertising message effectiveness: Integration of qualitative and quantitative approaches

Jiwon Baek, Pusan National University; Tae Ho Song, Pusan National University

May I Have Your Attention Please? A Mobile Eye-Tracking Study on the Effectiveness of Advertising Attention Tactics in Real-Life Media Encounters

Julian Kopka, University of Wuppertal; Lennart Borgmann, University of Wuppertal; Tobias Langner, University of Wuppertal

13:00 - 14:30, Odeon 105-106

Chair: M S Balaji, Rennes School of Business

Who cares? The role of communication strategy and individual characteristics in the public acceptability of a waste management reform

Lesman Ghazaryan, Grenoble Ecole de Management; Corinne Faure, Grenoble Ecole de Management; Joachim Schleich, Grenoble Ecole de Management; Mia Birau, Emlyon business school

Round Up to Give Back: Are Consumers Willing to Pay More for Socially Sustainable Efforts of Food Retailers?

Regina Harms, Heinrich Heine University Düsseldorf; Maike Westerhoff, Heinrich Heine University Düsseldorf; Jan Weidenstraß, Heinrich Heine University Düsseldorf; Nadine Gier, Heinrich Heine University Düsseldorf

Effectiveness of Communicating Sustainability Performance: Enhancement vs. Reduction Framing

M S Balaji, Rennes School of Business; Jishnu Bhattacharyya, Nottingham University Business School China, University of Nottingham Ningbo China; Yangyang Jiang, The University of Nottingham Ningbo China

15:00 - 16:30, Odeon 105-106

Chair: Aidan Kelly, University of East London

The interaction effect of ingredient presentation and message appeal type on affective responses and willingness to buy home coffee: a moderated mediation model from the perspective of SOR theory

Emma Connor, University of Greenwich; Yakun Zhang, University of Greenwich

Who are you losing when going dark: An examination of household purchases when brands stop advertising

Peilin Phua, Ehrenberg-Bass Institute for Marketing Science ; Giang Trinh, University of South Australia; Nicole Hartnett, University of South Australia; Virginia Beal, University of South Australia; Rachel Kennedy, University of South Australia

Corporate Brand Activism: An Exploration of Advertising Polysemy and Online Interpretive Communities

Aidan Kelly, University of East London; Hyunsun Yoon, University of Greenwich

Track Session - Business-to-Business Marketing

Wednesday, May 24

08:30 - 10:00, Odeon 107

Chair: Jan Stentoft, University of Southern Denmark

Consequences of Role Management for B2B Collaboration Initiation

Sophie Feldner, Goethe University Frankfurt; Torsten Bornemann, Goethe University Frankfurt; Dominik Hettich, Goethe University Frankfurt

B2B relationships are not perceived equally: a cross-cultural perspective from France, Germany, the UK and Turkey

Claire McLaughlin, Toulouse Business School; Yanyan Chen, Toulouse Business School

The Value of Cross-Functional Presence in Assessing Supply Chain Vulnerabilities and Capabilities

Jan Stentoft, University of Southern Denmark; Ole Mikkelsen, University of Southern Denmark

10:30 - 12:00, Odeon 107

Chair: Thomas Ritter, Copenhagen Business School

Subscription Business Models in Business-to-Business Markets: A Typology and a Framework for Growth

Christian Kowalkowski, Linköping University; Wolfgang Ulaga, INSEAD

A Brand-New Look at the Business Ecosystem – Conceptualizing the B2B Clip-Out Perspective

Selina Strobel, Toulouse School of Management; Lars Meyer-Waarden, University Toulouse 1 Capitole; Marc Kuhn, Baden-Wuerttemberg Cooperative State University Stuttgart

The Value of Professional Ties in B2B Markets

Navid Mojir, Harvard Business School; Sriya Anbil, Board of Governors of the Federal Reserve System

17:00 - 18:15, Odeon 107

Chair: Kristin Munksgaard, University of Southern Denmark

Effective Franchise Contracts: The Role of Contractual Relational Norms

Sudha Mani, Monash University; Areej Alshamrani, Monash University; Shanfei (Sophie) Feng, Monash University

Relational Norm Asymmetries in Buyer-Supplier Relationships

Kristina Schaffer, Karl-Franzens Universität Graz; Alok Kumar, Univ of Nebraska Lincoln; Stefan Hurtak, University of Graz; Vishal Kashyap, University of Graz

Digital transformation in and of Business-to-Business relationships

Kristin Munksgaard, University of Southern Denmark; Per Freytag, University of Southern Denmark

Thursday, May 25

09:30 - 11:00, Odeon 107

Chair: Ann Højbjerg Clarke, University of Southern Denmark

Enhancing Solution Effectiveness: The Role of Customer Adaptiveness

Victoria Kramer, University of Muenster; Manfred Krafft, University of Münster; Stefan Worm, BI Norwegian Business School; Sundar Bharadwaj, University of Georgia

Understanding the role of (dual) entitlement effects on industrial customers' willingness-to-pay for ancillary services

Markus Husemann-Kopetzky, Freie Universität Berlin; Andreas Eggert, Freie Universität Berlin; Wolfgang Ulaga, INSEAD; Michael Steiner, University of Witten/Herdecke

Factors impacting market shaping intentions – a study of Newfoundland & Labrador craft breweries

William Newell, Memorial University; Chris Ellegaard, Aarhus University

Chronotopic Governance: Governing and Shaping Markets through Grassroot Movements in Space and Time

Kanika Meshram, University of Melbourne; Amir Hassanzadegan, University of Melbourne

11:30 - 13:00, Odeon 107

Chair: Hanne Kragh, Aarhus University

Combining firms' and public organizations' resource interfaces during innovation

Ann Clarke, University of Southern Denmark; Majbritt Evald, University of Southern Denmark; Tuija Mainela, University of Oulu; Pauliina Ulkuniemi, University of Oulu

Resource Sharing in Business-to-Business Contexts: Towards an understanding of the process and its management

Karina von dem Berge, Lucerne University of Applied Sciences and Arts; Uta Juettner, Lucerne University of Applied Sciences and Arts; Javier Marcos Cuevas, Cranfield University

Measuring the effects of organizational ambidexterity and co-creation on organization performance. Does the size matters?

Maria Sarmento, Universidade Lusófona; Cláudia Simões, University of Minho; Luis Lages, Nova School of Business and Economics, Lisbon

How the organizational context affects boundary spanners' attempts to cultivate organizational trustworthiness

Martin Jørgensen, Aarhus University; Hanne Kragh, Aarhus University; Chris Ellegaard, Aarhus University

14:00 - 15:30, Odeon 107

Chair: Evangelia Katsikea, ICN Business School, Paris & CEREFIGE, University of Lorraine

Digital is not always better – B2B customer experience in the machinery construction industry

Christopher Kanitz, University of Applied Sciences Upper Austria; Marlene Landershammer, University of Applied Sciences Upper Austria; Michael Schade, University of Bremen

The Cold Start Problem in Algorithm-based CRM: Kickstarting Network Effects by Overcoming Replacement Threats

Arnd Vomberg, University of Mannheim; Sascha Alavi, University of Bochum; Alexandru Oproiescu, University of Bochum

Modularity in Digitalized B2B Solution Design

Dalal AlQadeeri, Penn State University; Stefan Wuyts, Penn State University

Data oriented culture, big data marketing affordances & international venture performance of industrial SMEs

Evangelia Katsikea, ICN Business School, Paris & CEREFIGE, University of Lorraine; Marios Theodosiou, University of Cyprus; Oluyomi Alarape, Wragby Business Solutions & Technologies; Christophe Rethore, ICN Business School, Paris & CEREFIGE, University of Lorraine

Friday, May 26

10:30 - 12:00, Odeon 107

Chair: Harri Terho, Tampere University

A Seller Perspective on Economic and Non-Economic Satisfaction Elements in Formalising B2B Relationships in Spain

Mornay Roberts-Lombard, University of Johannesburg; Carlos Ferro-Soto, University of Vigo; Carmen Padin, University of Vigo; Göran Svensson, Kristiania University College; Nils Høgevold, Kristiania University College

Proposing a Sales Performance Motivational Framework for B2B Sellers in Services Firms

Nils Høgevold, Kristiania University College; Mornay Roberts-Lombard, University of Johannesburg; Rocio Rodríguez, Universidad de Murcia; Göran Svensson, Kristiania University College

Channel Implications of a Business-to-Business Shipping Subscription Program

Baris Kocaman, Vrije Universiteit Amsterdam; Sarah Gelper, University of Luxembourg; Fred Langerak, Eindhoven University of Technology; Tom Van Woensel, Eindhoven University of Technology

How B2B marketing function drives sales? Understanding customer journey facilitation in different interaction contexts

Harri Terho, Tampere University; Anna Salonen, University of Jyväskylä; Deva Rangarajan, IESEG School of Management; Mekhail Mustak, IESEG School of Management

13:00 - 14:30, Odeon 107

Chair: Heini Vanninen, LUT University

The Effects of B2B Sustainable Brand Positioning on Relationship Outcomes

Riza Casidy, Macquarie University; David Lie, Monash University

Upper echelons and b2b social media: the ceo and cmo posting influence

Roberto Mora Cortez, Southern Denmark University; Ayan Ghosh Dastidar, Clark University

B2B influencer marketing: Typology of influencer profiles, persuasion strategies, and collaboration practices

Heini Vanninen, LUT University; Joel Mero, University of Jyväskylä; Joona Keränen, RMIT University

Track Session - Product and Brand Management

Wednesday, May 24

08:30 - 10:00, Odeon 200

Chair: Ammara Mahmood, Wilfrid Laurier University

In Brands We Trust; The Development and Validation of a Contemporary Brand Trust Scale
Henk Roest, Tilburg University; Patrick De Graaf, Tilburg University

The opportunity in product recalls: The impact of recall compliance on brand satisfaction
Jan von Schlieben-Troschke, Freie Universität Berlin; Sascha Raithel, Freie Universität Berlin

The long & short of it: a warmth-based account of the impact of brand name length on brand equity

Ammara Mahmood, Wilfrid Laurier University; Jonathan Luffarelli, Montpellier Business School; Mudra Mukesh, Sussex Business School

10:30 - 12:00, Odeon 200

Chair: Paul H. Driessen, Radboud University

How to Successfully Design Suggestive Brand Names: An Integrated Psycholinguistic Framework

Tobias Langner, University of Wuppertal; Daniel Bruns, University of Wuppertal; John Rossiter, University of Wollongong

Brand Addiction: Modelling Sentiments and Outcome

Rituparna Basu, International Management institute Kolkata; Pooja Sengupta, Indian Institute of Management Ranchi

Is Apple in my Inner Circle? The Brand Relationship Circle Method for Measuring Consumer-Brand Relationships

Csilla Horvath, Radboud University; Paul H. Driessen, Radboud University

13:00 - 14:30, Odeon 200

Chair: Anna-Marie Klütz, MSB Muenster School of Business

The “Emperor’s New Clothes” Effect: Consumers’ First-Order versus Second-Order Valuations of Aesthetic Minimalism by High-Status Brands

Sona Klucarova, University of Nebraska at Omaha; Niek Althuisen, Montpellier Business School

It’s Okay to Be Okay: Niche Marketing in Contested Ideological Spaces

Lavy Khoushinsky, Queen's University; Jay Handelman, Queen's University

The Impact of Generation Y & Z and Gender on Brand Engagement Toward Masstige Categories

Jean Boisvert, American University of Sharjah; George Christodoulides, American University of Sharjah; Mohammed Khan, American University of Sharjah

An exploration of consumers’ negative emotions and short-term coping responses in online environments of brands

Anna-Marie Klütz, MSB Muenster School of Business; Carmen-Maria Albrecht, MSB Muenster School of Business

15:00 - 16:30, Odeon 200

Chair: Martin Ohlwein, International School of Management

To link or not to link - Which type of retailer brand should use a linked PL branding strategy?

Franziska Frese, University of Bremen; Michael Schade, University of Bremen; Christopher Kanitz, University of Applied Sciences Upper Austria; Christoph Burmann, University of Bremen; Eike Abraham, University of Bremen

Preventing Cultural Tastes from Losing Popularity

Leonard Rackowitz, University of Hamburg; Besarta Veseli, University of Hamburg; Michel Clement, University of Hamburg, Germany

The Best has no Reason to Imitate – The Effect of Packaging Imitation by Established Brands

Martin Ohlwein, International School of Management; Pascal Bruno, International School of Management; Julia Häuser, International School of Management

17:00 - 18:15, Odeon 200

Chair: Purvi Shah, Worcester Polytechnic Institute

An exploration of the brand crisis mechanism through the psychological contract theory

Sophie de Villartay, Université Paris-Saclay Evry; Fabienne Berger-Remy, IAE Paris - Sorbonne Business School; Eric Julienne, Université Evry-Paris Saclay; Marie-Eve Laporte, IAE Paris 1 Panthéon-Sorbonne

Brand and Product Deletion in the Global Automobile Industry

Purvi Shah, Worcester Polytechnic Institute; Huma Varzgani, Worcester Polytechnic Institute

Thursday May 25

09:30 - 11:00, Odeon 200

Chair: Kira Küpper, University of Wuppertal

The impact of anxiety and design skill on the perceived value of customising gifts for one-self and others and the effect of complexity

Celine Stiris, University of Kingston

Who's Buying NFTs in the Metaverse and Why? Identifying Influencing Factors and Segmenting Potential Buyers using Principal Component Analysis and K-means Clustering

Michael Hollaus, University of Applied Sciences Wiener Neustadt; Markus Dráb, University of Applied Sciences Wiener Neustadt

Out with the... new and in with the old? Investigating the relationship between visually cohesive portfolios and consumer liking

Ella Ward, University of South Australia; Jenni Romaniuk, Ehrenberg-Bass Institute; Giang Trinh, University of South Australia; Beal Virginia, University of South Australia; John Dawes, Ehrenberg-Bass Institute

Evaluation of product testing programs as an effective marketing tool - Negative and positive effects of rejections in product testing programs

Kira Küpper, University of Wuppertal; Ina Garnefeld, University of Wuppertal; Lena Steinhoff, Paderborn University

11:30 - 13:00, Odeon 200

Chair: Chris Horbel, Norwegian School of Sport Sciences

Corporate Crisis Communication and Brand Forgiveness: The Role of Brand Attachment

René Kerschbaumer, Campus 02 University of Applied Sciences; Dietmar Kappel, Campus 02 University of Applied Sciences; Aryan Salhenegger-Niamir, Campus 02 University of Applied Sciences; Sophie Zorn, Campus 02 University of Applied Sciences

Exploring Human-Centric Attributes of Smartphone Set and Their Influence on Advocacy of the Brands by the Customers: Testing the Moderating Role of Gender

Tamgid Chowdhury, North South University; Sherina Idrish, North South University; Shahneela Naheed, North South University

Branding in the automotive industry: A systematic literature review and future research agenda

Robin Herbert, Umeå University; Galina Biedenbach, Umeå University; Johan Jansson, Umeå University

Strategic management of sponsor portfolios - A case study of Norwegian sponsors of sport

Chris Horbel, Norwegian School of Sport Sciences; Tuva Johannessen, Norwegian School of Sport Sciences; Anna-Maria Strittmatter, Norwegian School of Sport Sciences

14:00 - 15:30, Odeon 200

Chair: Verena Batt, Lucerne University of Applied Sciences and Arts

How does brand authenticity contribute to purchase intentions?

Merve Vardarsuyu, Kutahya Dumlupinar University; Christina Papadopoulou, University of Leeds

Time Matters – The Role of Future Orientation in Consumer Judgment of Brand Heritage: A Stereotype Content Model Perspective

Caroline Meyer, Christian-Albrechts-Universität Kiel; Ulrich Orth, Christian-Albrechts-Universität Kiel

The Effect of Warmth and Competence on Consumer Outcomes: A Meta-Analytical Investigation

Anne-Maree O'Rourke, University of Queensland; Alex Belli, The University of Adelaide; Mansur Khamitov, Indiana University; Georgios Halkias, Copenhagen Business School

Developing a Measurement Scale For Employer Brand Personality

Verena Batt, Lucerne University of Applied Sciences and Arts; Jillaine Farrar, Lucerne University of Applied Sciences and Arts; Sylvia Manchen Spoerri, Lucerne University of Applied Sciences and Arts; Sandrina Meldau, Lucerne University of Applied Sciences and Arts

Friday, May 26

08:30 - 10:00, Odeon 200

Chair: Katrin Schein, Reutlingen University

Reconceptualizing brands from a social systems perspective

Kristijan Petkoski, Lund University

Can you hear my personality? A conceptualization of a brand voice based on brand personality

Olga Bosak, University of Bremen; Maik Eisenbeiss, University of Bremen; Kristina Klein, University of Bremen

Effects of a Brand's Warmth and Competence in Product Recalls

Niklas Schröder, Goethe University Frankfurt; Dominik Hettich, Goethe University Frankfurt; Torsten Bornemann, Goethe University Frankfurt

Augmented Reality Marketing and Consumer–Brand Relationships: How Closeness Drives Brand Love

Philipp Rauschnabel, Digital Marketing and Media Innovation; Verena Hüttl-Maack, University of Hohenheim; Katrin Schein, Reutlingen University; Aaron Ahuvia, University of Michigan-Dearborn

10:30 - 12:00, Odeon 200

Chair: Lukas Schnabl, WHU - Otto Beisheim School of Management

Can Sustainable Packaging Boost Brand Experience? The Influence of Sustainability on Sensorial Perceptions and Brand Evaluations

Márcia Herter, Universidade de Lisboa; Raquel Soares, Unidade de Investigação em Design e Comunicação; Diego Costa Pinto, NOVA Information Management School; Paola Reik, Universidade Europeia

The role of sustainable brands in brand portfolios: how “lighthouse brands” contribute to the sustainability transformation

Florian Platzek, WHU - Otto Beisheim School of Management; Anna-Karina Schmitz, WHU - Otto Beisheim School of Management

The Effectiveness of Sustainable Marketing Messages: Trading Off Sustainability and Conventional Product Attributes

Lukas Schnabl, WHU - Otto Beisheim School of Management; Beatrice Martin, WHU - Otto Beisheim School of Management; Christina Reh, WHU-Otto Beisheim School of Management; Christian Schlereth, WHU - Otto Beisheim School of Management; Anna-Karina Schmitz, WHU - Otto Beisheim School of Management

The role of political ideology on food values and sustainable food consumption

Antonios Tiganis, Aarhus University; Polymeros Chrysochou, Aarhus University; Athanasios Krystallis, American College of Greece (ACG)

Track Session - Public Sector and Non-Profit Marketing

Wednesday May 24

08:30 - 10:00, Odeon 207

Chair: Stefan Hoffmann, Kiel University

How Voluntary Consumption Renunciation and Psycho-social Well-being Evoke Resilience in Times of the Coronavirus Pandemic

Stefan Hoffmann, Kiel University; Ingo Balderjahn, Universität Potsdam

Front-of-Package Nutrition Labeling Standards and Consumer Choice: The Moderating Role of Processing Fluency

Youngju Kim, Neoma Business School; Qing Liu, University of Wisconsin-Madison; Ty Henderson, University of Texas at Austin

Health strategies of socio-economically marginalized consumers through a spatial lens

Cheryl Nakata, University of North Carolina at Greensboro; Lisa Sharp, University of Illinois at Chicago; Jelena Spanjol, Ludwig-Maximilians-Universität Munich

A Holistic View on Facilitators and Barriers of EHR usage from Different Perspectives: A Qualitative Content Analysis Approach

Anna Griesser, Alpen-Adria-Universität Klagenfurt; Sonja Bidmon, Alpen-Adria-Universitaet Klagenfurt

13:00 - 14:30, Odeon 207

Chair: Marc Linzmayer, University of St. Gallen

Decomposing museum performance using network DEA: Contrasting perspectives in quests for economic sustainability in museum performance

Lea Hildebrand, Ostfalia University of Applied Sciences; Friederike Paetz, Clausthal University of Technology

Do, Undo, Redo: How Experiential Teaching Formats Prepare Marketing Students for Retail Practice

Marc Linzmayer, University of St. Gallen; Kristina Kleinlercher, University of St. Gallen; Matthias Eggenschwiler, University of St. Gallen; Thomas Rudolph, University of St. Gallen

The Sustainable Development Goals in the Social Economy

Vitor Manuel Duarte, Universidade Beira Interior; André Gonçalves, Universidade da Beira Interior; Arminda Paço, University of Beira Interior; Paulo Duarte, Universidade da Beira Interior; Helena Alves, Universidade da Beira Interior; Ricardo Rodrigues, Universidade da Beira Interior

15:00 - 16:30, Odeon 207

Chair: Yu Lin, The Chinese University of Hong Kong

Charitable Maximizers: The Impact of the Maximizing Mindset on Donations to Human Causes

Jingjing Ma, Peking University; Yu Lin, The Chinese University of Hong Kong; Danit Ein-Gar, Tel-Aviv University

Donate Your Work: A Practical Solution for Charities to Increase Donor Responsiveness

Robert Smith, Tilburg University; John Costello, Notre Dame; Alixandra Barasch, University of Colorado

Enhancing Re-spending Behavior to Charities: The Roles of Similarity and Perspective Taking

Dominik Hettich, Goethe University Frankfurt; Franziska Mesnaric, Platform24; Torsten Bornemann, Goethe University Frankfurt; Stefan Hattula, Accenture

Email Marketing Communications in Regular Donations: Facing Philanthropy Scandals

Ana Minguez, University of Zaragoza; F. Javier Sese, University of Zaragoza

17:00 - 18:15, Odeon 207

Chair: Philip Sander, University of Hamburg

Virtual reality and charitable giving — the role of space, presence, and attention

Ilia Gugenishvil, Åbo Akademi University; Anna-Greta Nyström, ABO Akademi University

Factors influencing the intention to use a matching donation platform

Philip Sander, University of Hamburg; Julia Zabel, Helmut Schmidt University

Track Session - Service Marketing

Wednesday May 24

08:30 - 10:00, Odeon 208 – 209

Chair: Clemens Hutzinger, Seeburg Castle University

Eliciting Customer Remorse with Proactive Service Recoveries For Reducing Negative Word-of-Mouth

Wolfgang Weitzl, University of Applied Sciences Upper Austria; Clemens Hutzinger, Seeburg Castle University; Sebastian Martin, University of Applied Sciences Upper Austria

The Impact of Social Closeness and Complaint-Reaction-Time on Word-of-Mouth

Clemens Hutzinger, Seeburg Castle University; Zofia Hartl, Seeburg Castle University; Wolfgang Weitzl, University of Applied Sciences Upper Austria

Why are Complaints from Some Consumers Taken More Seriously than Those from Others? Gender Discrimination in Service Recovery Response: The Role of Employees' Age

Natalia Rogova, Catholic University of Eichstaett-Ingolstadt; Shashi Matta, Catholic University of Eichstaett-Ingolstadt

THE ROLE OF PERCEIVED CONTROL AFTER SERVICE FAILURE

Maximilian Niederberger-Kern, Ludwig-Maximilians-Universität München; Maximilian Frieß, Ludwig Maximilian University of Munich; Manfred Schwaiger, Ludwig-Maximilians-Universität of Munich

10:30 - 12:00, Odeon 208-209

Chair: Stefanie Sohn, University of Southern Denmark

Customer Education in the Digital Age: Intended and Unintended Effects

Benjamin von Walter, Eastern Switzerland University of Applied Sciences; Bruno Jäger, Eastern Switzerland University of Applied Sciences; Christian Heumann, Eastern Switzerland University of Applied Sciences; Dietmar Kremmel, FHS St.Gallen University of Applied Sciences

'Please, Just Make Service Faster': When Human-likeness in Chatbots Backfires

Lennart Seitz, Leuphana University Lüneburg; Sigrid Bekmeier-Feuerhahn, Leuphana University Lüneburg

Customer Misbehavior in the Peer-to-Peer Sharing Economy: The Mixed Role of Face-to-Face Interactions

Edna Ozuna, University of Rostock; Lena Steinhoff, Paderborn University

The Undesirable Effects of Proactive Customer Service Delivery

Stefanie Sohn, University of Southern Denmark; Oliver Schnittka, University of Southern Denmark

17:00 - 18:15, Odeon 208-209

Chair: Andres Veloso, University of Sao Paulo

What service firms can do to mitigate (unintended) unfairness in service encounters

Karin Teichmann, University of Innsbruck; Ursula Scholl-Grissemann, Private University for Health Sciences, Medical Informatics and Technology; Nicola E. Stokburger-Sauer, Innsbruck School of Management

Service actors' participation in well-being co-creation: a systematic literature review

Mikèle Landry, University of Fribourg; Olivier Furrer, Université de Fribourg

Becoming a Transformative Service Mediator: school education, parents, and their children during the COVID-19 pandemic

Andres Veloso, University of Sao Paulo; Diogo Hildebrand, Baruch College; Sofia Ferraz, FGV-EAESP; Patrícia Artoni, Fia Business School; Guilherme Shiraishi, Universidade de São Paulo

Thursday, May 25

09:30 - 11:00, Odeon 208-209

Chair: Linda Lee, Nottingham Trent University

Third-Place Engagement: Brand-image and Customer Patronage Behaviour in Café settings

Sohel Ahmed, Teesside University; Ding Ting, Universiti Teknogi Petronas; Taimur Sharif, Newman University

Don't leave rapport building in group services to chance

Linda Lee, Nottingham Trent University; Ian McCarthy, Simon Fraser University

How to enhance customer experience via augmented reality across customer journey

Liling Sun, University Toulouse 1 Capitole

Exploring the notion of value reciprocity in the subscription economy: A systematic literature review

Stuart Allan, Nottingham Business School; Tony Woodall, Nottingham Business School; Mojtaba Poorrezaei, Nottingham Business School; Elmina Homapour, Nottingham Business School

11:30 - 13:00, Odeon 208-209

Chair: Magnus Söderlund, Stockholm School of Economics

Service robots and their categorization of humans: An examination of the effects of robots' dehumanization of human users

Magnus Söderlund, Stockholm School of Economics

Sharing the Same Workspace: The Effect of AI Task Deployment on Job Satisfaction

Kshitij Bhounik, University of Leeds; Reika Igarashi, Edinburgh Napier University

Cooperation or Competition: Conceptualising and Measuring Shared Agency Power in Customer-AI Interactions

Benjamin Voyer, ESCP Europe; Marion Sangle-Ferriere, CY Cergy Paris Université; Laszlo Sajtos, University of Auckland; Billy Sung, Curtin University

Shopping with More Convenience but Less Social Presence: How the Service Relationship Shapes the Effect of In-Store Technologies

Anastasia Nanni, Aalto Business School; Andrea Ordanini, Bocconi University

14:00 - 15:30, Odeon 208-209

Chair: Adriana Madeira, University Presbyterian Mackenzie

Reconciling B2B and B2C demands: Access-based triadic systems for reusable food containers

Christoph Ratay, Technical University of Munich; Stefanie Fella, Heinrich Heine University Düsseldorf

Proposition of a scale for measuring sustainable marketing actions in food service businesses

Adriana Madeira, University Presbyterian Mackenzie; Fabiana Gama de Medeiros, Universidade Federal da Paraíba; Gilberto Perez, Mackenzie Presbyterian University; Tatiana Ramires, Universidad Gabriela Mistral; Vanessa Bretas, Dublin City University

Sustainability Challenges in Service Ecosystems: Habitual Waste in Healthcare

Philippa Hunter-Jones, University of Liverpool; Lynn Sudbury-Riley, University of Liverpool; Ahmed Al-Abdin, University of Liverpool; Chloe Spence, University of Liverpool

Track Session - International Marketing & Marketing in Emerging Countries

Wednesday May 24

08:30 - 10:00, Hotellet B

Chair: Maria Montanari, University of Vienna

Sustainability and Consumers' Willingness To Pay: Does Country-Of-Origin Matter?

Maria Montanari, University of Vienna; Michela Matarazzo, Marconi University; Adamantios Diamantopoulos, University of Vienna

Consumer Responses to City-of-Origin vs. Country-of-Origin Cues: Purchase Probability and Willingness-to-Pay

Doris Lehdorfer, University of Vienna; Adamantios Diamantopoulos, University of Vienna

Extracting Consumer Purchase Value from Consumer Signalling: The Case of Country of Origin

Rafid Ur Rahman, Leeds University Business School; Martin Heinberg, Leeds University Business School; Sourindra Banerjee, University of Leeds; Constantine Katsikeas, Leeds University Business School

Influences of country-of-origin image and country norms on purchase intentions: perceptions of Spanish olive oil in Vietnam

Le Viet Trinh Pham, Schmalkalden University of Applied Sciences; Raquel Tarrazona, Universidad de Jaén; Sebastian Ullrich, Schmalkalden University of Applied Sciences

10:30 - 12:00, Hotellet B

Chair: Farhan Ashik, University of Sydney

Expanding the Stern Model of Communication for multicultural markets: A study on language in advertising in Africa

Mzamo Masito, Google; James Lappeman, University of Cape Town

A systematic review of dynamic capabilities research in international marketing: Methodology, theory and nomological network

Çağla Dayançan, Dokuz Eylül University; Bilge Aykol, Dokuz Eylül University

Nearshoring as a relational investment: intervening effect of sustainability-based motives and cosmopolitanism

Özge Özgen, Dokuz Eylül University; Çağla Dayançan, Dokuz Eylül University; Nilay Bıçakcıoğlu-Peynirci, University of Sussex

The impact of product portfolio decisions on reducing inequality: evidence from Bangladesh

Farhan Ashik, University of Sydney; Jarrod Vassallo, University of Sydney; Sourindra Banerjee, University of Leeds; Ranjit Voola, University of Sydney

Thursday, May 25

09:30 - 11:00, Hotellet B

Chair: Tinka Krüger, Kiel University

Dual-Internationalization Strategies of Emerging Market E-tailers

Jin Shi, Saitama University; Huifeng Bai, Liverpool John Moores University

The moderating effect of ESG on the relationship between foreign direct investment and economic growth

Jiyun Yang, Seoul National University; Jaebeom Suh, Kansas State University

Internationalization and Managerial Overconfidence Revisited

Markos Tsogas, University of Piraeus; Marina Kyriakou, University of Piraeus; Georgia Sioupouli, University of Piraeus

A Daily Dose of Antipathy. An Investigation of Animosity's Long-term Effects

Tinka Krüger, Kiel University; Ipek Nibat Cayrol, Grenoble Ecole de Management & USMB IREGÉ; Robert Mai, Grenoble Ecole de Management; Olivier Trendel, Grenoble Ecole de Management; Wassili Lasarov, Audencia Business School; Stefan Hoffmann, Kiel University

11:30 - 13:00, Hotellet B

Chair: Paul Egan, University of Cape Town

Why Do People Interact and Buy in the Metaverse? Self-Expansion and Cross-Cultural Perspectives

Byoung-ho Jin, North Carolina State University; Suhyoung Ahn, North Carolina State University; Hyesim Seo, North Carolina State University

Changing Luxury Consumption Preferences Among Chinese Young Adults: The Role of Unconventional Brand Collaborations

Carlos Diaz Ruiz, Hanken School of Economics; Angela Cruz, Monash University

From Individual to Household Decision Making: A practical perspective on the BOP consumer in Africa

James Lappeman, University of Cape Town; Nqobile Bundwini, University of Cape Town; Tendai Chikweche, Western Sydney University; Paul Egan, University of Cape Town

Track Session - Sales Management and Personal Selling

Wednesday May 24

13:00 - 14:30, Hotellet B

Chair: Anne Cordts, Karlsruhe Institute of Technology

Customer Personality Prediction Tools in B2B Inside Sales – Boon or Bane?

Anna Gabriel, Ruhr-University Bochum; Sascha Alavi, University of Bochum

Do leaders seek the best decisions? Effect of power on sales leader evaluation, the moderating role of the predisposition to seek the best decision

Behnoush Kangarlou, GBSB Global Business School; Rubén Huertas-Garcia, University of Barcelona; M.Luisa Sole-Moro, University of Barcelona

Letting the Customer Off the Hook: A Novel Influence Tactic for Establishing Customer Trust

Kiram Iqbal, Ruhr-University of Bochum; Sascha Alavi, University of Bochum; Johannes Habel, University of Houston; Petrik Dauer, Ruhr-University of Bochum

Should I call or come by? How communication modes affect employee learning about the customer

Anne Cordts, Karlsruhe Institute of Technology; Martin Klarmann, Karlsruhe Institute of Technology; Johannes Habel, University of Houston

15:00 - 16:30, Hotellet B

Chair: Skyler Xie, University of Warwick

How May AI Help You? Human-AI Collaboration in B2B Sales

Charlotte Knickrehm, Ruhr-Universität Bochum

Micro-level and Macro-level Contingencies Influencing the Effect of Salespeople's Digital Adoption on Salesperson Performance

Roland Kassemeyer, University of Warwick; Berenika Hengstebeck, University of Bochum; Jan Wieseke, University of Bochum

Impact of Salesforce Automation and social selling technologies on salesforce performance: A meta-analytic review

Stephen Oduro, University of International Studies of Rome; Giada Mainolfi, University of International Studies of Rome; Alessandro Romoli, University of International Studies of Rome; Silvio Cardinali, UNIVPM; Alessandro De Nisco, University of International Studies of Rome

Differences in Salespeople's Adoption of E-commerce Channels Over Time

Skyler Xie, University of Warwick; Roland Kassemeier, University of Warwick; Johannes Habel, University of Houston; Sascha Alavi, University of Bochum

17:00 - 18:15, Hotellet B

Chair: Marcel Keen, Ruhr-Universität Bochum

Unveiling the ambivalent effect of remote selling on sales performance

David Ergun, Ruhr-University Bochum; Christian Schmitz, University of Bochum

Multi-Tasking Incentives in B2B Sales: Fostering Multi-Tasking or Creating Goal Confusion?

Marcel Keen, Ruhr-Universität Bochum; Sascha Alavi, University of Bochum; Martin Krämer, University of Houston; Sebastian Hohenberg, The University of Münster

Thursday, May 25

14:00 - 15:30, Hotellet B

Chair: Robert Muenster, University of Cologne

Price Negotiations in B2B Markets: How Firms' Strategic Risk-Taking Affects Salespeople's Price Defense

Stefan Hartmann, University of Mannheim; Robin-Christopher Ruhnau, Catholic University of Eichstaett-Ingolstadt; Christian Homburg, University of Mannheim

Red Flags in Sales: Using Big Data and Machine Learning to Predict Salespeople's Fraud

Nora Pöpping, University of Bochum; Sascha Alavi, University of Bochum; Christian Schmitz, University of Bochum; Maximilian Frieß, Ludwig Maximilian University of Munich

The Value of Intellectual Capital for Business-To-Business Selling

Franziska Schmid, Oregon State University; J. Andrew Petersen, Pennsylvania State University; Rajkumar Venkatesan, University of Virginia

Analyzing Successful Language Tactics in Sales Calls

Robert Muenster, University of Cologne; Thomas Scholdra, University of Cologne; Werner Reinartz, University of Cologne

Track Session - Methods, Modelling & Marketing Analytics

Wednesday May 24

13:00 -14:30, Hotellet C

Chair: Maximilian Witte, University of Hamburg

Text vs. Speech Analysis – Detecting Sentiment of Customer Calls

Manuel Weber, WHU - Otto Beisheim School of Management; Christian Schlereth, WHU - Otto Beisheim School of Management

Stylometry-based analysis of real estate listings

József Hubert, Corvinus University of Budapest; András Bauer, Corvinus University of Budapest

Potential for Decision Aids based on Natural Language Processing

Maximilian Witte, University of Hamburg; Jasper Schwenzow, Universität Hamburg; Mark Heitmann, University of Hamburg; Martin Reisenbichler, Vienna University of Economics and Business; Matthias Assenmacher, Ludwig-Maximilians-Universität München

15:00 - 16:30, Hotellet C

Chair: Junzhao Ma, Monash University

Estimating causal effects with double/debiased machine learning - a method evaluation

Jonathan Fuhr, University of Tübingen; Dominik Papies, University of Tübingen; Philipp Berens, University of Tübingen

Addressing Endogeneity using a Two-stage Copula Generated Regressor Approach

Fan Yang, NEOMA Business School; Yi Qian, University of British Columbia; Hui Xie, Simon Fraser University

Accounting for J-shape distributions to explain customer ratings

Nadine Schröder, WU Wien; Thomas Reutterer, WU Vienna University of Economics and Business; Konstantin Kremslehner, Vienna University of Economics and Business Administration

The Cost of Prestige – an application of the regression discontinuity design to understand status-driven consumption

Junzhao Ma, Monash University; Man Lai Yau, Hyatt Hotels Corporation; Satheesh Seenivasan, Monash University; Jiemiao Chen, Monash University

17:00 - 18:15, Hotellet C

Chair: Pablo Marshall, PUC

Attribute non-attendance in choice experiment-based latent-class models: The role of self-reported information and visual attributes

Nelyda Campos-Requena, Universidad del Desarrollo; Jun Yao, Macquarie University; Harmen Oppewal, Monash University

Clustering Consumer Navigation Paths to Identify Visitor Types in the Context of Travel Booking Website

Boshuo Guo, the University of Leeds; Catarina Sismeiro, Imperial College Business School

Brand Positioning Maps: Latent Allocation Model versus Correspondence Analysis

Pablo Marshall, PUC

Thursday, May 25

09:30 - 11:00, Hotellet C

Chair: Lukas Jürgensmeier, Goethe University Frankfurt

Unlocking Shelf Performance Potential in Stationary Retail Using Artificial Intelligence: Learning from Digital Shelf Twin Data

Luisa Roggenkämper, Justus Liebig University Giessen; Sven Feurer, Bern University of Applied Sciences; Monika Schuhmacher, Justus-Liebig-University Gießen

Impact of Auction Closing Mechanism on Price Discovery: Evidence from Tea Auctions in India

Ravikanth Vazrapu, Indian Institute of Management; Sreelata Jonnagaleda, Indian Institute of Management; Mahadevan B, Indian Institute of Management

Do Political Conflicts Influence Daily Consumption Choices?

Lukas Jürgensmeier, Goethe University Frankfurt; Celina Proffen, Goethe University Frankfurt

Track Session - Retailing & Omni-Channel Management

Thursday, May 25

09:30 - 11:00, Odeon 207

Chair: Vincent Weidenbörner, University of Cologne

Neighborhood retailing and local competitive advantage: the mediating role of residents' quality of life perceptions

Arthur Sarcinelli, São Paulo School of Business Administration; Marcelo Brandao, Federal University of Espírito Santo; Delane Botelho, EAESP Fundacao Getulio Vargas

Using In-Store Analytics to Bridge the Purchase Intention and Behavior Gap at the Point of Sale

Anna Ulrichshofer, Technische Hochschule Ingolstadt; Michael Jungbluth, Technische Hochschule Ingolstadt; Christian Schlereth, WHU - Otto Beisheim School of Management

The Dynamics of Product Consideration and Purchase at Retail Checkout

Yoonju Han, Lehigh University

What Drives German City Centers' Attractiveness? On the Role of Product Categories, Specialization, and Intercity Competition

Vincent Weidenbörner, University of Cologne; Julian Wichmann, University of Cologne; Thomas Scholdra, University of Cologne; Werner Reinartz, University of Cologne

11:30 - 13:00, Odeon 207

Chair: Christo Boshoff, Stellenbosch University

Beyond Immediate Sales-Uplifts: The Cross-Channel Effects of Online-Only Coupons on Online and Offline Purchase Behaviour

Christina Reh, WHU-Otto Beisheim School of Management; Christian Schlereth, WHU - Otto Beisheim School of Management; Anja Lambrecht, London Business School

Psychographic segmentation of multichannel customers: Investigating the influence of individual differences on channel choice and switching behavior

Jan Blömker, Muenster School of Business; Carmen-Maria Albrecht, Muenster School of Business

Influence of price metrics on consumers' fairness perception in retailing

Marcel Mallach, University of Kaiserslautern; Stefan Roth, Technische Universität Kaiserslautern

How sunk costs 'sink' mobile website purchasing in an online-mobile concurrent channel context

Jacques Nel, University of the Free State; Christo Boshoff, Stellenbosch University

14:00 - 15:30, Odeon 207

Chair: Samuel Stäbler, Tilburg University

How Does Device Choice Differ Along the Customer Journey and for Different Product Characteristics? – Insights From Experimental and Clickstream Data

Lukas Wolf, Friedrich-Alexander-Universität Erlangen-Nürnberg; Martina Steul-Fischer, Friedrich-Alexander-Universität Erlangen-Nürnberg

The affective aspects of the relationship with the store brand: for an integration of store's attributes

Léa Pecjak, ESC AMIENS; Sophie Changeur, IAE AMIENS; Farah El Khatib, IAE AMIENS

Personalized Customer Journeys in Omnichannel Marketing: A Qualitative Analysis of Consumers' and Managers' Perceptions

Marco Weippert, University of Stuttgart

Do Loyalty Programs Hurt or Help Retailers when Involved in Crises?

Samuel Stäbler, Tilburg University; Hannes Datta, Tilburg University; Marnik Dekimpe, Tilburg University

Friday, May 26

08:30 - 10:00, Odeon 207

Chair: Nora Kralle, University of St. Gallen

Structuring mechanisms in consumers' responses to augmented reality-based technologies in retailing

Aniket Sengupta, EM Normandie Business School; Lanlan Cao, NEOMA Business School; Uma Jaidev, Woxsen University

The Influence of Firm Network Entitativity on Consumers' Trust Perception and Data Sharing Decisions

Alina Gruener, University of Passau; Philipp Sleziona, University of Passau; Jan Schumann, University of Passau; Thomas Widjaja, University of Passau

Body Scan versus Environmental Scan in App and Web Augmented Reality – The Role of Privacy Concerns and Technology Anxiety

Carsten Schultz, University of Hagen; Harish Kumar, Management Development Institute Gurgaon; Philipp Brüggemann, University of Hagen

Increasing customers' purchase and loyalty intentions through data-driven personalization in brick-and-mortar-stores

Thomas Rudolph, University of St. Gallen; Nora Kralle, University of St. Gallen; Kristina Kleinlercher, University of St. Gallen

10:30 - 12:00, Odeon 207

Chair: Sjoukje Goldman, Vrije Universiteit Amsterdam

Trait affect and online shopping cart abandonment: A mediated model

Cristela Bairrada, University of Coimbra; Nuno Fortes, Polytechnic of Coimbra; Pedro Silva, University of Coimbra; Filipe Coelho, University of Coimbra

The dark and bright side of online reviews in manufacturer online shops

Katharina Kessing, University of Wuppertal; Ina Garnefeld, University of Wuppertal; Eva Böhm, TU Dortmund University

Give Me Something I Don't Have! Image Transfer and Spillover Effects in Online Market-places

Florian Weyerhäuser, Saarland University; Bastian Popp, Saarland University; Patrick Klein, Saarland University

What attracts consumers to purchase cross-border at Chinese e-retailers? Highlighting the differences between generations.

Sjoukje Goldman, Vrije Universiteit Amsterdam; Hester van Herk, Vrije Universiteit Amsterdam; Tibert Verhagen, Amsterdam University of Applied Sciences

13:00 - 14:30, Odeon 207

Chair: Sören Christiansen, University of Hamburg

National Brand Listings by Discounters – How do they Affect Supermarkets?

Lisa Joerg, University of Hamburg; Sören Christiansen, University of Hamburg; Karen Gedenk, University of Hamburg

“Will High Expectations Backfire?”—The Role of Innate Optimism, Disconfirmation, and Affective Reactions when Resolving Mystery Promotions

Isabel-Sophie Lazarovici, University of Passau; Florian Brodschelm, University of Passau; Sebastian Schubach, University of Passau; Jan Schumann, University of Passau; Verena Hüttl-Maack, University of Hohenheim

Promoting Price Discounts across Channels: The Role of Discount Level and Product Sales Frequency

Florian Dost, Brandenburg University of Technology; Erik Maier, HHL Leipzig Graduate School of Management

The True Costs of Food: Effects of Informing Consumers About External Environmental Costs

Sören Christiansen, University of Hamburg; Karen Gedenk, University of Hamburg

15:00 - 16:30, Odeon 207

Chair: Andreas Hauschke, University of St. Gallen

Conceptualising Willingness to Accept Social Robot's Recommendations

Isha Kharub, Western Sydney University; Michael Lwin, Western Sydney University; Omar Mubin, Western Sydney University; Aila Khan, Western Sydney University

The Role of Sustainability for the Acceptance of Last-Mile Delivery Methods: Do Consumers Really Care?

Patrick Klein, Saarland University; Laurin Krempel, Saarland University; Bastian Popp, Saarland University

Service Excellence by Inspired Frontline Employees

Andreas Hauschke, University of St. Gallen; Thomas Rudolph, University of St. Gallen; Heiner Evanschitzky, Alliance Manchester Business School The University of Manchester

Track Session - Relationship Marketing

Thursday, May 25

09:30 - 11:00, Odeon 301-302

Chair: Tom Villenet, Université Lyon 3 - Jean Moulin

Do not underestimate email customization to boost consumer engagement – the impact of the customization elements timing and content

Michael Schade, University of Bremen; Christopher Kanitz, University of Applied Sciences Upper Austria; Maik Dulle, University of Bremen; Jan Wiezorrek, University of Bremen; Stephan Buttgerit, University of Bremen; Andreas Zehetner, University of Applied Sciences Upper Austria

When word-of-mouth comes back to bite you: extending the consequences of referral failures

Stefanie Kühn, Stellenbosch University

If It Ain't Broke, Don't Fix It? Understanding How an Inertia Mindset Mitigates the Effect of Service Failure on Customer Defection

Tobias Marx, Heinrich-Heine-Universität Düsseldorf

Linking customer value and engagement behaviors in a customer satisfaction survey

Tom Villenet, Université Lyon 3 - Jean Moulin; William Sabadie, Iaelyon School of Management

11:30 - 13:00, Odeon 301-302

Chair: Rose Leahy, Munster Technological University

Creating Value Through Remote Activities in Business-to-Business Relationships in the Short-Term and Long-Term

Clara Hoffmann, University of Bochum; Holger Jentsch, University of Bochum; Sascha Alavi, University of Bochum; Jan Helge Guba, University of Bochum; Christian Schmitz, University of Bochum; Jan Wieseke, University of Bochum

Understanding the Relative Effectiveness of Customer Relationships with Brands, Firms and the Front-line Employees – A Meta-Analysis.

Carlos Bauer, The University of Alabama

Doing good for you and me? – Consumer responses towards price increases for environmentally friendly production

Doreén Pick, University of Applied Sciences Merseburg

Brand Purpose and Sustainability: The Role of Experiential Marketing in Building Brand-Consumer Relationships through Brand Purpose Sustainability Messaging

Rose Leahy, Munster Technological University; Pio Fenton, Munster Technological University;
Holly Barry, Munster Technological University

Track Session - Tourism Marketing

Thursday, May 25

14:00 - 15:30, Odeon 301-302

Chair: Brent McKenzie, University of Guelph

Promoting regenerative sustainability to second homeowners

Anne-Mette Hjalager, University of Southern Denmark

The power of green! How luxury hotels' sustainability communication affects online reviews

Katharina A. Schuck, IQS University Ramon LLull; Belén Derqui, IQS Universitat Ramon LLull; Didier Grimaldi, Ramon LLull University

Three Paths to an Equitable Human-Wildlife Relationship

Marta Pizzetti, Emlyon Business School; Diletta Acuti, University of Portsmouth; Claudia Cozzio, Free University of Bozen-Bolzano; Giampaolo Viglia, University of Portsmouth

Dark Tourism in Estonia: Is the Medium Still the Message?

Brent McKenzie, University of Guelph

Friday, May 26

08:30 - 10:00, Odeon 301-302

Chair: Lea Postel, University of Passau

How important is a good interior design for a great guest experience!

Diana Gavilan, Universidad Complutense de Madrid; Maria Avello, Universidad Complutense de Madrid

A socio-semiotic analysis of restaurateurs' understanding of brand meaning in promoting local food

Paola Gioia, Kedge Business School

Sources of exit: Airbnb consumers' perspectives

Esra Aslan, Norwegian School of Economics

Sharing Is Caring? The Effect of Negative Peer-to-Peer Experiences on Loyalty in the Home-Sharing Context

Alina Gruener, University of Passau; Lea Postel, University of Passau; Jan Schumann, University of Passau

10:30 - 12:00, Odeon 301-302

Chair: Athinodoros Chronis, California State University

The Social Amplification of Risk and Heuristics in German tourists travelling to Israel

Vassiliki Grougiou, University of Macedonia; Ilias Kapoutsis, Athens University of Economics and Business; Leonidas Hatzithomas, University of Macedonia

How do theme park visitors evaluate smart servicescape and social servicescape in the new normal post-covid 19 world? Service quality scale extension.

Shilpa Iyanna, Northumbria University; Carmela Bosangit, Cardiff University; Fauzia Jabeen, Abu Dhabi University

How do Event Brand Attractiveness and Place Brand Attractiveness Affect Event Brand Experiences and Place Brand Experiences as well as Event Brand Loyalty?

Sören Bär, University of Leipzig; Kathleen Schick, Seven.One Entertainment Group GmbH; Markus Kurscheidt, University of Bayreuth

In Awe! The Commercial Staging of Grandeur in Cultural Tourism Servicescapes
ATHINODOROS CHRONIS, California State University, Stanislaus

13:00 - 14:30, Odeon 301-302

Chair: Dimitra Skandali, National and Kapodistrian University of Athens

I need your help: Key parameters guiding satisfaction with chatbots

Svetlana Bialkova, Liverpool Business School

Understanding travelers' willingness to accept and purchase Artificial Intelligent travel applications using Value-based Adoption theory

Dimitra Skandali, National and Kapodistrian University of Athens; Vagia Mochla, National and Kapodistrian University of Athens; Adamantia Kechagia, National and Kapodistrian University of Athens; Lamprini Piha, University of Athens; George Tsourvakas, National and Kapodistrian University of Athens

Track Session - Pricing & Promotions

Thursday, May 25

09:30 - 11:00, Hotellet D

Chair: Anna Paley, Tilburg University

The Effect of Stereotype Threats on Price Perceptions

Lei Song, Penn State Abington; Rajneesh Suri, Drexel University; Yanliu Huang, Drexel University

The price of sustainability: Understanding sustainable consumption

Elisa Dorothee Adam, IU International University; Lisa-Charlotte Wolter, IUBH Internationale Hochschule

Production Enjoyment Asymmetrically Impacts Buyers' Willingness to Pay and Sellers' Willingness to Charge

Anna Paley, Tilburg University; Robert Smith, Tilburg University; Daniel Zane, University of Miami; Jake Teeny, Ohio State University

11:30 - 13:00, Hotellet D

Chair: Anders Mathias Mamen, Kristiania University College

Does price transparency benefit or harm online retailers? A retailer and customer perspective

Giulia Crestini, University of Zurich; Andrea Giuffredi-Kähr, University of Zurich; Radu Tanase, University of Zurich; Martin Natter, University of Zurich; Tobias Quelle, Digitec Galaxus AG Head of Product & User Experience

Do Service Robots Impair Consumer Fairness Perceptions of a Price Increase?

Sven Feuer, Bern University of Applied Sciences; Stefan Rose, Bern University of Applied Sciences; Jonas Berger, Bern University of Applied Sciences; Miriam Fux, Bern University of Applied Sciences; Livia Graf, Bern University of Applied Sciences; Roman Schaad, Bern University of Applied Sciences; Janick Scheidegger, Bern University of Applied Sciences; Fabian Zbinden, Bern University of Applied Sciences

"Who is the fairest?" How to communicate on the price structure to promote the perceived fairness of the price paid to producers and the willingness to pay?

Evanguelia Tsiapkolis, University of Lyon; Sonia Capelli, University Lyon3; William Sabadie, laelyon School of Management

The effect of price communication on price unfairness perceptions

Anders Mathias Mamen, Kristiania University College

14:00 - 15:30, Hotellet D

Chair: Andreas Krämer, University of Europe for Applied Sciences

Who enjoys going to the bargaining table? - An empirical analysis of bargaining costs in automotive transactions

Julian Feldhaeuser, University of Tuebingen; Dominik Papies, University of Tübingen; Mario Farsky, The Boston Consulting Group

Effectiveness of Public Transport Promotion Tickets - The example of the 9-Euro-Flatrate-Ticket in Germany

Tatjana König, Saarland Business School; Andreas Krämer, University of Europe for Applied Sciences; Kristin Manthey, htw saar; Sarah Bohr, htw saar; Liesa Grund, htw saar

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