



## PRE-CONFERENCE OFFERINGS

*\*Please note: preconference programming requires additional registration fee.*

Pre-Conference: Education & Marketing | JMR Special Issue Conference

Thursday February 21, 2019 afternoon & Friday February 22, 2019 morning

### Organizers

Rajdeep Grewal (UNC-Chapel Hill), Robert Meyer (Wharton), and Vikas Mittal (Rice University).

Pre-Conference: Organizational Frontlines Research (OFR)

Thursday February 21, 2019 afternoon & Friday February 22, 2019 morning

### Organizers

Stephanie Noble (University of Tennessee-Knoxville) and J. (Jenny) van Doorn University of Groningen).

Pre-Conference: Women in Marketing

Friday February 22, 2019 morning

### Organizers

Punam Keller (Tuck School of Business) and Anat Keinan (Harvard Business School).

## SCHEDULE AT A GLANCE

### Friday, February 22

01:00 pm - 02:15 pm	Concurrent Academic Sessions
02:30 pm - 03:45 pm	Concurrent Academic Sessions
04:00 pm - 05:15 pm	Concurrent Academic Sessions
05:15 pm - 06:45 pm	Welcome Reception and Poster Presentations

### Saturday, February 23

08:00 am - 09:15 am	Concurrent Academic Sessions
09:30 am - 10:45 am	Concurrent Academic Sessions
11:00 am - 12:15 pm	Concurrent Academic Sessions
12:15 pm - 01:45 pm	Awards Lunch
02:00 pm - 03:15 pm	Concurrent Academic Sessions
03:30 pm - 04:45 pm	Concurrent Academic Sessions
05:00 pm - 06:00 pm	SIG Receptions
06:15 pm - 07:30 pm	Party

### Sunday, February 24

08:00 am - 09:15 am	Concurrent Academic Sessions
09:30 am - 10:45 am	Concurrent Academic Sessions
11:00 am - 12:15 pm	Concurrent Academic Sessions

# FRIDAY 2/22

01:00 PM-02:15 PM

## SEMI-PLenary: Applications of Complexity Theories – An Interdisciplinary Perspective

400

CoChair

Chair(s): William Tracy

Presenter(s): Lauren Ancel Meyers, Vicky Chuqiao Yang, Nikolos Gurney

This special session will focus on how complexity theories have been applied in various non-marketing, but near adjacent contexts. The first presentation will provide an overview of modern complexity science and highlight two emergent areas with high potential relevance for marketing science: collective intelligence and human social scaling. The following three presentations will provide application examples in the following contexts: the spread of diseases through human social networks, the bifurcation of political agendas in national politics, and consumption optimization in the face of epistatically linked product attributes. Audience members who are interested in complexity theories and methods are cordially invited to join the roundtable session following this session.

## SPECIAL SESSION: Embracing the Complexity of Solutions in Business Markets: Where Do We Come From? Where Do We Go?

415A

Services Marketing

Ad De Jong (Chair); Andreas Eggert (Chair); Wolfgang Ulaga (Chair); Thomas Ritter (Chair); Ajay Kohli (Presenter); Mark Houston (Presenter); Michael Kleinaltenkamp (Presenter); Wolfgang Ulaga (Presenter)

### Part I: Panel Discussion

To stimulate thinking, four marketing academics will summarize extant research on customer solutions and provide their perspectives on promising areas for future research in this domain. These scholars are Mark Houston (Texas Christian University), Michael Kleinaltenkamp, (Free University of Berlin), Ajay Kohli (Georgia Institute of Technology), and Wolfgang Ulaga (INSEAD).

### Part II: Small-Group Research Idea Brainstorming (25 minutes)

Session participants will be clustered into small break-out groups to discuss important topics and brainstorm promising research avenues within each sub-area in the B2B solutions domain. The following facilitators will moderate these group discussions: Ad de Jong (Copenhagen Business School), Andreas Eggert (University of Paderborn), Thomas Ritter (Copenhagen Business School), and Ed Bond (Bradley University).

### Part III: Identifying High-Potential Research Ideas

Facilitators will serve as panelists for this portion, with each briefly synthesizing the most promising insights gained in his/her brainstorming group. Ultimately, each panel member will highlight one potential research question that could be pursued.

### Part IV: Facilitating Collaboration

## SPECIAL SESSION: Coping with Uncertain Outcomes: How Consumers Judge and Get Affected by Probabilities of the World

415B

Consumer Complexity

Jennifer Seokhwa Hong (Chair); Mansur Khamitov (Chair); Julio Sevilla (Presenter); Mansur Khamitov (Presenter); Jennifer Seokhwa Hong (Presenter); Daniel Villanova (Presenter)

- How Numeric Roundness Influences Probability Perceptions
  - Julio Sevilla\* (University of Georgia, USA) and Rajesh Bagchi (Virginia Tech, USA)

FRIDAY 2/22/2019

- When Processing the Probabilities Visually Biases Gambling Behavior
  - Rod Duclos (Ivey Business School, Western University, Canada) and Mansur Khamitov\* (Nanyang Business School, Nanyang Technological University, Singapore)
- Proximity Bias: Interactive Effects of Event Valence and Event Nearness on Probability Estimates
  - Jennifer (Seok Hwa) Hong\* (New York University, USA), Chiara Longoni (Boston University, USA), and Vicki Morwitz (New York University, USA)
- How Process Explanations Impact Assessments of Predictors
  - Daniel Villanova\* (University of Arkansas, USA), Elise Chandon Ince (University of South Carolina, USA), and Rajesh Bagchi (Virginia Tech, USA)

We now live in a dynamic and unpredictable world in which the news media are not always trusted but are rather doubted. At times like these, people inevitably rely on heuristics which can easily bias their perceptions of the world. This session unearths contextual and motivational/inferential factors that influence one of the most prevalently made judgments: probabilities. So doing, it documents new biases marketers and consumers should be aware of. This session should appeal to marketing behavioral scholars interested in information-processing, BDT, and JDM.

Teaching Tools: alliances 1

416A

SPECIAL SESSION: Investigating the Role of Marketplace Activism on Consumer and Societal Wellbeing

416B

Consumer Wellbeing

Chair(s): Candice Hollenbeck

Discussant(s): Kimberly Legocki

Presenter(s): Alexa K. Fox, Federico de Gregorio, Erin Makarius, Kimberly Legocki, Kristen L. Walker, M. Fitzgerald, Emily Tanner, Meike Eilert, Abigail Nappier Cherup, Candice Hollenbeck

- Doxing to Deter: Exploring How Online Citizen Activists Use Public Information to Publicly Shame
  - Kimberly Legocki, Grenoble École de Management
  - Kristen L. Walker, California State University–Northridge
- It's My Party and I'll Cry If I Want To: Self-Identity in Volatile Times
  - M. Paula Fitzgerald, West Virginia University
  - Emily Tanner, West Virginia University
- Brand Meaning as a Negotiated Social Process
  - Candice R. Hollenbeck, University of Georgia
- The Activist Company: Building a Framework to Examine the Role of Corporations in Social Movements
  - Meike Eilert, University of Kentucky
  - Abigail Nappier Cherup, University of Nebraska–Lincoln
- Taking a Stand: An Exploration of Consumers' Perceptions of Companies Supporting a Political and/or Social Issue
  - Alexa K. Fox, The University of Akron
  - Federico de Gregorio, The University of Akron
  - Erin E. Makarius, The University of Akron

Reasons consumers and companies engage in activism for a variety of reasons such as protecting vulnerable populations (e.g., young mothers, children, youth, survivors of sexual assault/harassment) and under-represented consumers (e.g., community

FRIDAY 2/22/2019

members, small business owners, low wage employees). While marketplace activism (including both consumer and company activism) as a topic is not new, recent developments in technology and ways in which consumers are engaging with brands and companies spark a new inquiry into this topic. For example, the internet now provides consumers with low-cost means for voicing their opinions, sharing information, sparking waves of distrust or uncertainty in the marketplace, and forming groups or movements in an effort to rise up against large brands. Moreover, consumers increasingly expect the brands and companies that they engage with to be more socially responsible and actively take positions on social issues that can be polarizing and controversial in the marketplace. While consumers and companies seek positive societal change, their efforts can ironically cause more damage than bring good. Therefore, it is imperative to explore activist behavior and its outcomes more closely.

## SPECIAL SESSION: New Insights into Customer Management

417

### Complexity of Firm-Customer Relationship

Michael Haenlein (Chair); V Kumar (Presenter); Werner Reinartz (Presenter); Peter Verhoef (Presenter); Michael Haenlein (Presenter)

- Influence of Digital Technology on Relationship Marketing Strategy
  - V. Kumar (VK)\*, Regents Professor, Richard and Susan Lenny Distinguished Chair, & Professor in Marketing, and Executive Director of the Center for Excellence in Brand and Customer Management, J. Mack Robinson College of Business, Georgia State University
  - Divya Ramachandran, doctoral student in Marketing, Center for Excellence in Brand & Customer Management, J. Mack Robinson College of Business, Georgia State University
- Improving Customer Profit Predictions with Customer Mindset Metrics Through Multiple Overimputation
  - Rajkumar Venkatesan, Professor of Business Administration, Darden Graduate School of Business, University of Virginia
  - Werner Reinartz\*, Professor of Marketing, University of Cologne
  - Alexander Bleier, Assistant Professor of Marketing, Carroll School of Management, Boston College
  - Nalini Ravishanker, Professor and the Undergraduate Program Director in Statistics, University of Connecticut
- Consumers' Privacy Calculus: The PRICAL Index Development and Validation
  - Frank Beke, PhD student, Faculty of Economics and Business, University of Groningen
  - Felix Eggers, Assistant Professor, Faculty of Economics and Business, University of Groningen
  - Peter Verhoef\*, Professor and Director University of Groningen Business School, Faculty of Economics and Business, University of Groningen
  - Jaap Wieringa, Full Professor of Research Methods in Business, Faculty of Economics and Business, University of Groningen
- Customer Retention in a Product Platform World
  - Michael Haenlein\*, Professor in the Marketing Group at ESCP Europe
  - Barak Libai, Professor in the Marketing Group at the Arison School of Business, Interdisciplinary Center
  - Eitan Muller, Research Professor of Marketing, Stern School of Business, New York University; Professor of Marketing, Arison School of Business, Interdisciplinary Center

Over the past decade the field and practice of Customer Relationship Management (CRM) has been exposed to a series of new evolutions and challenges that impact not only managerial practice but also academic research. The emergence of technologies such as the Internet-of-Things, Artificial Intelligence, Machine Learning and Blockchain and the rising importance of mobile applications count among those changes and so do concerns of firms to predict profits at the individual customer level and of customers to protect their personal information. The objective of this Special Session is to shed light on those issues and how they challenge commonly held beliefs among academics and practitioners.

## RESEARCH SPOTLIGHT: Overcoming Barriers to Prosocial Action

FRIDAY 2/22/2019

Chair(s): Kirk Kristofferson

1. **Being Reflexive in Sharing Matters: The Mediating Role of Consumer Reflexivity in Shaping Future Sharing Intention**  
 Antje Graul, Utah State University  
 Stella Yiyan Li, City University of Hong Kong  
John Jianjun Zhu, Lawrence Technological University
2. **Overcoming the Stigma - Donations to Stigmatized Causes**  
Jenni Sipilä, University of Mannheim  
 Inken K. Blatt, University of Mannheim  
 Laura Marie Schons, University of Mannheim
3. **The Double-Edged Sword of Corporate Social Responsibility in the Luxury Context**  
Jenni Sipilä, University of Mannheim  
 Sascha Alavi, Ruhr-University of Bochum  
 Laura Marie Schons, University of Mannheim  
 Sabrina Dörfer, Ruhr-University of Bochum  
 Jan Wieseke, Ruhr-University of Bochum
4. **Population Density Moderates the Impact of Assortment Size on Consumer Spending: A Field Experiment in Online Donations**  
Thuy T. Pham, Queensland University of Technology  
 Frank Mathmann, Queensland University of Technology
5. **A goal-directed ethical framework in consumer behavior**  
Gavin J. Wu, Fayetteville State University
6. **The Crux of the Morality Halo: The Interplay of Corporate Social Responsibility and Price Increases on Consumers' Perceived Price Fairness**  
 Sascha Alavi, Ruhr-University of Bochum  
 Laura Marie Schons, University of Mannheim  
 Johannes Habel, Ruhr-University of Bochum  
 Urs Müller, Ruhr-University of Bochum  
Jenni Sipilä, University of Mannheim

## RESEARCH SPOTLIGHT: Innovation and Consumption in BoP/Emerging Markets

615B

Marketing and consumption around the world

Chair(s): Ela Veresiu

1. **How Are We Actually Doing? Performance Assessment of BOP Innovation Projects**  
Sergej von Janda, University of Mannheim  
 Frank Ohnesorge, University of Mannheim
2. **Innovative Channels for Consumer Durables in Emerging Country Rural Markets**  
Prakash Satyavageswaran, Indian Institute of Management Udaipur  
 Arunachalam S, Indian School of Business  
 Sundar Bharadwaj, University of Georgia

FRIDAY 2/22/2019

**3. Taming desire? Negotiating the complex and paradoxical tension between consumer passion and social order**

Ateeq A. Rauf, Information Technology University

Ajнеш Prasad, Royal Roads University

**4. Consumption for Well-Being: The Izkhothane Phenomena**

Liezl-Marie van der Westhuizen, University of Pretoria

Robin Coulter, University of Connecticut

Kelly Martin, Colorado State University

**5. Voters' Consumption of General Elections in Transitioning Economies: Scale Development and Validation**

Charles Blankson, University of North Texas

Kobby Mensah, University of Ghana Business School

**SPECIAL SESSION: Exploring the Complexity of Value Creation within the Sharing Economy**

616A

**Institutional and Cultural Complexity**

Chair(s): Lez E. Trujillo Torres

Presenter(s): Lez E. Trujillo Torres, Aaron J. Barnes, Stephanie Lawson

- Brand Value and Product Circulation (Mis)management: The Case of Rent the Runway
  - Lez Trujillo Torres\*, University of Illinois at Chicago
  - Eda Anlamlier, University of Nevada, Las Vegas
  - Laetitia Mimoun, City, University of London
  - Lagnajita Chatterjee, University of Illinois at Chicago
- You Can't Rent with Us: Group-Brand Connections and Access Offers
  - Aaron J. Barnes\*, University of Illinois, Urbana-Champaign
  - Tiffany White, University of Illinois, Urbana-Champaign
- Sharers and Sellers: A Multi-Group Examination of Gig Economy Employee Perceptions
  - Mark Gleim, University of Toledo
  - Catherine Johnson, University of Toledo
  - Stephanie Lawson\*, Winthrop University

This session proposes a comprehensive view of the sharing economy by adopting a systemic value creation perspective. Combining experimental, survey, and qualitative methods, three projects contribute to the understanding of how firms can succeed in creating and maintaining value within dynamic and complex relational arrangements characteristic of sharing and access-based consumption. The projects examine the effects of product circulation (mis)management on brand value; how brand relationships based on group-level connections impact brand evaluations and access offers from established brands; and the effects of different types of sharing economy employment options on self-congruence, job satisfaction, organizational trust, and product perceptions.

**SPECIAL SESSION: Complexity Theories and Applications - An Interdisciplinary Roundtable**

400

CoChair

Presenter(s): William Tracy, Lauren Ancel Meyers, Vicky Chuqiao Yang, Nikolos Gurney Ashlee Humphreys, William Rand, Peter P. Zubcsek, Andrew Stephen

Moderator: Andrew Stephen, University of Oxford

Roundtable Panel

- Lauren Ancel Meyers, Meyers Lab, University of Texas– Austin
- Vicky Chuqiao Yang, Santa Fe Institute
- Nikolos Gurney, Department of Social and Decision Science, Carnegie Mellon University
- William M. Tracy, Vice President for Strategic Partnerships, the Santa Fe Institute
- Ashlee Humphreys, Northwestern University
- Peter Zubcsek, Tel Aviv University
- Andrew Stephen, University of Oxford

**SPECIAL SESSION: Investigations in Food and Well Being**

415A

Journal Programming – Journal of Public Policy & Marketing

Chair(s): Maura L. Scott, Beth Vallen

Presenter(s): Melissa G. Bublitz, Jeffrey Parker, Christopher Berry

- Hunger and Food Well-Being: Advancing Research and Practice
  - Melissa G. Bublitz, University of Wisconsin-Oshkosh, USA\*
  - Jonathan Hansen, Hunger Task Force, USA
  - Laura A. Peracchio, University of Wisconsin-Milwaukee, USA
  - Sherrie Tussler, Hunger Task Force, USA
- How and Why the Collaborative Consumption of Food Leads to Overpurchasing, Overconsumption, and Waste
  - Jeffrey R. Parker, University of Illinois at Chicago, USA\*
  - Nita Umashankar, San Diego State University, USA
  - Martin G. Schleicher, Business School, Argentina
- Counterbalancing Effects of Calorie Labeling: Why Menu Calorie Labeling Alone May Not Affect Average Calories Ordered
  - Christopher Berry, Colorado State University, USA \*
  - Scot Burton, University of Arkansas, USA
  - Elizabeth Howlett, Washington State University, USA
  - Christopher L. Newman, University of Mississippi, USA

This session includes work that explores the relationship between food and well-being through a broad lens, focusing on consumer health as well as other measures of individual or societal well-being, to identify the key role that individuals, marketing, and public policy play in preserving and promoting well-being. This work exemplifies the ability for research in the marketing field to contribute to our understanding of the actions that can be taken on the individual and societal level by consumers, policy makers, firms, and other stakeholders to help improve consumer's health by improving consumer's food well-being

**RESEARCH SPOTLIGHT: Emerging Research: Professional Selling in an Increasingly Connected and Customer-Centric Marketplace**

415B

Personal Selling and Sales Management

Chair(s): Jessica Ogilvie, Zachary Hall

FRIDAY 2/22/2019



**1. Selling in the New Age**

Mohsen Poumasoudi, University of Houston  
Michael Aheame, University of Houston  
Zachary Hall, Texas Christian University  
Partha Krishnamurthy, University of Houston

**2. Does Digital Transformation in Business-to-Business Sales Really Pay Off? – The Core Role of Selling Complexity**

Alexandru I. Oproiescu, University of Bochum  
Sascha Alavi, University of Bochum  
Christian Schmitz, University of Bochum  
Jan Wieseke, University of Bochum

**3. Communicating the Value Proposition in Personal Selling: Co-creation of Virtual Value Experience Using Storytelling**

Michael N. Hartmann, German Graduate School of Management and Law  
Sven M. Laudien, Macromedia University of Applied Sciences Stuttgart

**4. Transformational Tools in Customer Acquisition – Understanding Ambivalent Effects of Salespeople's Social Media Usage on Customer Acquisition Success**

Dennis Schendzielarz, University of Bochum  
Sascha Alavi, University of Bochum  
Jan H. Guba, University of Bochum

**5. Between Curse and Blessing: An Empirical Analysis of the Digitally Supported Customer Advisory at the Point of Sale**

Tobias Roeding, University of Siegen  
Theresia Mennekes, University of Siegen  
Hanna Schramm-Klein, University of Siegen

**6. Goods versus Services in Price Negotiations: An Examination of Customers' Psychological and Behavioral Responses**

Marco Schwenke, University of Applied Sciences Europe  
Johannes Habel, ESMT European School of Management and Technology  
Sascha Alavi, University of Bochum  
Christian Schmitz, University of Bochum

**7. Is Social Media Diminishing the Active Listening Skills of Salespeople?**

John Cicala, Texas A&M-Kingsville  
Emily Tanner, West Virginia University

Teaching Tools: alliances 2

416A

SPECIAL SESSION: Product Recalls: Necessary Evils?

416B

Complexity of firm relationships with other stakeholders and social movements

Chair(s): Vivek Astvansh

Presenter(s): Verdiana Giannetti, Venkatesh Shankar, Adrian R. Camilleri, Vivek Astvansh

FRIDAY 2/22/2019

- The Cloud and its Silver Lining: Negative and Positive Spillovers from Product Recalls
  - Verdiana Giannetti\*, University of Leeds
  - Raji Srinivasan, University of Texas at Austin
  - Gaia Rubera, Bocconi University
- How do Product Recalls Affect Shareholder Returns to New Product Preannouncements? An Empirical Analysis
  - Yan (Lucy) Liu, Texas A&M University
  - Venkatesh Shanker\*, Texas A&M University
- Gone but Not Forgotten: Do Recalled Products Benefit from the Endowment Effect?
  - Adrian R. Camilleri\*, University of Technology Sydney
  - Abhishek Borah, INSEAD
  - Raji Srinivasan, University of Texas at Austin
- Product-Harm Crises: Does Choice of Communication Medium Impact Firm Value?
  - Vivek Astvansh\*, Indiana University Bloomington
  - Sundar Bharadwaj, University of Georgia
  - Manish Gangwar, Indian School of Business
  - Khimendra Singh, University of North Carolina – Chapel Hill

Given its multidisciplinary underpinnings, the phenomenon of product recall has been studied by scholars from multiple fields – marketing, strategy, operations, communications, finance, and economics – for more than four decades now. Surprisingly, however, a series of theoretically important and managerially relevant questions stay unanswered. In the absence of such managerially-relevant research, “...companies struggle to manage recalls effectively...” (PricewaterhouseCoopers 2015, p. 1). The objective of the proposed special session is to offer empirical evidence on the recall-announcing firms’ strategic choices and the concomitant consumer behavior. We anticipate that the dialog facilitated by this special session will help us appreciate the greater relevance and stronger role of marketing in helping firms manage product recalls.

## SPECIAL SESSION: Digital Journeys of Markets, Firms, and Customers

417

### Complexity of Firm-Customer Relationship

Chair(s): Farnoosh Khodakarami

Presenter(s): JeeWon B. Choi, Denish Shah, Kihyun H. Kim, Orhan Dogan, Farnoosh Khodakarami, V Kumar, Nandini Nim, Amit Agarwal, Anita Pansari, Clay Voorhees, Xiaoyun Zheng

- Modeling the Diffusion of Mwallets for Developed and Emerging Markets: Marketing Potential and Strategic Implications
  - V. Kumar, Regents’ Professor, Richard and Susan Lenny Distinguished Chair, & Professor of Marketing, and Executive Director, Center for Excellence in Brand & Customer Management, J. Mack Robinson College of Business, Georgia State University
  - Nandini Nim, Ph.D. Student, J. Mack Robinson College of Business, Georgia State University
  - Amit Agarwal, Ph.D. Student, J. Mack Robinson College of Business, Georgia State University
- Effects of Payment Methods and Perceived Vice Consumption on Customers’ Purchasing Behavior
  - Farnoosh Khodakarami, Assistant Professor, Eli Broad College of Business at Michigan State University
  - Anita Pansari, Assistant Professor, Eli Broad College of Business at Michigan State University
  - Clay Voorhees, Associate Professor, The University of Alabama
  - Xiaoyun Zheng, PhD Student, Eli Broad College of Business at Michigan State University
- Managing Customer Moments
  - JeeWon Brianna Choi, Assistant Professor of Marketing at Muma College of Business, University of South Florida

FRIDAY 2/22/2019

- Denish Shah, Barbara and Elmer Sunday Professor of Marketing, Director, Master of Science in Marketing Program, Associate Professor of Marketing at J. Mack Robinson College of Business, Georgia State University
- Kihyun Hannah Kim, Assistant Professor of Marketing at Rutgers Business School, Rutgers University
- **Managing Touchpoints to Enhance Customer Engagement in B2B Markets**
  - Kihyun Hannah Kim, Assistant Professor of Marketing, Rutgers Business School, Newark and New Brunswick.
  - V. Kumar, Regents' Professor, Richard and Susan Lenny Distinguished Chair, & Professor of Marketing, and Executive Director, Center for Excellence in Brand & Customer Management, J. Mack Robinson College of Business, Georgia State University
  - Orhan Bahadir Dogan, Doctoral student in Marketing at the Center for Excellence in Brand and Customer Management at the J. Mack Robinson College of Business, Georgia State University

With the advancement of technology, a favorable regulatory environment, and changing demographics, firms and customers are increasingly using digital platforms to connect with each other. For example, with increasing penetration of smartphones and internet, mobile payments like Mwallet, PayTm, Apple Pay have already taken the lead. Mwallets have further integrated the purchase journey of customers and marketing initiatives of firms. Similarly, the complex ecosystem of digital products and services has changed to conventional boundaries and roles for various stakeholders. In this context, taking marketing-related decisions or creating strategies has become challenging. In this session, we discuss the role of marketing in creating value for firms by managing digital journeys for markets and firms (macro-level) and customers (micro-level).

## RESEARCH SPOTLIGHT: This is Us: Consumer Identity and the Self

615A

Consumer Complexity

Sara Dommer (Chair)

### 1. **Consumer behaviour in the context of life-threatening illness**

Nariess Abroun, RMIT University  
 Kaleel Rahman, RMIT University  
 Helene Cherrier, RMIT University  
 Emily Chung-Moya, RMIT University

### 2. **The Influence of Incidental Tokenism on Private Evaluations of Stereotype-Typifying Products**

Iman Paul<sup>1</sup>, Jeffrey Parker<sup>2</sup>, Sara L. Dommer<sup>3</sup>  
<sup>1</sup>Georgia Tech, <sup>2</sup>University of Illinois at Chicago, <sup>3</sup>Georgia Institute of Technology

### 3. **I AM WHAT I OWN AND I AM WHAT I DO: The Diverging Impact of the Extended Self in Access-Based Consumption**

Melanie Trabandt, Christian-Albrechts-Universität zu Kiel  
 Payam Akbar, Christian-Albrechts-Universität zu Kiel  
 Wassili Lasarov, Christian-Albrechts-Universität zu Kiel  
 Stefan Hoffmann, Christian-Albrechts-Universität zu Kiel

### 4. **To do or to have? Exploring the Effects of Social Exclusion on Experiential and Material purchases**

Bingcheng Yang, Sun Yat-Sen University  
 Hongyan Yu, Sun Yat-Sen University  
 Jifei Wu, Sun Yat-Sen University

### 5. **Don't Forget the Accountant: Role Integration Increases the Fungibility of Mentally Accounted Resources**

Iman Paul, Georgia Institute of Technology  
 Jeffrey Parker, University of Illinois at Chicago  
 Sara L. Dommer, Georgia Institute of Technology

FRIDAY 2/22/2019

**6. Local Beer and the Non-Locals Who Enjoy It: Intergroup Rivalry Is Reduced When a Close Rival Highlights an Exclusive Subgroup**

Mitchell C. Olsen, University of Notre Dame

Keith M. Smith, Northeastern University

Emily N. Garbinsky, University of Notre Dame

**RESEARCH SPOTLIGHT: Global Online Consumer Behavior**

615B

Marketing and consumption around the world

Alan Malter (Chair)

**1. What drives consumers to participate in sharing economy and collaborative consumption?**

Adriana L. Minami, Insper

Carla Ramos, Insper

Adriana Bruscato, Insper

**2. Social Media Personality Edifice: Understanding through Facebook Consumption Culture of Canadian and Korean Users**

Laila S. Rohani, Ryerson University

May Aung, University of Guelph

**3. Smiling vs. A Smiley Face: The Effect of Emojis on Recall of Online Consumer Reviews**

Fang (Grace) Yu-Buck, University of Utah

Arul Mishra, University of Utah

Himanshu Mishra, University of Utah

**4. Effect of Individualism on e-Word of Mouth (e-WOM): Theory and Evidence**

Somnath Banerjee, North Dakota State University

Linlin Chai, North Dakota State University

**5. An Examination of Online Product Non>Returns And Consumer Intentions to Return To The Store**

Aishwarya Ramasundaram, Indian Institute of Management, Bangalore

**6. The Impact of Language Proficiency on Service Satisfaction**

Wolfgang W. Messner, University of South Carolina

**SPECIAL SESSION: Heterogeneity & Dynamics in Advertising & Promotions**

616A

Complexity of dynamic marketing processes

Kay Peters (Chair); Mike Palazzolo (Presenter); Ashwin Aravindakshan (Presenter); Ceren Kolsarici (Presenter); Kay Peters (Presenter)

- Frugality Is Hard To Afford
  - R Yesim Orhun, Assistant Professor of Marketing, Ross School of Business, University of Michigan
  - Mike Palazzolo\*, Assistant Professor of Marketing, UC Davis Graduate School of Management
- Differential Diminishing Returns To Advertising
  - Kay Peters, Professor of Marketing, Business School, University of Hamburg, Germany
  - and Vis. Ass. Professor of Marketing, Graduate School of Management, University of California Davis
  - Prasad A. Naik, Professor of Marketing, Graduate School of Management, University of California Davis

FRIDAY 2/22/2019

- Ashwin Aravindakshan\*, Associate Professor of Marketing, Graduate School of Management, University of California Davis
- On The Other Side Of Customer Loyalty: Dynamic Campaign Optimization In The Presence Of Competition
  - Jue Wang, Ph.D. Student, Smith School of Business, Queen's University, Canada
  - Onur Inegol, Ph.D. Student, Smith School of Business, Queen's University, Canada
  - Ceren Kolsarici\*, Associate Professor of Marketing, Smith School of Business, Queen's University, Canada
  - Mikhail Nediak, Associate Professor of Marketing, Smith School of Business, Queen's University, Canada
- Optimal Depth And Coverage Of Promotions
  - Kay Peters\*, Professor of Marketing, Business School, University of Hamburg, Germany
  - and Vis. Ass. Professor of Marketing, Graduate School of Management, University of California Davis
  - Olivier Rubel, Associate Professor of Marketing, Graduate School of Management, University of California Davis
  - Prasad A. Naik, Professor of Marketing, Graduate School of Management, University of California Davis

The objective is the advancement of insights into the effects of heterogeneity and dynamics on both, advertising and promotions. We combine the presentations of four new studies that highlight new substantial findings important to academia and industry alike. The four studies highlight the heterogeneity in promotion response for low- and high income households, explore the heterogeneity and dynamics in advertising response across media for diminishing returns and carryovers, show heterogeneity in advertising response at the individual customer level across advertising funnel stages, and introduce promotion coverage to interact with promotion depth as well as advertising in a dynamic model.

## C01 | SPECIAL SESSION: Advances in Research on Frontline Employees' Ambidexterity

400

## Services Marketing

Youngtak Kim (Chair); Werner Reinartz (Presenter); Michel Van der Borgh (Presenter); Youngtak Kim (Presenter)

- MORE THAN JUST A SERVICE TECHNICIAN: DETERMINANTS OF LEAD GENERATION AND LEAD CONVERSION IN B2B SERVICE ENCOUNTERS
  - Manuel Berkmann, University of Cologne, Department of Retailing and Customer Management
  - Maik Eisenbeiß, University of Bremen, Department of Marketing
  - Werner Reinartz\*, University of Cologne, Department of Retailing and Customer Management
- HOW (IM)BALANCE OF CUSTOMER—COWORKER DIRECTED BEHAVIORS AFFECT FLE PERFORMANCE WHEN DELIVERING PRODUCT-SERVICE COMBINATIONS
  - Michel Van der Borgh\*, Copenhagen Business School, Department of Marketing
  - Ad De Jong, Copenhagen Business School, Department of Marketing
  - Edwin J. Nijssen, Eindhoven University of Technology, Department of Industrial Engineering & Innovation Sciences
- ORGANIZATIONAL AND INDIVIDUAL AMBIDEXTERITY: A SYSTEMATIC REVIEW OF CONCEPTUALIZATIONS AND EMPIRICAL TESTS
  - Seung-Hwan Jeong, Terry College of Business, University of Georgia
  - Son K. Lam, Terry College of Business, University of Georgia
  - John R. Busenbark, Terry College of Business, University of Georgia
  - Youngtak M. Kim\*, Terry College of Business, University of Georgia

The objective of this special session is to provide an opportunity to discuss conceptual and empirical issues of research on frontline employees' ambidexterity. The three presentations focus on (1) the ambidextrous role of field service employees in sales (Berkmann, Eisenbeiß, and Reinartz), (2) FLE's customer-coworker directed behaviors and its effects on performance (Van der Borgh, De Jong, and Nijssen), and (3) how ambidexterity is conceptualized and empirically tested, with a simulation of different model specifications (Lam, Busenbark, and Kim).

## SPECIAL SESSION: What Color is Your Academic Parachute? Defining Your Career

415A

Diana Haytko (Presenter); Catharine Curran (Presenter); Anne Balazs (Presenter); Angeline Close Scheinbaum (Presenter)

- Diana Haytko, Chairperson of Marketing and Supply Chain Management, East Carolina University
- Catharine Curran, Chairperson, Department of Management and Marketing, Charlton College of Business, University of Massachusetts Dartmouth
- Anne Balazs, Dean, College of Business and Innovation, University of Toledo
- Angeline Close Scheinbaum, Associate Professor of Advertising, Stan Richards School of Advertising and Public Relations, College of Communications, University of Texas Austin

This purpose of this session is to discuss the many and varied paths of an academic career in the complex University environment. Universities are rapidly changing by instituting non-tenure positions, different tracks for tenured professors and greater options for not entered academia at all. The panel includes faculty who have been at both public and private schools, tenured vs. contractual schools, regular faculty and administrative positions (from department chair to Dean). The audience is expected to cross all career stages and provide substantial discussion on how to contribute throughout one's career.

FRIDAY 2/22/2019

## SPECIAL SESSION: International Selling and Sales Management: Insights from Developing Countries

415B

### Personal Selling and Sales Management

Michael Ahearne (Chair); Rajesh Chandy (Presenter); Om Narasimhan (Presenter); Nick Lee (Presenter); Magda Hassan (Presenter); Michael Ahearne (Presenter); Phillip Wiseman (Presenter); Zachary Hall (Presenter)

- HOW SELLING CHANGES THE SALESPERSON: INSIGHTS FROM A RANDOMIZED CONTROL TRIAL IN INDIA
  - Iris Steenkamp, London Business School, UK
  - Rajesh Chandy, London Business School, UK
  - Heather Kappes, London School of Economics, UK
  - Om Narasimhan, London School of Economics, UK
- ON THE USE OF SIGNALS BY SELLERS IN IN DEVELOPING COUNTRIES
  - Fahad Mansoor Pasha, Warwick Business School, University of Warwick, UK
  - Nick Lee, Warwick Business School, University of Warwick, UK
  - Magda Hassan, Alliance Manchester Business School, University of Manchester, UK
- DRIVERS OF PERFORMANCE IN SALES FORCE MANAGEMENT: IDENTIFYING COMMON THREADS AND KEY DISTINCTIONS ACROSS CULTURES AND ECONOMIES
  - Michael Ahearne, C.T. Bauer College of Business, University of Houston, USA
  - Phillip Wiseman, C.T. Bauer College of Business, University of Houston, USA
  - Zachary Hall, Neeley School of Business, Texas Christian University, USA
  - Victor Nogueira, C.T. Bauer College of Business, University of Houston, USA

Developing countries (as classified by the United Nations World Economic Situation and Prospects Reporting) offer attractive growth opportunities for firms and stand to play an increasingly significant role in the global economy as time progresses. For firms that operate on a global level, many of the nations recognized as developing countries (e.g. India, Pakistan, Mexico and Brazil) represent some of the more attractive prospects for organic growth. However, a substantial portion of sales research published in the top marketing journals tends to use samples of sales managers and salespeople based within developed economies (and in many cases, the United States). Understanding the challenges and opportunities associated with how selling can be both effectively conducted and managed within developing countries is critical to both scholars and practitioners. To that end, the special session provides, among other insights, a varied perspective on the ways in which developing countries differ in terms of (1) The importance of factors required to successfully manage sales teams (2) The ways that sellers transmit information to buyers to improve outcomes and (3) Both the magnitude and ways in which taking on a sales role can positively transform an individual's traits and behaviors. All three presentations point to the value of international sales research that considers the way that cultural and economic factors influence both the practice of selling and sales management.

Teaching Tools: alliances 3

416A

## SPECIAL SESSION: Transforming Markets through Digital Marketing: Contemporary Topics and Cutting-Edge Techniques

416B

### Business models, data analytics, and digital marketing

Vamsi Kanuri (Chair); Vivek Astvansh (Chair); Vanitha Swaminathan (Presenter); David Schweidel (Presenter); Michelle Andrews (Presenter); Vamsi Kanuri (Presenter)

- Anatomy of Brand Boycotts in Social Media
  - Rabia Bayer, Koç University

FRIDAY 2/22/2019

- Vanitha Swaminathan\*, University of Pittsburgh
- Zeynep Gürhan-Canli, Koç University
- Engaging the Electorate with Social Media
  - David A. Schweidel\*, Emory University
  - Beth L. Fossen, Indiana University
- Mobile Search Ad Spend and Cross-device Synergies
  - Michelle Andrews\*, Emory University
  - Ting Li, Erasmus University
  - Francesco Balocco, Erasmus University
- Reposting Content on Social Media: Theory, Evidence and Application
  - Vamsi K. Kanuri\*, University of Notre Dame
  - Vivek Astvansh, Indiana University

Digital media usage has proliferated significantly across the globe in recent years. Consumers now spend, on average, about 6 hours every day on digital media. Aggregate US spending on digital media has also risen to \$101 billion in 2018. This increased proliferation is partly driven by the digital media's promise to deliver tailored marketing communications that best fit the needs of individual consumers and provide a faster means for consumers to connect with firms and voice their sentiments. Notwithstanding the promise that digital media hold for both consumers and firms, the efficacy of numerous digital strategies and the impact of several consumer phenomenon on digital media remain understudied. The objective of this session is to bring to light some of those understudied, yet topical, digital strategies and consumer phenomenon, present initial empirical evidence on those issues, and provide a formal venue to facilitate further dialog among scholars on those issues.

#### SPECIAL SESSION: Celebrating Jagdish Sheth

417

Jagdish Sheth (Presenter); Linda Price (Presenter); Tomas Hult (Presenter); Atul Parvatiyar (Presenter)

This special session is dedicated to Professor Jagdish N. Sheth's 80th birthday and honors his sustained contributions as a marketing thinker, scholar, academician and corporate adviser in an illustrious career spanning over five decades. Broadly, the session builds on the work by the Sheth Foundation and a collection of essays in honor of Professor Sheth published in the 2019 Handbook of Advances in Marketing in an Era of Disruptions. Briefly, the Sheth Foundation is a not-for-profit organization whose mission is to develop and recognize scholars and scholarship in marketing globally and further the development of marketing thought. The Handbook tackles contemporary marketing thought in an era of massive disruptions in markets, media, management approaches, and business models. Basically, marketing knowledge and practices must advance at a significantly higher pace to address the changing context of market behaviors globally. To address these topics in this special session, leading scholars from around the world – who have keenly observed the changing market environment, business policies, parameters, theories, methods and practices – will discuss and dialogue about how marketing thinking needs to evolve to keep pace with market reality.

#### SPECIAL SESSION: Managing The Challenges of Inter-Firm Collaboration

615A

Interfirm Complexity

Chair(s): Anna S. Cui

Presenter(s): Anna S. Cui, Christine Mooman, Mark Ratchford, Kiran Pedada, Mayukh Dass, Tuba Yilmaz, Mariia Koval, Kiran Pedada, S. Arunachalam, Mayukh

- The Effects of International Marketing Joint Venture Formations in Emerging Markets on Consumer Brand Attitudes

FRIDAY 2/22/2019



- Mark Ratchford, Tulane University
- Kiran Pedada, Indian School of Business
- Mayukh Dass, Texas Tech University
- The Impact of Economic Crises on Alliance Portfolio Composition
  - Tuba Yilmaz, BI Norwegian Business School
  - Mariia Koval, Grenoble Ecole de Management
- A Theoretical Model of the Life-Cycle of International Marketing Alliances in Emerging Markets
  - Kiran Pedada, Indian School of Business
  - S. Arunachalam, Indian School of Business
  - Mayukh Dass, Texas Tech University
- A Theory and Test of Joint Venture Termination Learn-By-Doing
  - Anna S. Cui, University of Illinois at Chicago
  - Christine Mooman, Duke University

Interfirm collaboration is an important marketing strategy for accessing resources, building capabilities, and reaching new markets. Yet it is fraught with many challenges. This session includes four papers that examine how firms may manage such challenges by considering consumer brand perceptions in joint venture formations, adjusting alliance portfolio composition during economic crises, managing joint venture in emerging markets, and learning from past joint venture termination experiences.

## RESEARCH SPOTLIGHT: Rethinking Agency and Contesting Market Relations

615B

Institutional and Cultural Complexity

1. **Recognizing the Complex Relations among Modernity, the Market, and Marketing**  
A Fuat FIRAT, University of Texas Rio Grande Valley
2. **The (re)Structuration of Consumers' Actions into Sustainable Routines: Sustainability as a Byproduct of Structure and Agency**  
Matthew Lunde, Ithaca College  
 Kent Drummond, University of Wyoming
3. **Decentering Human Experiences: The Case of CrossFit**  
 Alexander S. Rose, Idaho State University  
 Abigail Nappier Cherup, University of Nebraska  
Susan Dobscha, Bentley University
4. **Wedding and Consumption: a Material Culture Analysis in an Intercultural Perspective**  
Kawtar Abouhazim, Normandie University (NIMEC)  
 Olivier Badot, Normandie University (NIMEC)
5. **Changing Kitchens: Understanding New Meanings and Practices of Familial Food Preparation in a Modernizing Society**  
Ateeq A. Rauf, Information Technology University
6. **Adopting a market orientation as a strategic response to market neo-liberalization**  
Pierre-Yann Dolbec, Concordia University  
 Rodrigo Castilhos, SKEMA Business School  
 Marcelo J. Fonseca, Unisinos Business School

FRIDAY 2/22/2019

RESEARCH SPOTLIGHT: Customer-Employee Relationships

616A

Complexity of Firm-Customer Relationship

Krista Li (Chair)

**1. Understanding Language Dynamics in Employee-Customer Text-based Interactions**

Francisco J. Villarroel Ordenes, University of Massachusetts Amherst

Dhruv Grewal, Babson College

Lauren Grewal, Dartmouth College

Panagiotis Sarantopoulos, University of Manchester

**2. Customer and Employee Satisfaction Effects on Cross-buying**

Albert Valenti, IESE Business School

Gokhan Yildirim, Imperial College London

Shuba Srinivasan, Boston University

**3. The Upper Echelons and Customer Management Strategy**

Flora F. Gu, The Hong Kong Polytechnic University

Fine F. Leung, The Hong Kong Polytechnic University

Yi Tang, Hong Kong Baptist University

Danny Wang, Hong Kong Baptist University

**4. Does Employee Work-Life Balance affect Online Reputation of Firms? An Exploratory Study**

Swati Panda, University of North Texas

Sailendra Mishra, The University of Texas at Dallas

Derrick E. D'Souza, University of North Texas

Audhesh Paswan, University of North Texas

**5. Perceived Coolness & Consumer Expertise: A Service-Dominant Logic Outlook**

Amit A. Tiwari, International Management Institute Kolkata

Baljeet Singh, International Management Institute Kolkata

**6. The Evolution Of Online Complainants' Desires**

Wolfgang Weitzl, University of Vienna

Clemens Hutzinger, Seeburg Castle University

Sabine Einwiller, University of Vienna

**7. Behavior-Based Quality Customization**

Krista J. Li, Indiana University

RESEARCH SPOTLIGHT: Field Experiments

616B

Field experiments and causal inferences in marketing

**1. The Impact of a Complement-Based Assortment Organization on Purchases**

Panagiotis Sarantopoulos, University of Manchester

Aristeidis Theotokis, Leeds University Business School

Katerina Pramadari, Athens University of Economics and Business

Anne Roggeveen, Babson College

**2. The Case for Nearliers - A New Method for Sampling at a Significantly Lower Cost**

Jeffrey N. Savitz, SavitzConsulting, LLC

**3. When “Human-like” Becomes “Humans Don’t Like It”: The Impact of Regulatory Focus and Health Locus of Control on Evaluations of Anthropomorphized Healthcare Products**

Chun-Tuan Chang, National Sun Yat-sen University

Hsiao-Ching Lee, National Kaohsiung University of Science and Technology

Yu-Kang Lee, National Sun Yat-sen University

Tsung-Pin Wang, N National Sun Yat-sen University

You Lin, National Sun Yat-sen University

**4. Disentangling the impact of Expert Product Ratings to inform Market Strategies**

Karthik Sridhar, Baruch College - The City University of New York

Ram Bezawada, Baruch College - The City University of New York

Ashish Kumar, Aalto University School of Business

**5. Expert vs. E-Aggregator: Can Critics Continue to be Critical? Evidence from the Movie Industry**

Ashish Kumar, Aalto University School of Business

Sreelata Jonnalagedda, Indian Institute of Management

Mauli Soni, Indian Institute of Management

Petri Cozma, Aalto University School of Business

# SATURDAY 2/23

08:00 AM-09:15 AM

## SPECIAL SESSION: Editors' Perspectives 1

400

Anders Gustafsson (Moderator); Anirban Mukhopadhyay (Presenter); John Hulland (Presenter); Wesley Hartmann (Presenter); Sandy Jap (Presenter); Juanjuan Zhang (Presenter); P.K. Kannan (Presenter)

International Journal of Research in Marketing  
P.K. Kannan, University of Maryland

Marketing Letters  
Sandy Jap, Emory University

Journal of the Academy of Marketing Science  
John Hulland, University of Georgia

Management Science  
Juanjuan Zhang, Massachusetts Institute of Technology

Journal of Consumer Psychology (JCP)  
Anirban Mukhopadhyay, HKUST Business School

Quantitative Marketing and Economics  
Wesley Hartmann

## SPECIAL SESSION: Connecting with Practitioners

415A

CoChair

Adam Rapp (Chair) Schey Professor of Marketing; Director, Schey Sales Centre, Ohio University

### Panelists

- Michael Ahearne - C.T. Bauer Professor of Marketing; Research Director, Sales Excellence Institute, University of Houston
- Mary Bitner- Professor/Edward M. Carson Chair in Services Marketing; Center for Services Leadership, Arizona State University
- Nick Lee - Professor of Marketing, University of Warwick
- Vikas Mittal - J. Hugh Liedtke Professor of Management, Rice University
- Thomas J. Steenburg - Richard S. Reynolds Professor of Business Administration; Senior Associate Dean, University of Virginia
- Valarie Zeithaml - David S. Van Pelt Family Distinguished Professor of Marketing, University of North Carolina

This special session will focus on how academics can connect with business practitioners and forge lasting relationships with employers and managers. By leveraging the insights of an esteemed group of researchers that have had great success reaching out to the business community, attendees will learn different techniques and strategies to engage those in the field. The presentation will begin with a short introduction of each of panel member followed by a short message from each panelist on their overall thoughts and approach on how to connect and what adds value in the eyes of a practitioner. After this introduction, panelists will respond to questions that have been solicited from academics that have an interest in the area. Finally, the session will open to audience members to ask questions and will end with all panelists sharing their final thoughts.

SATURDAY 2/23/2019

## SPECIAL SESSION: The Future is Omni-Social: How Consumer Behavior Researchers can Address Emergent Trends in Digital, Mobile, and Social Media Marketing

415B

SIG Programming

Panel:

Andrew Stephen (Co-Chair) (Oxford University)

Lauren Grewal (Co-Chair) (Dartmouth College)

Jeff Inman (University of Pittsburg)

Donna Hoffman (George Washington University)

Angeline Close Scheinbaum (University of Texas, Austin)

The world is becoming increasingly omni-social, with social media-like behaviors occurring throughout established and nascent social platforms, digital platforms not intended to be “social media,” and even in the physical world. In other words, individual and group behaviors that used to exist only in online communities, networks and social media apps have become ubiquitous and pervasive. To discuss this rising trend, and the possible future of consumer behavior in these ever-changing and expanding digital and social environments, in this session, a panel of academic experts will consider possible research questions that arise when considering emergent technologies and how consumers are using them to communicate, socially interact, and engage with brands and companies.

Teaching Tools: alliances 4

416A

## SPECIAL SESSION: New Data and New Tools for Digital Marketing

416B

Business models, data analytics, and digital marketing

Pengyuan Wang (Chair); Hai Che (Presenter); Pengyuan Wang (Presenter); Zhuping Liu (Presenter); Guiyang Xiong (Presenter)

- The Pursuit of Leadership in a Multiplayer Online Role-Playing Game and its Effect on Player Spending
  - Tat Chan, Washington University in St Louis
  - Hai Che\*, University of California at Riverside
  - Peng Liu, Indiana University in Bloomington
- Emotions in Search Engine Advertising: An Empirical Study
  - Pengyuan Wang\*, University of Georgia
  - Anindita Chakravarty, University of Georgia
  - Jian Yang, Oath Inc.
- Promotion Spillovers on Online Shopping Platforms
  - Zhuping Liu\*, City University of New York
  - Shuai Yang, Donghua University
  - Chunmian Ge, South China University of Technology
- Effects of Social Network Dynamics on Online Reviews
  - Jurui Zhang, University of Massachusetts Boston
  - Guiyang Xiong\*, Syracuse University
  - Raymond Liu, University of Massachusetts Boston

The advertising industry has witnessed proliferation in the digital world, and provides new challenges as well as tools and data. In this special session, we would present and discuss exploration of rich digital marketing data, such as in-game

**SATURDAY 2/23/2019**

spending, large-scale search, online shopping, and network data, as well as the applications of techniques such as machine learning, text mining and network mining in digital marketing. We hope the session and presented works can bridge the gap with techniques, data and marketing theorem and inspire more research in the intersection of the three.

## SPECIAL SESSION: INTER-ORGANIZATIONAL RESEARCH IN MARKETING – NEW PHENOMENA, DATA, METHODS, AND INSIGHTS

### Part 1 of 2: BUYER-SUPPLIER DYADS AND NETWORKS – FRESH PERSPECTIVES, METHODS, AND INSIGHTS

417

#### SIG Programming

Kersi Antia (Chair); Erik Mooi (Discussant); Elham Ghazimatin (Presenter); Jan Heide (Presenter); Verónica Villena (Presenter); Li Cheng (Presenter); Stefan Wuyts (Presenter); Sudha Mani (Presenter); Vivek Astvansh (Presenter); Kersi Antia (Presenter)

- B2B PROJECTS; TASK CONFIGURATION, SUBCONTRACTING AND INNOVATION OUTCOMES
  - Elham Ghazimatin, PhD Candidate in Marketing, Department of Management and Marketing, The University of Melbourne
  - Erik Mooi, Senior Lecturer of Marketing, Department of Management and Marketing, The University of Melbourne
  - Jan B. Heide, Professor of Marketing, The Wisconsin School of Business, The University of Wisconsin-Madison
- COMMON SUPPLY CHAIN PARTNERS: WHEN DO THEY HELP OR HURT?
  - Verónica H. Villena, Assistant Professor of Supply Chain Management, The Pennsylvania State University, Smeal College of Business
  - Li Cheng, Ph.D. Student, Marketing and Supply Chain Management Department, The University of Tennessee, Haslam College of Business
  - Stefan Wuyts, Professor of Marketing, The Pennsylvania State University, Smeal College of Business
- BUYER-SUPPLIER INTERACTIONS DURING BANKRUPTCY
  - Sudha Mani, Senior Lecturer, Department of Marketing, Monash Business School, Monash University
  - Vivek Astvansh, Assistant Professor of Marketing, Kelley School of Business Indiana University
  - Kersi D. Antia, Professor of Marketing, Ivey Business School at Western University

## SPECIAL SESSION: Environmental Influences on Consumer Preferences and Wellbeing

615B

#### Consumer Wellbeing

Kevin Sample (Chair); Anthony Salerno (Presenter); Courtney Szocs (Presenter); Samuel Carter Morgan (Presenter); Kevin Sample (Presenter)

- Scarce Foods are Perceived as Having More Calories
  - Anthony Salerno\* (University of Cincinnati)
  - Julio Sevilla (University of Georgia)
- When Imperfect is Preferred: The Differential Effect of Aesthetic Imperfections on Choice of Processed and Unprocessed Foods
  - Courtney Szocs\* (Louisiana State University)
  - Jacob Suher (Portland State University)
  - Koert Van Ittersum (University of Groningen)
- Show it or Say it: The Relative Benefits of Image versus Text Logos across Stages of the Consumer-Brand Relationship
  - Samuel Carter Morgan\* (University of Miami)

**SATURDAY 2/23/2019**

- Tatiana Fajardo (Florida State University)
- Claudia Townsend (University of Miami)
- All Eyes (Not) On Me: Consumer Reactions to Visibility in Retail Environments
  - Kevin Sample\* (University of Georgia)
  - Julio Sevilla (University of Georgia)
  - Kelly Haws (Vanderbilt University)

## SPECIAL SESSION: Marketing in the C-suite and Board

615B

### Intrafirm Complexity and Marketing Strategy

Hui Feng (Chair); Stephen Anderston (Presenter); Frank Germann (Presenter); Rajesh Chandy (Presenter); Kimberly Whitley (Presenter); Ryan Krause (Presenter); Neil Morgan (Presenter); Hui Feng (Presenter); Aditya Gupta (Presenter); Raghu Bommaraju (Presenter); Sridhar Ramaswami (Presenter); Preetinder Kaur (Presenter)

- Marketing CEOs: Where Are They, And How Are They Different?
  - Stephen J. Anderson, Stanford GSB
  - Frank Germann, University of Notre Dame
  - Rajesh Chandy, London Business School
- How Board Members with Marketing Experience Influence Board and Top Management Team Decisions
  - Kimberly A. Whitley, University of Virginia
  - Ryan Krause, Texas Christian University
  - Neil Morgan, Indiana University
- Chief Marketing Officer Ability and Network: the Pathways to Power
  - Hui Feng, Iowa State University
  - Aditya Gupta, Texas State University
- The Chief Marketing Officer: An Antidote to Myopic Earnings Management Practices
  - Raghu Bommaraju, Iowa State University
  - Sridhar Ramaswami, Iowa State University
  - Preetinder Kaur, Iowa State University

Given the ongoing debate regarding the value and impact of CMO in the firm, this special session aggregates four papers that investigate whether and how top marketing executives contribute to firm performance: (1) how are CEOs with marketing background different from CEOs with other backgrounds in their career path, mindset and actions, and in driving firm performance; (2) how board members with marketing experience influence board/TMT decision making; (3) how marketers' ability, experience, and network shape their career trajectories to help them become CMOs; (4) how CMOs impact a firm's advertising expenditure and myopic earnings management practices.

## RESEARCH SPOTLIGHT: Customers' Relationship with Brands

616A

### Complexity of Firm-Customer Relationship

Xiaoyun Zheng (Chair)

1. **Across Space and Place: How Cultural and Institutional Differences Explain Consumer-Brand Relationships' Differential Effects on Brand Loyalty**
  - Mansur Khamitov, Nanyang Technological University
  - Xin Wang, Western University
  - Matthew Thomson, Western University

**SATURDAY 2/23/2019**

2. **What drives brand love: identity or social impression?**  
Tai A. Kieu, Western Sydney University
3. **Antecedents and Consequences of Consumers' Online Brand-Related Activities (COBRAs) on Social Networking Sites**  
Rico Piehler, University of Bremen  
Michael Schade, University of Bremen  
Barbara Kleine-Kalmer, University of Bremen  
Christoph Burmann, University of Bremen
4. **Mind or Heart? What Matters Most When Consumers Value Brands**  
Alexander Witmaier, Ludwig-Maximilians-Universität München
5. **When Someone's Gain is Someone Else's loss: Evidences through Individual Oppositional Loyalty**  
Amina Djedidi, Université Paris-Est Créteil
6. **Brand Communities: A Literature Review and Future Research Agenda**  
Da Huo, Michigan State University  
Xiaoyun Zheng, Michigan State University  
Ahmet H. Kirca, Michigan State University

## RESEARCH SPOTLIGHT: New Products and Processes: Impact on Stakeholders

616B

Complexity of firm relationships with other stakeholders and social movements

Ivan Fedorenko (Chair)

1. **Ride-sharing and the demand for public transportation: a quasi-experimental study**  
Ivan Fedorenko, Bentley University
2. **Drivers of the Budgetary Transition to Digital Advertising**  
Seoyoung Kim, University of Georgia  
Sundar Bharadwaj, University of Georgia
3. **The Impact Of Product Recall Strategies On Customers And Investors**  
Sascha Raitzel, Freie Universität Berlin  
Stefan J. Hock, George Mason
4. **Moral Capital or Moral Expectations? Disentangling the Role of Prior CSR Engagement in Driving Consumers Reactions to Corporate Scandals**  
Pascal B. Gunturkun, WU Vienna University of Economics and Business  
Till Haumann, University of Bochum  
Laura Marie Schons, University of Mannheim
5. **Perceived Fairness and Knowledge Sharing Linking Corporate Social Responsibility to Collaborative Innovativeness in Business to Business Relationship**  
Sungjun Hong, Soonchunhyang University  
Seungwon Jeon, Soonchunhyang University
6. **New Product Announcement Portfolios and Firm Value: The Role of Product Attributes Diversification**  
Hao Wang, University of South Florida  
Sajeev Varki, University of South Florida

SATURDAY 2/23/2019



## SPECIAL SESSION: Editors' Perspectives 2

400

Vanitha Swaminathan (Moderator); Christine Moorman (Presenter); Rajdeep Grewal (Presenter); Jeff Inman (Presenter); K. Sudhir (Presenter)

Journal of Marketing  
Chris Moorman, Duke University

Journal of Consumer Research  
Jeff Inman, University of Pittsburgh

Journal of Marketing Research  
Rajdeep Grewal, University of North Carolina

Marketing Science  
K. Sudhir, Yale University

## SPECIAL SESSION: Best Practices in Managing Centers

415A

CoChair

Charlotte Mason (Chair); Andrea Dixon (Presenter); Peter Fader (Presenter); Thomas Hollmann (Presenter); Venkatesh Shankar (Presenter); Stacy Wood (Presenter); Debra Zahay (Presenter)

## SPECIAL SESSION: Perspectives on Theories in Use

415B

Services Marketing

Valarie Zeithaml (Presenter); Bernie Jaworski (Presenter); Ajay Kohli (Presenter); Wolfgang Ulaga (Presenter); Kapil Tuli (Presenter)

## Panellists

- Dr. Valarie A. Zeithaml, David S. Van Pelt Family Distinguished Professor of Marketing, Kenan-Flagler Business School, University of North Carolina at Chapel Hill
- Dr. Bernie Jaworski, Drucker Chair in Management and the Liberal Arts, Drucker School of Management, Claremont Graduate University
- Dr. Ajay K. Kohli, Gary T. and Elizabeth R. Jones Chair, and Professor of Marketing, Scheller College of Business, Georgia Institute of Technology
- Dr. Wolfgang Ulaga, Senior Affiliate Professor of Marketing, INSEAD
- Dr. Kapil R. Tuli, Professor of Marketing, Director, Retail Centre of Excellence, Lee Kong Chian School of Business, Singapore Management University

Theories in use (TIU) is a research approach that taps into the mental models of managers and/or any other key respondents to understand their theories of what is a phenomenon, and what factors impact the success or failure of actions or situations related to the phenomenon (see Zaltman, Heffring, and LeMasters 1982). As a research method, TIU has a rich history spanning over three decades across management disciplines and beyond, including marketing. Indeed, this approach has been used in the marketing discipline to define not only foundational concepts such as service quality (Zeithaml, Parasuraman, and Berry 1985) and market orientation (Kohli and Jaworski 1990), but also emerging concepts such as customer solutions (Tuli, Kohli, Bharadwaj 2007), hybrid offerings (Ulaga and Reinartz 2011) and marketing doctrine (Challagalla, Murtha, and Jaworski 2014). The special session will feature a panel of faculty that have published highly cited papers using TIU research with the objective of sharing their perspectives on three key aspect about this approach: (a) foundational principles of TIU as a research approach, (b) writing papers using TIU, and (c) challenges and opportunities when using TIU in marketing research.

## Teaching Tools: alliances 5

416A

## RESEARCH SPOTLIGHT: Innovation and Legitimacy in Evolving Markets

SATURDAY 2/23/2019

1. **Changing Markets by Triggering Socio-Cognitive Transformations: How Tesla Boosted the Electric Car Market**  
Pierre-Yann Dolbec, Concordia University  
Eileen Fischer, York University
2. **Contested Boundaries and Logics: Organizational Legitimacy in the Subfield of Online Journalism**  
Gillian Brooks, Said Business School, University of Oxford
3. **The Regional Innovation System of Medellín: Perceptions and Motivations of Participating Organizations**  
Ana M. Ortega, Universidad EAFIT  
Lina M. Ceballos, Universidad EAFIT
4. **Toward a Unified Domain for Theorizing Market Datafication: The Intersection of Dataist Ideology, Data-Driven Markets, and the Quantified Consumer**  
Beth L. DuFault, University at Albany (SUNY)  
John W. Schouten, Memorial University of Newfoundland
5. **Collaborative Innovation as Representation – An Institutional Perspective**  
Claudia M. Vaughan, University of Hawaii at Manoa
6. **Drivers and Contextual Barriers of Radical Technology Adoption in Organizations: Example of the Mexican Footwear Industry.**  
Desiree V. Ukobitz, Alpen Adria University Klagenfurt

SPECIAL SESSION: INTER-ORGANIZATIONAL RESEARCH IN MARKETING – NEW PHENOMENA, DATA, METHODS, AND INSIGHTS

Part 2 of 2: DIAGNOSING AND ADDRESSING PROBLEMS AND RELATIONAL DYSFUNCTION

Lisa Scheer (Chair); Mrinal Ghosh (Presenter); Vishal Kashyap (Presenter); Moeen Butt (Presenter); Kersi Antia (Presenter); Sebastian Forkmann (Presenter); Stephan Henneberg (Presenter); Lisa Scheer (Presenter)

- A PROBLEM-FINDING AND PROBLEM-SOLVING PERSPECTIVE TO CUSTOMER SOLUTIONS: THE ROLE OF CROSS-UNDERSTANDING AND RELATIONAL CONTRACTING
  - Jon Bingen Sande, Associate Professor, Department of Marketing, BI Norwegian Business School
  - Kenneth H. Wathne, Professor, Uis Business School, University of Stavanger and BI Norwegian Business School
  - Mrinal Ghosh, Soldwedel Professor of Marketing, Eller College of Management, University of Arizona
- ON THE SAME TEAM? A LONGITUDINAL EXAMINATION OF FREE-RIDING POTENTIAL IN A DISTRIBUTION CHANNEL SYSTEM
  - Vishal Kashyap, Professor of B2B Management, Department of Marketing, University of Graz
  - Moeen N. Butt, Assistant Professor of Marketing, Suleman Dawood School of Business, Lahore University of Management Sciences
  - Kersi D. Antia, Professor of Marketing, Ivey Business School at Western University
- A MULTI-LEVEL MODEL OF TRUST AND CORRUPTION IN BUSINESS-TO-BUSINESS RELATIONSHIPS
  - Sebastian Forkmann, Assistant Professor of Marketing, The University of Alabama
  - Stephan Henneberg, Chair Professor of Marketing and Strategy, Queen Mary University of London, School of Business and Management
  - Lisa Scheer, Emma S. Hibbs Distinguished Professor, University of Missouri

## RESEARCH SPOTLIGHT: Data is the new Oil: Refining Theory in the Digital Landscape

615A

Consumer Complexity

Georgiana Craciun (Chair)

- 1. Credibility Of Negative Word-Of-Mouth: Gender, Reputation And Emotion Effects**  
Georgiana Craciun, Duquesne University  
Kelly Moore, Duquesne University
- 2. Beyond Nudging - Boosting Consumer Decision-Making through Gamification**  
Martin Bieler, University of St. Gallen  
Peter Maas, University of St. Gallen
- 3. Price Anchoring Effects in Online Display Ads: An Eye-Tracking Study**  
Hamid Shaker, HEC Montreal  
Sylvain Senecal, HEC Montreal  
Yany Grégoire, HEC Montreal  
Sihem Taboubi, HEC Montreal
- 4. Trust Me, I Don't Know What I'm Sharing: Consumers' (Un)Willingness to Share Personal Information**  
Christopher Schumacher, University of St. Gallen  
Peter Maas, University of St. Gallen
- 5. Obligatory Consumption and Electronic Word-of-Mouth (eWOM) Regarding Hedonic and Utilitarian Products**  
Lane Wakefield, Mercer University  
Angeline Close Scheinbaum, The University of Texas at Austin
- 6. When Connected Products Fail to Connect**  
Leah Smith, University of Tennessee  
Randall L. Rose, University of Tennessee

## RESEARCH SPOTLIGHT: New Thinking on Capabilities and Complexity

615B

Intrafirm Complexity and Marketing Strategy

- 1. Digital Business Capability And Its Effect On Firm Performance**  
Christian Homburg, University of Mannheim  
Dominik Wielgos, University of Mannheim  
Christina Kuehnl, ESB Business School
- 2. A Capability-Based Framework for Customer Experience Management**  
Farah Arkadan, Cranfield University  
Emma K. Macdonald, Cranfield University  
Hugh Wilson, Cranfield University
- 3. The Interplay between Firm Capabilities and Technological Environment: How Technological Turbulence, Uncertainty, and Acceleration Moderate the Worth of Marketing, R&D, and Design Capabilities**  
Saeed Janani, Arizona State University  
Michael Wiles, Arizona State University  
Gaia Rubera, Bocconi University

SATURDAY 2/23/2019

#### 4. **Blockchain (Crypto currency) Technology And Vertical Integration (Make or Buy) Strategies: A Theoretical Analysis**

Smaraki Mohanty, State University of New York

Debi P. Mishra, State University of New York

### RESEARCH SPOTLIGHT: Understanding and Managing the Customer Experience

616A

Complexity of Firm-Customer Relationship

Roland Kassemeier (Chair)

#### 1. **Was it really that good? - How Written Customer Feedback Impacts Customer Evaluations, Attitudes and Evaluations.**

Matthias Fuchs, University of St. Gallen

#### 2. **The orchestrate experience of the bank sector in Kuwait: The mediating role of relationship quality**

Abdullah J. Sultan, Kuwait University

#### 3. **Understanding the Complexity of Customer-Company Relationships: Differences in the Drivers and Consequences of Customer Satisfaction and Customer-Company Identification**

Roland Kassemeier, Ruhr University Bochum

Till Haumann, Ruhr University Bochum

Pascal B. Gunturkun, WU Vienna University of Economics and Business

#### 4. **The Impact of Thinking about Time versus Money on Emotional Brand Attachment**

Qingfeng Hou, Sun Yat-sen University

Hongyan Yu, Sun Yat-sen University

#### 5. **Price, Donation-Based Incentives, and Consumers' Reactions to Cause Marketing**

Chinintorn Nakhata, Penn State Harrisburg

#### 6. **Limited Sales or Limited Attention: Do limited edition packages really work?**

Krisztina R. Dörnyei, International Business School Budapest

#### 7. **Toward a Generalized Adoption Modeling Framework**

Steffen Jahn, University of Göttingen

Martin Schlather, University of Mannheim

Yasemin Boztug, University of Göttingen

SPECIAL SESSION: "The Inspiring Life of Barton Alan Weitz, September 14, 1941 to June 30, 2018 Looking back at his research and forward to research that may spring from his ideas And talking about him as a person"

616B

Personal Selling and Sales Management

Sandy Jap (Presenter); Velitchka Kaltcheva (Presenter); Kevin Bradford (Presenter); Harish Sujjan (Chair); Richard Lutz (Discussant)

Presentation Order:

1. Sandy Jap: The Management of Relationships with Channels of Distribution
2. Velitchka Kaltcheva: Retail Store Ambiance
3. Kevin Bradford: From a Sales to a Relationship Orientation
4. Harish Sujjan: Salesperson Adaptation and Intelligence

Moderator:

Richard Lutz: Bart as a colleague and friend

**SATURDAY 2/23/2019**

The five of us will review the research ideas of Bart Weitz, characterizing them into four sub-themes, and talk with the audience about using these ideas as a springboard for future research. Although Bart's first two publications were in the domain of consumer behavior he moved his interests, first, to sales management, then to channels of distribution and, later, to retailing. Across these paradigms, Bart expressed his interest in improving business relationships, recognizing the importance of empathy for business performance, anticipating and capitalizing on marketplace changes, building motivation intrinsically through excitement and interest, and furthering business (marketing, sales) intelligence.

11:00 AM-12:15 PM

### SPECIAL SESSION: New Findings in Social Media and Influencer Marketing

400

SIG Programming

Gillian Brooks (Chair); Andrew Stephen (Presenter); David Schweidel (Presenter); Michelle Andrews (Presenter); Lauren Grewal (Presenter)

This session will be focusing on the latest research findings related to social media and influencer marketing. Countless studies across numerous disciplines, including marketing, have shown that the social influence effects are large and exist in a wide variety of environments (Hartmann 2008, Nair et al. 2006, Van den Bulte and Lilien 2001, Iyengar et al 2010, Bernheim 1994, Bass 1969, Choi et al 2008, Nair et al. 2006, Godes et al. 2005). Despite the apparent success of online influencer marketing strategies so far, relatively little academic work has explored who the influencers are, how they operate and how they engage with companies (for notable exceptions see Subramani and Rajagopalan 2003; Biran, Rosenthal, Andreas, and McKeown 2012; and Trammell and Keshelashvili 2005). The objective of the session is to produce further discussion and potential research ideas surrounding the important issues that marketers are facing today in terms of addressing sponsored content, consumer trust and transparency in social media.

### SPECIAL SESSION: Machine Learning for quant marketing research

415A

CoChair

Peter Fader (Presenter); Rajdeep Grewal (Presenter); Xueming Luo (Presenter); Gui Liberali (Presenter); Sascha Raithe (Chair)

### RESEARCH SPOTLIGHT: Innovation In (and For) a Complex World

415B

Intrafirm Complexity and Marketing Strategy

#### 1. **Very useful, no risk involved?**

##### **The impact of consumers' task expertise on the intention to adopt autonomous products**

Adeel Tarig, University College of Southeast Norway

Fred Selnes, BI Norwegian School of Management

Radu Dimitriu, University College of Southeast Norway

#### 2. **Innovation from the Grassroots: Determinants of Success**

Stefan Stremersch, Erasmus University Rotterdam

Nuno Camacho, Erasmus University Rotterdam

Elio Keko, Ghent University

Isabel Vermiers, Ghent University

Stefan Wuyts, Penn State University

#### 3. **Curb Your Enthusiasm: The Influence of Top Management Team Regulatory Focus on New Product Launches and the Proclivity Toward Patent Infringement**

Matthew B. Shaner, University of Mississippi

Gautham G. Vadakkepatt, George Mason University

Kexin Xiang, University of Mississippi

SATURDAY 2/23/2019

#### 4. Decision-Making Authority in Innovation Development – A Dual Mediation Model

Markus Welle, University of Mannheim

Sabine Kuester, University of Mannheim

Monika C. Schuhmacher, University of Gießen

Teaching Tools: alliances 6

416A

SPECIAL SESSION: Market Knowledge, Learning and Product Strategies: Implications for Competing in Complex, Global Markets

416B

Institutional and Cultural Complexity

Annie Peng Cui (Chair); Umar Burki (Presenter); Richard Glavee-Geo (Presenter); Robert Dahlstrom (Presenter); Buvik Sture (Presenter); Lixun Su (Presenter); Xinchun Wang (Presenter)

- Market Knowledge, Specific Assets and the Efficacy of Formal Contracting in International Western Buyer-Asian Supplier Relationships
  - Umar Burki, University of South Eastern Norway
  - Richard Glavee-Geo, NTNU Norway
  - Robert Dahlstrom, Miami University & Adjunct faculty, BI Norwegian Business School
  - Buvik Arnt Sture, Molde University College
- Co-Exploration and Co-Exploitation and Post-Acquisition Performance
  - Lixun Su, West Virginia University
  - Annie Peng Cui, West Virginia University
  - Xinchun Wang, West Virginia University
- Post-Acquisition Product Strategies of Emerging Markets Multinational Companies: A Multiple-Case Study
  - Xinchun Wang, West Virginia University

This session will address the overarching issue of how firms expand to international markets and compete with rivals both in developed and emerging markets. Firms' knowledge acquisition and learning strategies in the global markets have drawn considerable attention in the literature (e.g. Sheth, 2011). This interest in how international firms leverage market knowledge, implement exploration and exploitation, and product strategies is especially relevant in the increasingly turbulent international market place where globalization is clashing with the threat of trade wars. The studies in this special session addresses these important research topics that provide insights for firms expanding to potential hostile markets.

SPECIAL SESSION: Developments and Directions in International Retailing Research: Cross-National Contexts and Future Directions

417

SIG Programming

Brian Chabowski (Chair); Saeed Samiee (Chair); Dhruv Grewal (Presenter); Elisa Schweiger (Presenter); Anne Roggeveen (Presenter); Carl-Philip Ahlbom (Presenter); Jens Nordfält (Presenter); Nicholas Alexander (Presenter); Anne Marie Doherty (Presenter); Brenda Sternquist (Presenter); Brian Chabowski (Presenter); Saeed Samiee (Presenter)

- Retailing Field Studies in an International Context
  - Dhruv Grewal, Babson College, USA.
  - Elisa B. Schweiger, University of Bath, United Kingdom.
  - Anne L. Roggeveen, Babson College, USA.
  - Carl-Philip Ahlbom, Stockholm School of Economics, Sweden.
  - Jens Nordfält, University of Bath, United Kingdom

SATURDAY 2/23/2019

- Marketing Innovation in Time and across Time: International Flagship Stores, Brand Identity, and the Boundary of the Firm
  - Nicholas Alexander, Lancaster University, United Kingdom.
  - Anne Marie Doherty, University of Strathclyde, United Kingdom.
- Strategic International Retail Expansion (SIRE): Exploring the Concept of Near-Markets
  - Brenda Sternquist, Michigan State University, USA.
- A Bibliometric Examination of the International Retailing Literature: Knowledge Structure of a Consumer-Focused Research Topic (1973-2018)
  - Brian R. Chabowski, The University of Tulsa, USA.
  - Saeed Samiee, The University of Tulsa, USA.

Although international retailing is by no means a new phenomenon, interest in the field has substantially grown during the last two decades, fueled in part by the Internet and ecommerce, the lowering or removal of regulatory and structural barriers, and the intensity of competition and saturation of home markets. Not surprisingly, international retail brands have become ubiquitous in the global marketplace. Using both standardized, home-grown as well as fully adapted processes and strategies in host markets, these retailers continue to push for relevance and success across international markets, as the number of new entrants continue to increase. Despite these developments, limited scholarly attention has been devoted to the topic. Our goal in this special session is to provide selective updates and guidance on the theme of international retailing and offer relevant research to help companies improve their respective positions in cross-national markets. The four proposed presentations in this session offer many insights which are relevant to the international marketing field. Taken as a whole, the proposed research topics provide critical opportunities for the growth of international retailing research and may assist in recognizing perspectives that deliver possibilities for expansion and profitability to international retailers.

## RESEARCH SPOTLIGHT: New Frontiers in Branding

615A

Consumer Complexity

Nicole Coleman (Chair)

### 1. How Brand's Moral Character Shapes Brand Perception and Evaluation

Mansur Khamitov, Nanyang Technological University  
Rod Duclos, Western University

### 2. Negative Spill Over Effects in Corporate Brand Alliances in Crisis

La Toya Quamina, University of Westminster  
Jaywant Singh, Kingston University

### 3. Brand Deletion from the Consumer's Perspective: Conceptualization and Scale Development

Purvi Shah, Worcester Polytechnic Institute  
E. V. Wilson, Worcester Polytechnic Institute

### 4. The Effect of Artificially Limited Access to Product Features on Consumer Brand Attitude

Wiebke Lueders, University of St. Gallen  
Tobias Schlager, University of Lausanne  
Andreas Herrmann, University of St. Gallen

### 5. How Cities Can Attract Highly Skilled Workers as Residents: The Impact of City Brand Benefits

SATURDAY 2/23/2019

Michael Schade, University of Bremen  
Rico Piehler, University of Bremen  
Christoph Burmann, University of Bremen

## RESEARCH SPOTLIGHT: How Do Consumers Navigate the Complex World?

615B

Consumer Complexity

Kirk Kristofferson (Chair)

### 1. The (Group) License to Indulge

Wassili Lasarov, Christian-Albrechts-Universität zu Kiel  
Robert Mai, Ecole de Management Grenoble  
Melanie Trabant, Christian-Albrechts-Universität zu Kiel  
Amelie Griesoph, Kiel University

### 2. Expressions of sincerity: how anthropomorphic cues can help (or hurt) consumer reactions to service delays

Seth Ketron, East Carolina University  
Kelly Naletelich, James Madison University

### 3. Impact of Transaction Cost on Brand Selection: An Empirical Study on BoP Consumers

Nanda Choudhury, IIT Kharagpur  
Biplab Datta, IIT Kharagpur  
Srabanti Mukherjee, IIT Kharagpur

### 4. Will Scientific Names Better than Common Names? Ingredient Name Decision Depends on Food Type and Regulatory Focus

Dickson Tok, Nanjing University  
Chun-Tuan Chang, National Sun Yat-sen University

### 5. Segmenting Informational Mobile Application's Consumer based on the Factor that affect Consumers' Continuous Intention to Use: A SEM-Cluster Approach

Priyanka Gupta, Indian Institute of Management Raipur  
Sanjeev Prashar, Indian Institute of Management Raipur

### 6. Defining Street Credibility; An Exploration of the Complex Relationships Between Street Credible Endorsers and Diverse Consumer Groups

Delancy Bennett, Clemson University

## RESEARCH SPOTLIGHT: Branding and Social Connection

616A

Complexity of firm relationships with other stakeholders and social movements

Jurui Zhang (Chair)

### 1. Brand Activism and Firm Value

Yashoda Bhagwat, Texas Christian University  
Nooshin Warren, University of Arizona  
Joshua Beck, University of Oregon  
George Watson, Portland State University

### 2. CEO Narcissism, Brand Acquisition and Disposal, and Shareholder Wealth

Kehan Xu, The Chinese University of Hong Kong

SATURDAY 2/23/2019



**3. Investigating Brand Popularity using Online Implicit Social Network**

Jurui Zhang, University of Massachusetts Boston

Raymond Liu, University of Massachusetts Boston

**4. Employer Brand Personality (EBP) – Development and Validation of a Scale**

Verena Batt, Leuphana University of Lueneburg

Sven Tuzovic, Queensland University of Technology

Manfred Bruhn, University of Basel

**5. Understanding corporate brand advocates' experiences about brand alignment**

Piyush Pranjali, Indian Institute of Management Ranchi

Soumya Sarkar, Indian Institute of Management Ranchi

**6. The Dynamic Effect of Corporate Social Responsibility on Consumer-Based Brand Equity**

Fernanda Muniz, University of North Texas

Francisco Guzman, University of North Texas

Audhesh Paswan, University of North Texas

Heather Crawford, University of New South Wales

**SPECIAL SESSION: Extending Conceptions of Online Consumer Communication**

**616B**

**Complexity of Firm-Customer Relationship**

Keith Smith (Chair); Ana Babić Rosario (Presenter); Scott Cowley (Presenter); Keith Smith (Presenter); Felipe Thomaz (Presenter)

- The Dimensions of Electronic Word of Mouth: An Organizing Framework and Agenda for Future Research
  - \*Ana Babić Rosario, Assistant Professor, University of Denver
  - Kristine de Valck, Associate Professor, HEC Paris
  - Francesca Sotgiu, Associate Professor, VU Amsterdam
- Examining Heterogeneity Among Brand Social Media Response to Community Positivity
  - \*Scott Cowley, University of Western Michigan
  - Aaron Charlton, University of Oregon
- The Dynamic Interactions between Video Game Consumption and Online Social Communication
  - \*Keith Marion Smith, Northeastern University
  - Yakov Bart, Northeastern University
  - Scott A. Thompson, St. Louis University
  - Koen Pauwels, Northeastern University
  - John Hulland, University of Georgia
- The Abnormal Structure of Illegal Digital Marketplace Communities
  - \*Felipe Thomaz, University of Oxford
  - John Hulland, University of Georgia

Online consumer communication has become a ubiquitous component of modern marketing strategy and management. However, current marketing understanding of the online environment is characterized by an increasing number of terms and definitions for a relatively narrow set of studied phenomena. The presented projects will bring clarity regarding the multidisciplinary but fragmented findings in online communication research and extend the commonly studied contexts to

**SATURDAY 2/23/2019**

better understand the complexity that online consumer communication represents for fellow consumers and the firm in such areas as positive eWOM, game consumption, and Dark Web conversation.

02:00 PM-03:15 PM

## SPECIAL SESSION: Navigating the Complexity of New Media and Technologies in Sport & Sponsorship-Linked Marketing

400 SIG Programming  
Rebecca Achen (Presenter); Ashley Stadler Blank (Presenter); David Harman (Presenter); William Sutton (Presenter); Gillian Oakenfull (Presenter); Yusuf Öc (Presenter); Aysegul Toker (Presenter); Norm O'Reilly (Presenter); Nadege Levallet (Presenter); Michael Naraine (Presenter); Liz Wanless (Presenter); Nicholas Watanabe (Presenter); Stephen Shapiro (Presenter); Grace Yan (Presenter)

- I "Like" It: The Platforms, Media, and Message Content that Drive Sport Fans' Social Media Engagement
  - Rebecca M. Achen, Illinois State University
  - Ashley Stadler Blank, University of St. Thomas
  - David M. Harman, University of St. Thomas
  - William A. Sutton, University of South Florida
- Evolving Digital Remote Sports Fans into GLocal Fans: Inducing Love and Loathing in US Professional Sports
  - Gillian Oakenfull, Miami University
- Diffusion of Context-Aware Innovations: An Empirical Study of Sports Technologies
  - Yusuf Oc, Bogazici University
  - Aysegul Toker, Bogazici University
- Logged on? Wi-Fi usage and behavior at National Basketball Association games
  - Norm O'Reilly, University of Guelph
  - Nadege Levallet, University of Guelph
  - Michael Naraine, Deakin University
  - Elizabeth Wanless, Ohio University
- Predicting Influence in Social Media Networks: A Multi-level Analysis of the 2018 Winter Olympic Games
  - Nicholas M. Watanabe, University of South Carolina
  - Stephen Shapiro, University of South Carolina
  - Grace Yan, University of South Carolina

The proliferation of new media and technologies over the past few years has radically transformed the sport industry and the way fans consume content. As a result, new media and technologies have increased the complexity of sport and sponsorship-linked marketing. Consequently, this special session focuses on the opportunities and challenges new media and technologies present and their potential impact on business outcomes for sport organizations.

## SPECIAL SESSION: Machine learning for consumer behavior research

415A CoChair  
Szu-chi Huang (Presenter); Professor Hoffman (Presenter); Xueming Luo (Presenter); Ashlee Humphreys (Presenter); Sascha Raihthel (Chair)

## SPECIAL SESSION: Managing Complexity in Marketing Strategy and Innovation

415B Intrafirm Complexity and Marketing Strategy  
Suyun Mah (Chair); Rebecca Slotegraaf (Chair); Mark Houston (Discussant); Youngtak Kim (Presenter); Suyun Mah (Presenter); Shuba Srinivasan (Presenter); Gerard Tellis (Presenter)

**SATURDAY 2/23/2019**

- Identifying Patterns in Noisy Ideations Contests
  - Jason Bell, University of Oxford
  - Christian Pescher, University of Munich
  - Gerard J. Tellis\*, University of Southern California
- Innovating for Sustainability
  - Youngtak Kim\*, University of Georgia
  - Sundar Bharadwaj, University of Georgia
- How CMO and CEO characteristics Affect Innovation and Firm Value: Findings and Future Directions
  - Ya You, California State University, East Bay
  - Shuba Srinivasan\*, Boston University
  - Koen Pauwels, Northeastern University
  - Amit Joshi, IMD
- Early-Bird Communications: The Value of Uncertainty in Communicating Innovation
  - Suyun Mah\*, Indiana University
  - Rebecca Slotegraaf, Indiana University

With shifting market trends influencing new avenues in innovation and marketing strategies for gaining a competitive advantage, managers are facing new challenges every day. This special session highlights opportunities for researchers and managers to overcome these challenges. The session includes four papers that offer diverse perspectives, and all highlight important sources and consequences of complexity in innovation and marketing strategy. The perspectives also showcase the relevant innovation and marketing strategies that impact various stakeholders, including consumers, investors, and managers.

Teaching Tools: alliances 7

416A

RESEARCH SPOTLIGHT: Sustainability: Pricing, Ethics, and the Self

416B

Consumer Complexity

Nicole Coleman (Chair)

1. **Oh! It's So Costly, It Must Be Green! The Impact of Price on the Green Perception of Eco-Friendly Products**  
Amogh S. Kumbarger, Indian Institute of Management Ahmedabad  
 Sanjeev Tripathi, Indian Institute of Management Indore
2. **Until the last drop. Do consumer care about water when it comes to coffee?**  
Amelie Griesoph, Kiel University  
 Wassili Lasarov, Christian-Albrechts-Universität zu Kiel
3. **The Role Of Global Cultural Identity In Consumer Engagement With Sustainability Initiatives**  
Ekaterina Salnikova, Aarhus University  
 Yuliya Strizhakova, Rutgers University  
 Klaus G. Grunert, Aarhus University
4. **The role of mindfulness in driving ethical consumption**  
Tai A. Kieu, Western Sydney University

SATURDAY 2/23/2019

**5. Digitalization as Solution of Environmental Problems? When Do Sustainability Conscious Users Rely on Augmented Reality-Recommendations Agents**

Tom Joers, Christian-Albrechts-Universität zu Kiel

Stefan Hoffmann, Christian-Albrechts-Universität zu Kiel

Robert Mai, Grenoble Ecole de Management

Payam Akbar, Christian-Albrechts-Universität zu Kiel

**6. Does transparent price labelling boost label effectivity for sustainable products?**

Hanna Reimers, Kiel University

Stefan Hoffmann, Kiel University

**SPECIAL SESSION: Better Marketing for a Better World**

417

Journal Programming – Journal of Marketing

Christine Moorman (Chair); Rajesh Chandy (Chair)

This session will feature a workshop-style discussion of topics related to the JM Special Issue on Better Marketing for a Better World. It will be moderated by the Editors and Associate Editors of the Special Issue, and will seek to illustrate the domain of better marketing for a better world, encourage more work in the area, offer feedback to those working in the area, and clarify criteria for publication. All scholars interested in the topic and the special issue are encouraged to attend.

Details of the special issue are included in the Call for Papers, available at:

<https://www.ama.org/academics/Pages/Better-Marketing-for-a-Better-World-Call-for-Manuscripts.aspx>

**SPECIAL SESSION: The Future is Here: The Role of AI, Robots, and Humans in the Modern Service Economy**

615A

Services Marketing

Martin Mende (Chair); Ming-Hui Huang (Presenter); Roland Rust (Presenter); Vojislav Maksimovic (Presenter); Stephanie Noble (Presenter); Helen Chun (Presenter); Mike Giebelhausen (Presenter); Stacey Robinson (Presenter); Maura Scott (Presenter); Jenny van Doorn (Presenter); Ilana Shanks (Presenter); Dhruv Grewal (Presenter)

- Get Ready for the Feeling Economy: When AI Does the Thinking, Humans Will Emphasize Feeling
  - Ming-Hui Huang, National Taiwan University
  - Roland T. Rust, University of Maryland
  - Vojislav Maksimovic, University of Maryland
- 2B or not 2B Human: The Interaction of Robot Humanization and Gender in Determining Perceptions of Human Frontline Employees
  - Stephanie Noble, University of Tennessee
  - Helen HaeEun Chun, Cornell University
  - Mike Giebelhausen, Clemson University
- He Said, She Said – The Impact of Gendered Artificial Intelligence on Performance Perceptions
  - Stacey Robinson, University of Alabama
  - Mike Giebelhausen, Clemson University
- How Robots Affect Customer Service Experiences – Exploring Compensation Effects
  - Martin Mende, Florida State University,
  - Maura L. Scott, Florida State University,
  - Jenny van Doorn, University of Groningen,
  - Ilana Shanks, Florida State University

**SATURDAY 2/23/2019**

- Dhruv Grewal, Babson College

Technology continues to radically and rapidly change the nature of service, customers' service experiences, and customers' relationships with service providers (Rust and Huang 2014; Ostrom et al. 2015). Against this background, this session posits that consumer interactions with artificial intelligence (AI) and embodied service robots will soon be melded into numerous service experiences. Little marketing research has examined whether such experiences will trigger positive or negative consumer responses and which consequences arise for companies.

## SPECIAL SESSION: Gaining a Global Perspective on the State of Sales Profession, – Using a global panel to develop Sales Theory

615B

### Personal Selling and Sales Management

Lenita Davis (Chair); Willy Bolander (Chair); Riley Dugan (Chair); Lenita Davis (Presenter); Willy Bolander (Presenter); Greg Marshall (Presenter); William Moncrief (Presenter); Nick Panagopoulos (Presenter); Andrea Dixon (Presenter)

#### Agenda

- Introduction of session and panelists
- Panel Topics
  - The Survey Components
  - Overview of the panelist surveyed
  - Survey Results and implications
- What are the key issues on the horizon and opportunity for future research
- Review the call for proposal and breakout groups
  - Session attendees will then be organized into breakout groups within the room to further discuss and explore possible topics and research streams for global sales research.
- Regroup and Share
  - Each breakout group will briefly share its hit list of key issues developed.

#### Panelists

Willy Bolander, Florida State University

Bill Moncrief, TCU

Lenita Davis, University of Arkansas Little Rock

Nick Panagopoulos, Ohio University

Greg Marshall, Rollins College

Andrea Dixon, Baylor University

A global sales panel has been established through the sponsorship of AMA and the support of SEF. The global panel will provides access to professional samples of sales managers and sales representatives for sales academics of all experience levels. This panel will be split to accomplish a two-fold purpose: 1. Survey responses from sales representatives to form a “sponsored projects” component of the database. This component of the database would be designed to assist researchers in answering their own, pre-defined research questions by allowing them access to the panel for cross-sectional studies of their own and 2. Periodic survey responses from sales professionals that would provide a yearly snapshot view of the “state of the sales profession.” This longitudinal component of the database would be designed to aid the field in uncovering trends in a dynamic discipline. During this session we will present the first set of data from the longitudinal component of the survey. We will ask our panelists to respond to the results and further provide direction on developing a stream of global sales research and theory.

## SPECIAL SESSION: Organizing Supplier Relationships

616A

### Interfirm Complexity

Mrinal Ghosh (Chair); George John (Presenter); Sourav Ray (Presenter); Saeed Shekari (Presenter); Shilpa Somraj (Presenter); Alok Saboo (Presenter); Alok Kumar (Presenter); Mrinal Ghosh (Presenter); Stephen Carson (Presenter); Kellilynn Frias (Presenter); Shan Yu (Presenter)

- The Role of Pre-Contract Information in Supplier Selection for Custom Project Procurement

**SATURDAY 2/23/2019**

- Ruitong Wang, Doctoral Student, Marketing Department, University of Minnesota
- Professor George John, Marketing Department, University of Minnesota
- Transaction Costs as Expendable Resources: Trading Efficiency for Product Performance
  - Sourav Ray, Professor of Marketing, DeGroote School of Business, McMaster University
  - Saeed Shekari, Assistant Professor, Cotsakos College of Business, William Paterson University
- When Does 'Distance' in Alliance Portfolio Matter to IPO outcomes?
  - Shilpa Somraj, Department of Marketing, College of Business, University of Nebraska – Lincoln
  - Alok R. Saboo, Department of Marketing, J. Mack Robinson College of Business, Georgia State University
  - Alok Kumar, Department of Marketing, College of Business, University of Nebraska – Lincoln
- Price Formats versus Price Levels in Component Procurement Contracts
  - Mrinal Ghosh, Professor of Marketing, Eller College of Management, University of Arizona
  - Stephen Carson, David Eccles Scholar Professor of Marketing, David Eccles School of Business, University of Utah
  - Kellilynn M. Frias, Assistant Professor of Marketing, Rawls College of Business, Texas Tech University
  - Shan Yu, Assistant Professor of Marketing, Lally School of Management, Rensselaer Polytechnic Institute

## SPECIAL SESSION: Emerging Markets in Conflict Zones: Toward Resilience, Inclusion, Justice and Sustainable Well-Being

616B

Marketing and consumption around the world

Cliff Shultz (Chair); Alan Malter (Chair); Alan Malter (Presenter); Stacey Baker (Presenter); Fathony Rahman (Presenter); Cliff Shultz (Presenter)

- Vietnam's Evolving Transition: The Systemic Dynamism of Marketing and Consumption, with Implications for Constructive Engagement and Sustainable Well-Being
  - Cliff Shultz\*, Charles H. Kellstadt Professor of Marketing, Loyola University Chicago, USA
  - Nguyen Thi Tuyet Mai, Associate Professor, National Economics University, Vietnam
  - Mark Peterson, Professor, University of Wyoming, USA
- Keep Calm and Carry On: The Resilience of Marketing Systems in Middle Eastern Conflict Zones
  - Alan J. Malter\*, Associate Professor, University of Illinois at Chicago, USA
- Reconnecting the Excluded through "Purpose-Built" Community and Market Development
  - Stacey Menzel Baker\*, Professor, Creighton University, USA
- Optimizing National Development Schemes for Success in the Emerging World: The Case for Local Visioning and Empowerment
  - Don R. Rahtz, J. S. Mack Professor, The College of William and Mary, USA
  - Fathony Rahman, Professor\*, Universitas Prasetiya Mulya, Indonesia

This session assembles scholars who will present and discuss (1) research on marketing and consumption phenomena in selected emerging markets often subjected to various forms of conflict; (2) ways in which policies, marketing ideas and practices can enhance/contribute to the sustainable well-being of the people residing in such markets – and their stakeholders. The presenters (1) paint a clearer picture of what marketing and consumption look like in some overlooked regions representative of large groups of the world's consumers, connected to – and sometimes disregarded by –

**SATURDAY 2/23/2019**

local/global policy, marketing and consumption; (2) discuss implications for consumption, marketing, public policy and sustainable well-being.

03:30 PM-04:45 PM

## SPECIAL SESSION: Understanding Dynamic Influences on Advertising Effectiveness

400

### Consumer Complexity

Yakov Bart (Chair); Beth Fossen (Presenter); Yakov Bart (Presenter); Koen Pauwels (Presenter); Andrew Stephen (Presenter)

- A Quasi-experimental Study of Ad Effectiveness Following Political Advertisements on Television
  - Beth Fossen\*, Indiana University
  - Girish Mallapragada Indiana University
  - Anwesha De, Indiana University
- Which Brands Are Best Suited to Social Media Advertising? A Field Study of Social Media Advertising Effects on Consumer Attitudes
  - Yakov Bart\*, Northeastern University
  - Andrew T. Stephen, Oxford University
  - Felipe Thomaz, Oxford University
- How advertising your green product can lift your brown products' sales
  - Basar Ozcan, Özyeğin University
  - Koen Pauwels\*, Northeastern University
- Advertising Effectiveness of New Channels Over Time - Honeymoon Effect
  - Andrew T. Stephen\*, Oxford University
  - Yakov Bart, Northeastern University
  - Felipe Thomaz, Oxford University

One of the key questions marketers have long been concerned with is how to accurately measure and how to positively affect the return on investment of their advertising spend. Over the last couple of decades, increasing complexity and a rapid rise in dynamic interconnectedness of different advertising ecosystem elements across multiple channels, contexts, and products have further increased the difficulty of answering this question. Specifically, brand actions and advertising in one channel, context, or product may dynamically affect advertising effectiveness in a different channel or context, or for a different product under the same brand. This session will examine key issues related to understanding such dynamics in advertising effectiveness across multiple different channels and contexts.

## SPECIAL SESSION: From Relationship Marketing to Customer Engagement: Panel Discussing the Evolution of the Customer-Firm Relationship

415A

### SIG Programming

Colleen Harmeling (Chair); Katherine Lemon (Presenter); Vikas Mittal (Presenter); Roland Rust (Presenter); Peter Verhoef (Presenter)

Session Chair: Colleen M. Harmeling, Assistant Professor of Marketing, Florida State University

Session Panelists:

- Katherine N. Lemon, Accenture Professor and Professor of Marketing, Carroll School of Management, Boston College
- Roland Rust, Distinguished University Professor, David Bruce Smith Chair in Marketing, Executive Director, Center for Excellence in Service & Center for Complexity in Business, Robert H. Smith School of Business, University of Maryland

**SATURDAY 2/23/2019**

- Peter Verhoef, Professor, Director University of Groningen Business School
- Vikas Mittal, J. Hugh Liedtke Professor of Management (Marketing)

Technological advances continue to alter the way firms interact with customers and how customers, in turn, interact with firms. Firms can no longer treat customers as passive consumers of content and offerings, but rather must consider their active participation as pseudo-employees involved in nearly every aspect of marketing from creating brand content and disseminating marketing communications to designing, pricing, and merchandising the product, to providing after purchase customer support. We propose a panel that discusses the changing dynamics of the customer-firm relationship and the shift from customer relationship management to customer engagement management. The session includes leading experts in the relationship marketing and customer engagement domain and will discuss the implications of this changing landscape on both theory and practice.

## SPECIAL SESSION: Delivering a Better Value Proposition

415B

SIG Programming

Stacey Menzel Baker (Chair); Lauren Beitelspacher (Chair)

- Changing the Sustainability Value Proposition for Product End of Life
  - Lauren Beitelspacher, Babson College
- Dignity Matters: Community Based Value Proposition
  - Stacey Menzel Baker, Creighton University
- Using better ingredients to build better beer
  - Local Industry Executive – TBD

This special session, co-sponsored by the Retail and Pricing SIG and the Marketing and Society SIG, combines unique academic research with managerial insights. The main purpose of this session is to begin to showcase how consumers are now demanding that firms deliver value beyond just the product or service. This involves firm paying more attention to the resources they use from environmental, labor, and social perspectives. The intersection of retailing and marketing and society is ripe with research questions with managerial, scholarly, and most importantly, societal implications. By bringing in industry expertise, as well, we hope to highlight some of the managerial challenges involved in addressing consumer's increasing demands for thoughtful value delivery and begin to understand how some organizations are excelling in this area.

## SPECIAL SESSION: Markets and Material Arrangements

416B

Institutional and Cultural Complexity

Linda Price (Chair); Hope Schau (Chair); Aimee Huff (Presenter); Ashlee Humphreys (Presenter); Sarah Wilner (Presenter); Melissa Akaka (Presenter); Kivalina University of Oregon (Presenter); Tonya Bradford (Presenter)

- Expressive Materiality and the Making of Markets: Insights from the U.S. Cannabis Market
  - Aimee Dinnin Huff, Oregon State University
  - Ashlee Humphreys, Northwestern University
  - Sarah Wilner, Wilfred Laurier University
- Retailscapes as Structures of Common Difference: How Materiality Shapes Global Markets and Local Communities
  - Melissa Archpru Akaka, University of Denver
  - Rodrigo Costa Segabinazzi, Escola Superior de Propaganda e Marketing
  - Hope Jensen Schau, University of Arizona

**SATURDAY 2/23/2019**



- Paradoxes in Bicycling for a Better World: How Shifting Market Contexts Shape Material Arrangements
  - Kivalina E. Grove, University of Oregon
  - Linda L. Price, University of Oregon
- Value Creation to Benefit Others: How Markets Shape Material Arrangements in Living Organ Donation
  - Tonya Bradford, University of California Irvine

This session examines markets as value exchange platforms. We focus on complex interplays of materiality and markets examining how materiality impacts markets and how market dynamics shape material relations. Through four empirical studies, we uncover implications for how innovations in material arrangements transform markets and how marketplace dynamics impact consumer practice bundles and exchanges. Adopting a “big tent” approach we engage with differing theoretical perspectives on institutional and cultural complexity. The evolving U.S. cannabis market; global surfing lifestyle; bike safety and sharing programs; and life-giving organ donor markets offer engaging contexts for enriching our existing theories on materiality and markets.

### SPECIAL SESSION: Editors' Perspectives 3

417

Satish Jayachandran (Discussant); Anne Roggeveen (Presenter); Constantine Katsikeas (Presenter); Douglas Hughes (Presenter); Charles Noble (Presenter); Greg Marshall (Presenter); Manjit Yadav (Presenter); Mark Peterson (Presenter); Michael Brady (Presenter); Scot Burton (Presenter); Wendy Moe (Presenter)

Journal of Public Policy & Marketing  
Scot Burton, University of Arkansas

European Journal of Marketing  
Greg Marshall, Rollins College

Journal of International Marketing  
Costas Katsikeas, Leeds University

Journal of Interactive Marketing  
Wendy Moe, University of Maryland

Journal of Retailing  
Anne Roggeveen, Babson College

AMS Review  
Manjit Yadav, Texas A&M University

JPSSM  
Doug Hughes, Michigan State University

Journal of Macromarketing  
Mark Petersen, University of Wyoming

Journal of Service Research  
Mike Brady, Florida State University

Journal of Product Innovation Management  
Charles H. Noble, Northeastern University

### SPECIAL SESSION: Strategic Marketing and Firm Performance

615A

#### Intrafirm Complexity and Marketing Strategy

- The Scope of Marketing's Decision Authority and Firm Performance
  - Leigh McAlister, McCombs School of Business, The University of Texas at Austin.
  - Raji Srinivasan, McCombs School of Business, The University of Texas at Austin.
  - Ty Henderson, McCombs School of Business, The University of Texas at Austin.
  - Jade DeKinder, McCombs School of Business, The University of Texas at Austin.
- CMO Presence and Firm Performance: Assessing the Conditions Under which the Presence of Other Functional Executives in the C-suite Matters
  - Pravin Nath, Michael F. Price College of Business, University of Oklahoma.
  - Neeraj Bharadwaj, Haslam College of Business, University of Tennessee.

SATURDAY 2/23/2019

- How Chief Marketing Officer Roles Vary and Why This Matters
  - Kimberly A. Whittler, Darden School of Business, University of Virginia.
  - Neil A. Morgan, Kelley School of Business, Indiana University.
  - Lopo L. Rego, Kelley School of Business, Indiana University.
- Intangible Value
  - Jonathan Knowles, CEO, Type 2 Consulting.

This special session features contemporary thinking on the marketing-finance interface from both academia and practice. It will consist of three carefully chosen academic projects-in-progress that focus on the role of the chief marketing officer and/or marketing in the C-suite, and a presentation on intangible marketing assets by an industry expert.

## SPECIAL SESSION: Sales Force Management: New Challenges and Approaches

615B

Personal Selling and Sales Management

Madhu Viswanathan (Chair); Sarang Sunder (Presenter); Huanhuan Shi (Presenter); Madhu Viswanathan (Presenter)

- Performance Implications of Salesperson Support: The role of selling strategy and teams
  - Sarang Sunder\*, Texas Christian University
  - V.Kumar, Georgia State University
  - Robert P. Leone, Texas Christian University
- Behind the Curtains: Evaluating the Impact of Inside Sales Reps in Business-to-Business Collaborative Selling
  - Huanhuan Shi\*, University of Nebraska-Lincoln
  - Hari Sridhar, Texas A&M University
  - Rajdeep Grewal, University of North Carolina at Chapel Hill
- Do Activity-Based Incentive Plans Work? Evidence from a Large-Scale Field Experiment
  - Madhu Viswanathan\*, University of Arizona
  - Sunil Kishore, McKinsey Consulting
  - Raghunath Singh Rao, University of Texas at Austin
  - George John, University of Minnesota

Issues surrounding management of an effective salesforce are of paramount interest to both academics and practitioners. These issues are increasingly pertinent today as firms respond to the complex marketplace by transforming the sales management process through distribution of the sales task across inside and outside salespersons, incentives on sales activities and widespread adoption of CRM technologies. In this session we propose to bring together three thought pieces on these issues under a common roof. All the projects in this special session deal with managing challenges that arise due to the increasing reliance of organizations on CRM technologies, inside sales force and activity-based compensation to monitor and incentivize a dynamic salesforce.

## SPECIAL SESSION: Branding and Social Media: Modeling Drivers of Sharing, Understanding Brand Volatility, and Forecasting Sales

616A

Computational marketing, machine learning, artificial intelligence

Seshadri Tirunillai (Chair); Wayne Zhang (Presenter); Gerard Tellis (Presenter); Deborah McInnis (Presenter); Seshadri Tirunillai (Presenter); Vanitha Swaminathan (Presenter); Andrew Schwartz (Presenter); Shawndra Hill (Presenter); Rowan Menezes (Presenter); Abhishek Borah (Presenter); Oliver Rutz (Presenter)

- What Drives Sharing of Online Digital Content? The Case of YouTube Video Ads on Social Media
  - Wayne Zhang
  - Gerard J. Tellis, University of Southern California
  - Deborah McInnis, University of Southern California
  - Seshadri Tirunillai, University of Houston

SATURDAY 2/23/2019

- How Volatile is Your Brand? Mapping Shifts in Brand Positioning Over Time
  - Vanitha Swaminathan, University of Pittsburgh
  - Andrew Schwartz, Stony Brook University
  - Shawndra Hill, Microsoft
  - Rowan Menezes, Stony Brook University
- Forecasting Sales with Full Competitive Brand Search Data: A Bayesian Elastic Net Approach
  - Abhishek Borah, INSEAD
  - Oliver J. Rutz, University of Washington

The purpose of this special session is to showcase the latest research on branding and social media, with a particular view to highlighting new methodologies that can help deal with large amounts of unstructured social media data (e.g., text, images, voice, video) pertaining to opinions and behaviors of consumers. This session consists of three papers that highlight different approaches to utilizing big data to address meaningful questions.

## SPECIAL SESSION: Authenticity and Well-being in the Consumption of Products and Experiences

616B

### Consumer Wellbeing

Rosanna Smith (Chair); Rachel Gershon (Chair); Dafna Goor (Presenter); Nailya Ordabayeva (Presenter); Anat Keinan (Presenter); Sandrine Crener (Presenter); Brendan Strejcek (Presenter); Katherine Crain (Presenter); James Bettman (Presenter); Mary Francis Luce (Presenter); Rosanna Smith (Presenter)

- The Impostor Syndrome from Luxury Consumption
  - Dafna Goor, Doctoral Candidate, Harvard Business School
  - Nailya Ordabayeva, Assistant Professor of Marketing, Boston College
  - Anat Keinan, Associate Professor of Marketing, Harvard Business School
  - Sandrine Crener
- When is the authentic self active?
  - Brendan Strejcek, Doctoral Candidate, Sauder School of Business, UBC
- Goldilocks Signaling: How the Number of Signaling Items in an Ensemble Affects Perceptions of Consumer Authenticity
  - Katherine M. Crain, Doctoral Candidate, Duke University
  - James R. Bettman, Burlington Industries Professor of Marketing, Duke University
  - Mary Frances Luce, Robert A. Ingram Professor of Marketing, Duke University
- Twice-Told Tales: Self-Repetition Decreases Consumer Perceptions of Performer Authenticity
  - Rachel Gershon, Doctoral Student, Washington University in St. Louis
  - Rosanna K. Smith, Assistant Professor in Marketing, University of Georgia

Consumers increasingly seek authenticity in their consumption. This desire is in large part propelled by the enhanced individual well-being and higher quality interpersonal relationships that come with both feeling and being seen as authentic. Products and experiences often play a critical role in how consumers feel about their own authenticity, express themselves to others, and make inferences about other people. Across four papers, this session seeks to examine how consumption influences whether consumers view themselves as authentic and how they assess the authenticity of others.

**SATURDAY 2/23/2019**

Sascha Alavi (Chair)

- 1. What drives professional service employees to undertake pro bono?**  
Jenny (Jiyeon) Lee, University of New South Wales  
Paul G. Patterson, UNSW Australia  
Janet McColl-Kennedy, University of Queensland
- 2. Customer human needs threats in service recovery failure**  
Jiyoung Kim, Yonsei University  
Young Chan Kim, Yonsei University
- 3. Predicting Customers' Further Interest from Customer Values and Intrinsic Co-creation Motivation**  
Szu-Yu Chou, Ming Chuan University  
Ching Ju Chen, National Chiayi University  
Yi-Chia Wu, Tarleton State University
- 4. Counterfactual Thinking When Judging A Double Deviation And Its Impact On Customer's Satisfaction**  
Hai Anh N. Tran, University of East Anglia  
Kishore G. Pillai, University of East Anglia  
Ismail Gölgeci, Aarhus University  
Yuliya Strizhakova, Rutgers University
- 5. The Troublesome Transformation from Product to Service Selling in B2B Contexts: Which Salesperson Behaviors Are Effective in Industrial Service Selling?**  
Sascha Alavi, University of Bochum  
Christina Henke, University of Bochum  
Jan Wieseke, University of Bochum  
Christian Schmitz, University of Bochum  
Felix Brüggemann, University of Bochum
- 6. Customer Reactions to Sequential Service Price Disclosure: Assessing the Role of Conscious and Unconscious Processes**  
Gabriel Jurgensen, Baden-Wuerttemberg Cooperative State University  
Dirk Totzek, University of Passau
- 7. Can Anyone Help Me? User-Generated Service and the Moderating Role of Firm Affiliation**  
Sotires A. Pagiavlas, University of South Carolina  
Felipe Thomaz, University of Oxford

## 8. Deploying Human Capital: Implications for Service Quality and Customer Outcomes

Marios Theodosiou, University of Cyprus

Andreas Andronikidis, University of Macedonia

Robert Morgan, Cardiff Business School

Douglas West, King's College London

Evangelia Katsikea, King's College London

### SPECIAL SESSION: Product Strategy and Entrepreneurship

415A

SIG Programming

Yinghong (Susan) Wei (Chair); Xiaoyun Zheng (Discussant); Kellilynn Frias (Presenter); Narayan Janakiraman (Presenter); Mrinal Ghosh (Presenter); Dale Duhan (Presenter); Wesley Friske (Presenter); Seth Cockrell (Presenter)

- The Product-Form Strategic Decision in Entrepreneurial and Established Settings: A Multi-Method Investigation
  - Kellilynn M. Frias, Texas Tech University
  - Narayan Janakiraman, University of Texas – Arlington
  - Mrinal Ghosh, University of Arizona
  - Dale F. Duhan, Texas Tech University
  - Robert F. Lusch, University of Arizona
- Entrepreneurial Marketing and Public Policy: A Supply-Side Test of the “Flight to Quality” Hypothesis
  - Wesley Friske, Missouri State University
  - Seth Cockrell, Wichita State University
- Learning Inertia: Conceptualization and Scale Development
  - Yinghong (Susan) Wei, Texas A&M International University

Entrepreneurial marketing literature demands more knowledge about what kind of product strategy entrepreneurial firms should use. This special session provides a sample of research that focuses on different perspectives of product strategy for entrepreneurship: Paper 1 identifies what factors in the firm’s very early-stage decision making may influence the product-form strategies in both entrepreneurial firms and established firms. Paper 2 investigates whether and how business taxes affect the product quality in small business firms. Paper 3 conceptualizes and measures the learning inertia in the new product development process in technology entrepreneurial firms.

### SPECIAL SESSION: Managing Institutional and Cultural Complexity in the Contemporary Digital Marketplace

415B

Institutional and Cultural Complexity

Anil Isisag (Chair); Donna Hoffman (Discussant); Anil Isisag (Presenter); Eileen Fischer (Presenter); Ashlee Humphreys (Presenter)

- “Swiping for Love in All the Wrong Places”: How Do Rival Dating Apps Capitalize on Tinder’s Doppelgänger Brand Image?
  - Anil Isisag\*, University of Wisconsin-Madison
  - Craig Thompson, University of Wisconsin-Madison
- Managing Multiple Logics in Platform-Based Firms: An Examination of Etsy
  - Daiane Scaraboto, Pontificia Universidad Católica de Chile
  - Eileen Fischer\*, York University

SUNDAY 2/24/2019

- How Can Marketing Compete in the Professional Contest over the Emerging Field of Social Media?
  - Ashlee Humphreys\*, Northwestern University
  - Andrew Smith, Suffolk University

Our objective in this session is to communicate the unique ways in which cultural marketing research can offer managerial implications pertaining to the digital marketplace. To make sense of the transformed marketing ecosystem, it is imperative to complement quantitative and decision-focused approaches that provide solutions to discrete managerial problems with a cultural perspective that attends to the intricacies of the broader sociocultural and institutional context. Our three research presentations and the ensuing discussion focus on topics such as positioning in the digital marketplace, brand equity management in platform markets, and the occupational rivalry for increasing influence in social media.

## RESEARCH SPOTLIGHT: Emerging Research: Enabling the Sales Force in Complex Markets

416A

Personal Selling and Sales Management

Jessica Ogilvie (Chair); Zachary Hall (Chair)

1. **How Should Firms Onboard New Salespeople? Considering the Relative Efficacy of Centralized vs. On-The-Job Training and the Contingent Role of Manager Span of Control**
  - Phillip Wiseman, University Of Houston
  - Michael Aheame, University Of Houston
  - Zachary Hall, Texas Christian University
  - Seshadri Tirunilla, University Of Houston
2. **Multilevel Antecedents of Value-Based Selling and Performance: A Systems Theory of Motivation Perspective**
  - Ryan Mullins, Clemson University
  - Bulent Menguc, Kadir Has University
  - Nick Panagopoulos, Ohio University
3. **Nothing Can Stop Me Now: How Inside Sales Representatives' Sales Call Success Expectancies Influence their Behavior During B2B Interactions with Customers**
  - Marcel Kleifeld, University of Bochum
  - Till Haumann, University of Bochum
  - Christian Schmitz, University of Bochum
4. **Fail Fast, Sell Well: The Contingent Impact of Failing Fast on Salesperson Performance**
  - Scott B. Friend, Miami University
  - Kumar R. Ranjan, University of Queensland
  - Jeff Johnson, University of Missouri-Kansas City
5. **The Role of Salespeople's Customer Orientation in Price Negotiations**
  - Roland Kassemeier, Ruhr University Bochum
  - Sascha Alavi, Ruhr University Bochum
  - Johannes Habel, ESMT European School of Management and Technology
  - Christian Schmitz, Ruhr University Bochum
6. **A Better Way To Evaluate Outcomes In Negotiation Role Plays**
  - Frederik Beuk, University of Akron

SUNDAY 2/24/2019

Daniel Martinez (Chair); Hasan Celik (Chair)

- 1. Network embeddedness as a dependence-balancing mechanism in developing markets: Differential effects for channel partners with asymmetric dependences**  
Maggie Chuoyan Dong, City University of Hong Kong  
Fue Zeng, Wuhan University  
Chenting Su, City University of Hong Kong
- 2. The Dual Role of Complexity in B2B Solutions: A Systematic Review, Conceptual Framework, and Research Agenda**  
Ed Bond, Bradley University  
Mark Houston, Texas Christian University  
Wolfgang A. Ulaga, INSEAD
- 3. Is collaboration a better way to develop trust after opportunism? Distinguishing firm and boundary spanner opportunism**  
Chun Zhang, University of Vermont  
Xu Zheng, City University of Hong Kong  
Li Julie Juan, City University of Hong Kong
- 4. Risk Propensities and Contract Types in Infrastructure Investments: A Transaction Cost Economics Perspective**  
Sedat Cevikpamak, University of North Texas  
Saban Adana, University of North Texas  
Hasan Celik, University of North Texas  
Hasan Uvet, Savannah State University  
Brian Sauser, University of North Texas
- 5. An Analysis of the Relationship Between Performance-Based Contracts (PBCs) and Supply Chain Resilience (SCRES)**  
Hasan Celik, University of North Texas  
David Nowicki, University of North Texas  
Sedat Cevikpamak, University of North Texas  
Saban Adana, University of North Texas  
Carullah Kucuk, University of North Texas
- 6. Vertical Structure and Cost-Passthrough: Analysis of Tiered Distribution Channels in the U.S. Retail Beer Market**  
Daniel Martinez, University of Arizona  
Madhu Viswanathan, University of Arizona  
Mrinal Ghosh, University of Arizona

Jurui Zhang (Chair)

- 1. Vertical Segmentation Pricing Policy by Online Platforms**  
Ruhai Wu, McMaster University  
Anomitra Bhattacharya, McMaster University

2. **A New E-Business Model of Sectional Production by the Masses and Fragmentary Consumption and Purchase in the Digital Age**  
Amy Wenxuan Ding, Indiana University  
Shibo Li, Indiana University
3. **The Impact of Review Content and Style on Box Office Revenue**  
Omer Topaloglu, Fairleigh Dickinson University  
Mayukh Dass, Texas Tech University
4. **Declining the Use of Search Engine Advertising in Affiliate Marketing - Neglecting the Full Potential of a Business Model?**  
Carsten D. Schultz, University of Hagen
5. **Targeting App-roomers in the Omnichannel Context: A Field Experiment**  
Debashish Ghose, Temple University  
Xueming Luo, Temple University  
Siliang Tong, Temple University  
Takeshi Moriguchi, Waseda University
6. **Emoji Marketing: Strengthening the Consumer-Brand Relationship**  
Tessa Garcia-Collart, Florida International University  
Jayati Sinha, Florida International University
7. **Does Free Sample Promotion Increase Purchase on Digital Retail Platforms? And How?**  
Lin Boldt, University of Central Florida  
Xueming Luo, Temple University  
Xiaoyi Wang, Zhejiang University
8. **Does Professional Athletes' Humility and Activity on Social Media Impact Team and Player Performance? Evidence from National Football League**  
Joon Ho Lim, Illinois State University  
Leigh Anne Donovan, Pace University  
Peter Kaufman, Illinois State University  
Chiharu Ishida, Illinois State University

## SPECIAL SESSION: When Cuteness Backfires: Negative Implications of Usage of Cute Images

615A

Consumer Complexity

Ilana Shanks (Chair); Tingting Wang (Chair); Ilana Shanks (Presenter); Lei Jia (Presenter); Tingting Wang (Presenter)

- Impact of Brand Logo Appearance on Dyadic Behavior
  - Maura L. Scott, Florida State University
  - Ilana Shanks\*, Florida State University
  - Martin Mende, Florida State University
  - Yuwei Jiang, The Hong Kong Polytechnic University
  - Willy Bolander, Florida State University
- "It's Cute but not That Important": Cuteness Triggers Bias in Consumer Product Evaluation
  - Lei Jia\*, The Ohio State University
  - Xiaoyan Deng, The Ohio State University

SUNDAY 2/24/2019



- Xiaojing Yang, University of Wisconsin-Milwaukee
- The Cuteness Paradox: How Approach Motivation Enhances Responses to Cute Products but Worsens Reactions if They Malfunction
  - Tingting Wang\*, Lingnan (University) College, Sun Yat-sen University
  - Anirban Mukhopadhyay, The Hong Kong University of Science and Technology

Visual aesthetics play a critical role in communicating information to consumers and has been used by marketers, especially in product and brand logo design (Wu et al. 2017). However, little is known about its possible influences on consumer behavior. Research has examined the influence of the two different types of cuteness. Whimsically cute images may cause an increase in indulgent behavior (Nenkov and Scott 2014) while kindness schema cuteness is associated with the negative feeling of vulnerability. This session showcases three paper presentations examining these different types of cuteness and the potential negative consequences of cuteness on a variety of behaviors.

### SPECIAL SESSION: Keeping Your Friends Close? Tackling Marketing Strategies, Stakeholder Interests and Marketplace Outcomes in a Complex World

615B

#### Intrafirm Complexity and Marketing Strategy

Deepa Chandrasekaran (Chair); Raji Srinivasan (Presenter); Gülen Sarial-Abi (Presenter); Timo Van Balen (Presenter); Murat Tarakci (Presenter); Ashish Sood (Presenter); Carlos Bauer (Presenter); Richard Gretz (Presenter); Ashwin Malshe (Presenter); Suman Basuroy (Presenter); Richard Gretz (Presenter); Bradley Allen (Presenter); Suman Basuroy (Presenter); Deepa Chandrasekaran (Presenter)

- To Err is Human: Consumers' Responses to Brand Harm Crises Caused by Algorithm Errors
  - Raji Srinivasan is Sam Barshop Centennial Professor of Marketing Administration at the Red McCombs School of Business, The University of Texas at Austin
  - Gülen Sarial-Abi is Assistant Professor of Marketing, Marketing Department, Bocconi University
- Do Disruptive Visions Pay Off? The Impact of Disruptive Entrepreneurial Visions on Venture Funding
  - Timo van Balen is a PhD candidate in Innovation Management, Rotterdam School of Management
  - Murat Tarakci is an Associate Professor of Innovation Management, Rotterdam School of Management
  - Ashish Sood is an Associate Professor of Marketing, University of California Riverside
- Complementary Products, Distribution Strategies and Financial Performance: The Impact of Exclusive, Temporarily Exclusive and Non-Exclusive Strategies
  - Carlos Bauer is an Assistant Professor of Marketing at the University of Alabama
  - Richard T. Gretz is an Associate Professor of Marketing at the University of Texas at San Antonio
  - Ashwin Malshe is an Assistant Professor of Marketing at University of Texas at San Antonio
  - Suman Basuroy is the Department Chair of Marketing & Graham Weston Endowed Professor at University of Texas at San Antonio
- Dynamic Bundling Strategies in Two-Sided Markets
  - Richard T. Gretz is an Associate Professor of Marketing at the University of Texas at San Antonio
  - Bradley J. Allen is an Assistant Professor of Marketing at the University of Arkansas
  - Suman Basuroy is the Department Chair of Marketing & Graham Weston Endowed Professor at University of Texas at San Antonio
  - Deepa Chandrasekaran is an Assistant Professor of Marketing at University of Texas at San Antonio

The purpose of this session is to present cutting-edge research and insights on how firms address and tackle intra-firm and market-place complexities in terms of (1) connecting with and addressing the interests of the firm's key stakeholders

**SUNDAY 2/24/2019**

and partners, and (2) examining how such strategies contribute to marketplace outcomes. We define intra-firm relationships as relationships bridging a firm's internal network of stakeholders: consumers, investors and complementors. The topics covered include brand harm crisis, algorithmic marketing, mind-machine theory, disruptive vision, venture funding, investor reactions, exclusivity strategies, bundling strategies, complementor relationships and two-sided markets.

## RESEARCH SPOTLIGHT: Brand Globalness, Consumer Identity, and Ethnocentrism

616A

Marketing and consumption around the world

Alan Malter (Chair)

- 1. The Interplay and Consequences of Brand Globalness and Local Iconness: The Case of Mexican American Consumers**  
Mohammadali Zolfagharian, Bowling Green State University  
Sasawan Heingraj, University of Texas Rio Grande Valley
- 2. How Country Stereotypes and Brand Globalness drive Brand Preferences in Austria and the Netherlands: Consumer Ethnocentrism and Hedonic/Utilitarian Product Characteristics as Moderators**  
David Bourdin, FHWien University of Applied Sciences  
Attila Yaprak, Wayne State University
- 3. Do Product Failure Type and Product Country of Origin Matter in Consumer Attitudes toward Product Failures? A Two-Country Study**  
Ronnie (Chuang Rang) Gao, Trinity Western University
- 4. A Life Course Perspective of Consumer Agency: Food Practices in China, 1949-Present**  
Hongyan Yu, Sun Yat-Sun University  
Ann Veeck, Western Michigan University  
Hong Zhu, Northeast Normal University  
Hongli Zhang, Jilin University
- 5. Asymmetric effects of supplier hypocrisy along global supply chains – Empirical evidence from China and Germany**  
Nils C. Hoffmann, Christian-Albrechts-Universität zu Kiel  
Juelin Yin, Xi'an Jiaotong-Liverpool University (XJTLU)  
Stefan Hoffmann, Christian-Albrechts-Universität zu Kiel
- 6. Understanding Generational Complexity in International Markets – the German Case**  
Björn Bohnenkamp, Karlshochschule

## SPECIAL SESSION: Preparing for Interviews at Summer AMA

616B

SIG Programming

Jen Locander (Chair); Veronica Martin-Ruiz (Chair); Ashley Goreczny (Chair)

09:30 AM-10:45 AM

## SPECIAL SESSION: Revisiting Retro Branding and Nostalgia Marketing

400

Institutional and Cultural Complexity

Ana Babic Rosario (Chair); Ela Veresiu (Chair); Thomas Robinson (Chair); Markus Giesler (Presenter); Karen Fernandez (Presenter)

- Cultural Retro Branding Strategies in the German Ostalgie Market

SUNDAY 2/24/2019

- Markus Giesler\*, Schulich School of Business, York University
- Katja H. Brunk, European University Viadrina
- Benjamin J. Hartmann, University of Gothenburg
- Making Leisure Work: Nostalgia for Legacy Technology
  - Michael B. Beverland, University of Sussex
  - Karen V. Fernandez\*, University of Auckland
- The Age of Consumer Nostalgia: Why Marketers Should Tread Carefully Despite the Popularity of Retro
  - Ana Babić Rosario\*, Daniels College of Business, University of Denver
  - Ela Veresiu\*, Schulich School of Business, York University
  - Thomas Derek Robinson, Cass Business School, City University London

This special session offers new theoretical and managerial insights into the cultural and institutional complexities of retro branding and consumer nostalgia. The research papers all highlight different strategies for creating and sustaining contemporary nostalgic markets, especially concerning post-socialist nostalgia, legacy technology nostalgia, and global consumer nostalgia. This session gathers marketing and consumer sociology experts on branding, nostalgia, innovation, technology, customer experience, and market system dynamics from around the world to present best practices and sustainable strategies for transforming the marketplace by designing and creating more inclusive nostalgic markets.

## RESEARCH SPOTLIGHT: Big Picture and Environmental Factors that Impact Consumer Wellbeing

415A

Consumer Wellbeing

Emily Moscato (Chair)

### 1. The Fighter and the Caregiver: Brands that Help Individuals with Self-Esteem and Social Exclusion Threats

Aulona Ulqinaku, Bocconi University

Gülen Sarial-Abi, Bocconi University

Jeff Inman, University of Pittsburgh

### 2. An Agenda for Product Designs that Enchant and Transform

Jeffrey F. Durgee, Rensselaer Polytechnic Institute

Garo Agopian, Rensselaer Polytechnic Institute

### 3. Gaming the Food System: Urban Foraging Practices and Wellbeing

Emily M. Moscato, Saint Joseph's University

Charlene A. Dadzie, University of South Alabama

### 4. Food Well-Being: The Development of An Integrated Model

Florentine Frentz, University of Siegen

Hanna Schramm-Klein, University of Siegen

Frederic Nimmernann, University of Siegen

### 5. Big Picture, Bad Outcomes: When Visual Perspectives Harm Health Goal Pursuit

Jason Stomelli, Oregon State University

Beatriz Pereira, Iowa State University

Richard Vann, Pennsylvania State University, Behrend

### 6. Match Me if You Can: Online Dating and the Paradox of Choice

Kate Pounders, The University of Texas at Austin

Nancy H. Brinson, University of Alabama

SUNDAY 2/24/2019

**7. Vulnerability beyond market-mediated power relations: An investigation of the discourses of anti-immigration and immigrant consumer vulnerability**

Soroush Sepehr, University of Newcastle

**RESEARCH SPOTLIGHT: Riches to the Robots: Big Brother is Serving You**

415B

Services Marketing

LINDA ALKIRE (Chair)

**1. When Technology Hurts: Unexpected Evidences from a Multi-Method Analysis in High-touch Services**

Anastasia Nanni, Bocconi University

Andrea Ordanini, Bocconi University

**2. Artificial Intelligence, Flow Experience, and Users' Attitudes and Behavior**

Atieh Poushneh, University of Texas Rio Grande Valley

Arturo Vasquez, University of Texas Rio Grande Valley

**3. Robots in frontline services: The influence of human-likeness, competence and warmth on service value and loyalty intentions**

Daniel Belanche, University of Zaragoza

Luis V. Casalo, University of Zaragoza

Carlos Flavian, University of Zaragoza

Jeroen Scheper, Eindhoven University of Technology

**4. Feeling Manipulated: How Tip Request Sequencing Impacts Customer Evaluations of the Firm**

Nathan B. Warren, University of Oregon

Sara Hanson, University of Richmond

Hong Yuan, University of Oregon

**5. #followme: Developing and Testing a Life-Cycle Model of Influencer-Follower Relationships**

Sören Köcher, TU Dortmund University

Sarah Köcher (née Küsgen), TU Dortmund University

Linda Alkire (née Nasr), Texas State University

**6. Track Me If You Can: Service-Related Technologies in the Insurance Industry - A Nuanced Perspective on Consumers' Value Assessment and Data Disclosure Behavior**

Nicole J. Heß, Ludwig-Maximilians-Universität

Verena Rapp, Ludwig-Maximilians-Universität

Manfred Schwaiger, Ludwig-Maximilians-Universität

Antje Niemann, Ludwig-Maximilians-Universität

**7. Gender Price Differences in Airbnb: Implications for Service Providers of the Sharing Economy**

Alex Davidson, Wayne State University

**8. Service Infusion: Does it Always Pay Off?**

Rafael S. Santos, Insper

Carla Ramos, Insper

Rinaldo Artes, Insper

**SPECIAL SESSION: The Customer Centricity Playbook: How to Implement a Winning Strategy Driven by Customer Lifetime Value**

SUNDAY 2/24/2019

Peter Fader (Chair); Sarah Toms (Presenter)

If a firm is serious about gaining success and viability in today's marketplace, adopting a customer-centric approach to doing business should be top of mind. But shifting towards this data-driven marketing methodology is far more complex than simply improving customer service or advertising campaigns. Join Peter S. Fader and Sarah E. Toms – two of Wharton's leading voices shaping the customer-centricity movement – as they demystify the concept, share insights from their new book, *The Customer Centricity Playbook* and acclaimed Customer Centricity simulation, and explain how marketing professionals must evolve with the changing times by looking to new measurements as a way to further their goals, maintain brand longevity, and sustain their bottom line for the long-term.

### SPECIAL SESSION: Firm Decisions in Dynamic Environments & Changing Markets

416B

#### Interfirm Complexity

Ashley Goreczny (Chair); Mauli Soni (Presenter); Sourav Bikash Borah (Presenter); Amalesh Sharma (Presenter); V Kumar (Presenter); Binay Kumar (Presenter); Mahima Hada (Presenter); Rajeev Sawant (Presenter); Simon Blanchard (Presenter); V Kumar (Presenter); Ashley Goreczny (Presenter)

- Luxury Brand Performance and Emerging Markets
  - Mauli Soni, Indian Institute of Management, Bangalore
  - Sourav Bikash Borah, Indian Institute of Management, Ahmedabad
  - Amalesh Sharma, Mays Business School, Texas A&M University
- Channel Deletion: Antecedents and Consequences
  - Dr. V. Kumar, Regents' Professor, Richard and Susan Lenny Distinguished Chair, & Professor of Marketing, and Executive Director, Center for Excellence in Brand & Customer Management, J. Mack Robinson College of Business, Georgia State University
  - Binay Kumar, Ph.D. Student, J. Mack Robinson College of Business, Georgia State University
- Franchisors' Contract Changes: Unintended Consequences of Responding to a Crisis
  - Mahima Hada, Baruch College, City University of New York
  - Rajeev Sawant, Florida Atlantic University
  - Simon Blanchard, Georgetown University
- An Empirical Examination of How Supervisor and Peer Knowledge Dissemination Affects a Salesperson's Performance
  - Dr. V. Kumar, Regents' Professor, Richard and Susan Lenny Distinguished Chair, & Professor of Marketing, and Executive Director, Center for Excellence in Brand & Customer Management, J. Mack Robinson College of Business, Georgia State University
  - Ashley Goreczny, Assistant Professor in Marketing, Iowa State University

The relevance of studying the impact of dynamic environment on customers, firms, and markets has gained much prominence in academia and industry. With the technological advancements and changing characteristics of customers, firms are facing new types of dilemmas coming from the internal and external environmental forces. A macro-level decision stimulated by external environmental conditions such as entry strategies for emerging markets or firm-level decisions such as channel addition or deletion, firms are increasingly finding it difficult to adhere to the traditional processes of decision making. In this session, we discuss four studies that broadly explore the impact of the external and internal environment on a firm's decisions or performance.

Anna Cui (Chair)

**1. What Gives “Real-time Marketing” it’s Bite? A Byte of Humor**

Sourindra Banerjee, University of Leeds

Abhishek Borah, INSEAD

Andreas Eisingerich, Imperial College London

Yuting Lin, Imperial College London

**2. When Consumer Involvement Matters: The Effects of Interactive Music on Consumer Experience and Purchase Intention**

Hsing-Chi Hwang, The University of Texas at Austin

Jeeyun Oh, The University of Texas at Austin

**3. Interactive Effects of Goal-setting and Reward in Crowdfunding of Technological Innovation**

Weizhi Chen, New Jersey Institute of Technology

Haisu Zhang, New Jersey Institute of Technology

**4. The Need for a Community: The Impact of Social Elements on Video Game Success**

Frederic Nimmermann, University of Siegen

Robér Rollin, University of Siegen

Sascha Steinmann, University of Siegen

Hanna Schramm-Klein, University of Siegen

Florian Neus, University of Siegen

**5. Anthropomorphism as a key factor for the successful acceptance of digital voice assistants?**

Katja Wagner, University of Siegen

Frederic Nimmermann, University of Siegen

Hanna Schramm-Klein, University of Siegen

**6. Virtual Reality Sales Forecasting: Improving Pre-Launch Sales Forecasts of Innovative Durables through Virtual Reality**

Nathalie Harz, University of Mannheim

Christian Homburg, University of Mannheim

Sebastian Hohenberg, The University of Texas at Austin

**7. To Drop-Ship or Not To Drop-ship: That is The Question**

Aidin Namin, Loyola Marymount University

Dinesh Gauri, The University of Arkansas

Annibal Camara Sodero, The University of Arkansas

## RESEARCH SPOTLIGHT: Social Media: New Applications, New Concerns

615A

Consumer Complexity

Nicole Coleman (Chair)

- 1. Bringing “Pins” and “Likes” to the Store - The Influence of Cueing Social Media Popularity at the Point of Sale**  
Franziska Böhmer, University of Mannheim  
Madeline Barth, University of Mannheim
- 2. Ad Transparency in Influencer Marketing: A Curse or a Blessing?**  
Andrea Kaehr, University of Bern  
Alisa Petrova, University of Bern  
Lucia Malaer, University of Bern  
Dominik Hauert, University of Bern
- 3. The roles of perceived social media marketing and pleasurable buying experiences in enhancing consumer-brand relationship and willingness to pay premium prices for luxury brands: A multiple mediation model**  
Mona Mrad, Lebanese American University  
Charles C. Cui, Northumbria University
- 4. The Effect of Photo-sharing via SNS on Consumer Engagement and Enjoyment**  
Akinori Ono, Keio University  
Yongyi Wang, Keio University  
Ryosuke Shimizu, Keio University
- 5. Fear of Missing Out: Scale Development**  
Zhuofan Zhang, Texas A&M University – Kingsville  
Fernando R. Jimenez, The University of Texas at El Paso
- 6. Computer screen or real life? Comparing the allocation of visual attention in remote and mobile settings**  
Seidi Suurmets, Copenhagen Business School  
Jesper Clement, Copenhagen Business School  
Jonathan D. Stets, Danish Technical University  
Amanda Nyberg, Copenhagen Business School  
Elli Nikolaou, Copenhagen Business School

## RESEARCH SPOTLIGHT: Pursuit of Value in Complexity

615B

Intrafirm Complexity and Marketing Strategy

- 1. Channel Elasticity and Marketing Mix Synergies: A Meta Analytic Review**  
Peng Zhang, University of Georgia  
Seoyoung Kim, University of Georgia  
Anindita Chakravarty, University of Georgia
- 2. The Spillover Effect Of Product Recalls On Rival Firm’s Abnormal Returns: Evidence From The Automobile Industry**  
Dong Liu, University of South Florida  
Sajeev Varki, University of South Florida

SUNDAY 2/24/2019

### 3. The Value of Two-sided Platform Innovations

Shaoling K. Zhang, University of North Carolina Wilmington

Tanya Tang, University of Massachusetts Amherst

### 4. Beyond Information Processing: Functional Investments in Customer Value Creation

James M. Crick, Loughborough University

Belinda Dewsnap, Loughborough University

John Cadogan, Loughborough University

Anne L. Souchon, Loughborough University

## RESEARCH SPOTLIGHT: Macroeconomics and Changing Trends

616A

Complexity of firm relationships with other stakeholders and social movements

Smirti Kutaula (Chair)

#### 1. The role of personality in consumer fair trade engagement: Implications on ethically-minded behavior

Smirti Kutaula, Kingston Business School

Alvina Gillani, Surrey Business School

Leonidas Leonidou, University of Cyprus

Paul Christodoulides, Cyprus University of Technology

#### 2. Unintended Consequences of Lobbying

Gautham G. Vadakkepatt, George Mason University

Kelly Martin, Colorado State University

Neeru Paharia, Georgetown University

Sandeep Arora, University of Manitoba

#### 3. Empirical investigation of the impacts of 'Going-private' on the behaviour of a firm and its consumers

Sayan Gupta, University of Pittsburgh

Sundar Bharadwaj, University of Georgia

#### 4. A Political Economy Model of Restrictions on FDI

S. Sajeesh, University of Nebraska-Lincoln

Rajeev Sawant, Florida Atlantic University

#### 5. Consumer Acceptance of Eco-Innovations: The Moderating Role of Innovation Type

Jacob Suher, Portland State University

Ethan Cotton, Portland State University

#### 6. The complexity of event management from a microecosystem perspective

Birgit A. Solem, University of Southeastern Norway

Elsa Kristiansen, University of Southeastern Norway



## SPECIAL SESSION: Contractual Relationship in Close Examination: Information, Incentives, and Conflict

616B

SIG Programming

Desmond (Ho-Fu) Lo (Chair); Farhad Sadeh (Presenter); Manish Kacker (Presenter); Raji Srinivasan (Presenter);  
Desmond (Ho-Fu) Lo (Presenter); Heikki Rantakari (Presenter); kamran eshghi (Presenter); Sourav Ray (Presenter)

- Do Voluntary Information Disclosures During B2B Contractual Relationship Formation Help or Hurt Firm Performance?
  - Farhad Sadeh, Assistant Professor of Marketing, Eastern Illinois University
  - Manish Kacker, Associate Professor of Marketing, McMaster University
  - Raji Srinivasan, Professor of Marketing, University of Texas, Austin
- Effort and Compensation in Relational Contracts
  - Desmond (Ho-Fu) Lo, Associate Professor of Marketing, Santa Clara University
  - Heikki Rantakari, Associate Professor of Competitive and Organizational Strategy, Simon Business School, University of Rochester
- Channel Conflict: Bad for Business?
  - Kamran Eshghi, Ph.D. Student, Marketing, Degroote School of Business, McMaster University
  - Sourav Ray, Professor of Marketing, Degroote School of Business, McMaster University

Our session combines a multi-method approach – game theoretical-models and empirical analysis – to examine contracting issues in distribution dyads and networks, in particular on voluntary information disclosure, the relationship between incentives and effort, and channel conflicts. Given the rigor of analytical models and novel data sets, we are confident that our presentations will generate great interests from and discussions with attendants. All of our three papers deal with non-integrative vertical relationships in an increasingly important B2B world of networks of contractual partners. The in-depth analysis of such marketplace transformation neatly fits the conference theme.

11:00 AM-12:15 PM

## SPECIAL SESSION: Global and Cross-Cultural Marketing: Contemporary Issues and Developments

400

SIG Programming

Constantinos Leonidou (Chair); Xu Zheng (Presenter); Aric Rindfleisch (Presenter); David Griffith (Presenter); Kersi Antia (Presenter); Verdiana Giannetti (Presenter); Gaia Rubera (Presenter); Ruey-Jer 'Bryan' Jean (Presenter); Daekwan Kim (Presenter); Giuseppe Musarra (Presenter); Matthew Robson (Presenter); Constantine Katsikeas (Presenter)

- The Liability of Invisibility: The Financial Implications of 9/11 on the Global Airline Industry
  - Xu (Vivian) Zheng, Assistant Professor of Marketing, City University of Hong Kong
  - Aric Rindfleisch, Professor of Business Administration and John M. Jones Professor of Marketing, University of Illinois at Urbana-Champaign
  - David A. Griffith, Hallie Vanderhider Chair in Business and Professor of Marketing, Texas A&M University
  - Kersi D. Antia, Professor of Marketing and the George and Mary Turnbull Faculty Fellow, Western University
- An Investigation of the Effects of Cultural (and Genetic) Distance on Cross-Country New Product Launches
  - Verdiana Giannetti, Lecturer in Marketing, University of Leeds
  - Gaia Rubera, Associate Professor of Marketing, Bocconi University

SUNDAY 2/24/2019

- The Effect of Platform and Web Capability on SMEs' Export Marketing Capabilities and Performance
  - Ruey-Jer "Bryan" Jean, Professor of International Business, National Chengchi University
  - Daekwan Kim, Professor of Marketing, Florida State University
- Trust, Distrust, and Performance of Global Strategic Alliances
  - Giuseppe Musarra, Lecturer in Marketing, University of Leeds
  - Matthew J. Robson, Professor of Marketing, University of Leeds
  - Constantine S. Katsikeas, Arnold Ziff Research Chair in Marketing & International Management, University of Leeds

This Global Marketing SIG Special Session aims to provide insights on the international marketing knowledge networks and discuss contemporary research developments that can help firms maintain and upgrade their competitive advantages in the global marketplace. The four papers of the session span diverse global marketing topics but together reveal important opportunities for future international marketing research and identify various ways that marketing managers can enhance international marketing success and performance.

## RESEARCH SPOTLIGHT: Motivational and Emotional Influences on Consumer Choice and Well-being

415A

Consumer Wellbeing

Melissa Bublitz (Chair)

### 1. Sit Down and Eat! Your Food will Taste Better: Effects of Posture on Food Perception and Consumption

Courtney Szocs, Louisiana State University

Dipayan Biswas, University of South Florida

Annika K. Abell, University of South Florida

### 2. Do Different Justifications For Indulgent Products Wear Out Over Time?

Sven Feurer, Karlsruhe Institute of Technology

Kelly Haws, Vanderbilt University

### 3. Perseverance in Adversity: Using Counterfactual Thinking to Empower Dieters

Kai-Yu Wang, Brock University

Melissa G. Bublitz, UW Oshkosh

Guangzhi (Terry) Zhao, Loyola University Maryland

### 4. To Have, or to Feel like Having: The Effect of Psychological Ownership on Consumer Well-being

Dan K. Li, Widener University

### 5. Exploring Guilt and Shame Appeals in Health Marketing: The Impact of Self-Construal

Kate Pounders, The University of Texas at Austin

Seungae Lee, Oakland University

Marla B. Royne Stafford, University of Memphis

### 6. The Effectiveness of Health-focused NPIs as Strategic Decisions

Anwasha De, Indiana University

Girish Mallapragada, Indiana University

Rebecca Slotegraaf, Indiana University

**7. Parental Choice of Healthy Food for Children: The Role of Social Comparison, Implicit Self-Theories, and Social Norms**

Jens Hogleve, Catholic University of Eichstaett-Ingolstadt  
Shashi Matta, Catholic University of Eichstaett-Ingolstadt  
Alexander Hettich, Catholic University of Eichstaett-Ingolstadt  
Rebecca Reczek, The Ohio State University

**8. Seizing the Moment? Customers' Fear of Missing Out in Mobile Marketing**

Madeline Barth, University of Mannheim  
Sabine Kuester, University of Mannheim

**RESEARCH SPOTLIGHT: Understanding and Applying Machine Learning for Marketing Insights**

415B

Computational marketing, machine learning, artificial intelligence

Gijs Overgoor (Chair)

**1. The Effects of Review Extremity and Rhetorical Devices on Review Helpfulness**

Masoud Moradi, Texas State University  
Mayukh Dass, Texas Tech University  
Piyush Kumar, University of Georgia

**2. The Role of Colombiamoda in the City Image Reconstruction of Medellín**

Lina M. Ceballos, Universidad EAFIT  
Laura RojasDeFrancisco, Universidad EAFIT  
Juan C. Monroy Osorio, Universidad EAFIT

**3. Exploration of Individual Critic's Review in Forecasting Box Office: Using Matrix Completion and Deep Learning**

Keeyeon Park, Korea Advanced Institute of Science and Technology (KAIST)  
Hye-jin Kim, Korea Advanced Institute of Science and Technology (KAIST)  
Giwoong Bae, Korea Advanced Institute of Science and Technology (KAIST)

**4. AI Recommendation Dilemma: How Platform Algorithms Incentivize Sellers with Demand-Side Tastes**

Siliang Tong, Temple University  
Xueming Luo, Temple University

**5. The Champion of Images: understanding the role of images in the decision-making process of online hotel bookings.**

Gijs Overgoor, University of Amsterdam  
William Rand, North Carolina State University  
Willemijn Van Dolen, University of Amsterdam

**RESEARCH SPOTLIGHT: Dynamic Marketing**

416A

Complexity of dynamic marketing processes

**1. Hidden Price Promotions: Could Your Price Promotions Backfire?**

Wenjing Li, Stephen F Austin State University  
David Hardesty, University of Kentucky  
Adam Craig, University of Kentucky

## 2. Pre-release New Product Sales Forecast Using Collaborative Network Activities

Peng Zhang, University of Georgia  
Guiyang Xiong, Syracuse University  
Sundar Bharadwaj, University of Georgia

## 3. A Review and Meta-Analysis of Experimental Effects in Brand Alliance Research

Mayoor Mohan, Virginia Commonwealth University  
Jin Ho Jung, Ohio Northern University  
Kevin E. Voss, Oklahoma State University  
Fernando R. Jimenez, The University of Texas at El Paso

## 4. Concept, Antecedents and Consequences of Marketing Imagination: The CMO's Perspective

Eric Boyd, University of Central Florida

## 5. Effect of Business Cycle Fluctuations on the Dynamics of Brand Equity across Different Brands and Product Categories

Koushyar Rajavi, Georgia Tech  
Tarun Kushwaha, University of North Carolina  
Jan-Benedict Steenkamp, University of North Carolina

## 6. The effects of interactivity of electronic word of mouth systems on value creation practices on social media

Rojiar pir mohammadiani, Wayne State University  
Zaki malik, Texas A & M University – Commerce

### SPECIAL SESSION: Marketing Opportunities and Challenges in Alliances, M&As, Divestments

416B

#### Interfirm Complexity

Sundar Bharadwaj (Chair); Cem Bahadir (Chair); Hui Feng (Presenter); Ashish Sharma (Presenter); Lopo Rego (Presenter); Cem Bahadir (Presenter)

- Chief Marketing Officer Power and Strategic Alliance Success
  - Hang Nguyen, Assistant Professor of Marketing, Eli Broad College of Business, Michigan State University
  - Hui Feng\*, Assistant Professor of Marketing, Debbie and Jerry Ivy School of Business, Iowa State University
  -
- Friends Forever or Friends with Motives? Role of Pre-Alliance Network Asymmetries in Ex-Post Firm Risk
  - Anindita Chakravarty, Associate Professor of Marketing, Terry College of Business, University of Georgia
  - Ashish Sharma\*, Assistant Professor of Marketing, Belk College of Business, University of North Carolina at Charlotte
  - Chen Zhou, Assistant Professor of Marketing, Darla Moore School of Business, University of South Carolina
- Marketing Capabilities and the Value of Conglomerate Firms
  - Matthew T Billett, Professor of Finance, Richard E. Jacobs Chair in Finance, Kelley School of Business, Indiana University
  - Lopo L Rego\*, Associate Professor of Marketing, Weimer Faculty Fellow, Kelley School of Business, Indiana University
  - Miaomiao Yu, Assistant Professor of Finance, E.J. Ourso College of Business, Louisiana State University

SUNDAY 2/24/2019

- Does Letting Go of a Business Make Customers Unhappy? Defining the Impact of Corporate Divestitures on Customer Satisfaction
  - Nita Umashankar Assistant Professor of Marketing, San Diego State University
  - S. Cem Bahadir\*, Assistant Professor of Marketing, University of North Carolina - Greensboro, Bryan School of Business and Economics
  - Sundar G. Bharadwaj, The Coca-Cola Company Chair Professor of Marketing, Terry School of Business, University of Georgia

Firms engage in alliances, mergers and acquisitions, and divestments to enhance their performance. Still, such strategic moves increase managerial complexity due to the breadth of stakeholders involved and scope of organizational outcomes that result. Inevitably, marketing executives play a critical role in managing relationships with alliance partners, leveraging the capabilities of acquired businesses, and managing the expectations of customers after divesting a business. In this special session, four papers investigate the opportunities and the challenges that marketers face in these strategic and complex contexts of organizational restructuring.

#### SPECIAL SESSION: Digital Dashboard: Investigating Social Media as a Sense and Respond Tool for Marketers

417 Business models, data analytics, and digital marketing  
 Meike Eilert (Chair); Michel Ballings (Presenter); Meike Eilert (Presenter); Kelly Hewett (Presenter); V Kumar (Presenter); Koen Pauwels (Presenter); William Rand (Presenter)

- Linking Event Outcomes, Customer Sentiment, and Customer Lifetime Value: The Role of Marketer Generated Content and Share of Interests
  - Matthijs Meire, Ghent University
  - Kelly Hewett\*, University of Tennessee
  - Michel Ballings\*, University of Tennessee
  - V. Kumar\*, Georgia State University
  - Dirk Van den Poel, Ghent University
- Combating Social Media Bots
  - William Rand\*, North Carolina State University
  - Anthony Weishampel, North Carolina State University
- Predicting the Likelihood and Duration of Brand Crises on Social Media
  - Kelly Hewett\*, University of Tennessee
  - Meike Eilert\*, University of Kentucky
  - Koen Pauwels\*, Northeastern University
  - Raoul Kübler, University of Münster

As firms' investments in social media continue to expand, the top uses include social listening and providing content aimed at managing perceptions, such as for customer care or for driving engagement. This session focuses on research related to metrics in the digital space and aims to gain further insights into the marketing dashboard. Research included in this session addresses the value of digital metrics for business based on their ability to influence consumers and/or firm performance; studies to be discussed collectively contribute to the ongoing dialog regarding how firms can disentangle informative metrics from noise. Specific topics address by the studies include: 1) the value of social media to influence customer reactions to brand- or firm-interactions; 2) identifying methods to both detect and combat the use of bots in social media; and 3) the ability of social media to provide early warning signals for potential brand or firm crises.

Kirk Kristofferson (Chair)

1. **A Motivation Account of the Co-Creation Effect: The Role of Regulatory Focus Fit on Consumer Willingness to Pay for Co-Creation Activities**  
Tang Yao, Beihang University  
Lan Xia, Bentley University  
Qiuying Zheng, Beijing University of Chinese Medicine
2. **A double-edged sword?! The impact of celebrity endorsements on attention and attitude toward the ad**  
Daniel Bruns, University of Wuppertal  
Tobias Langner, University of Wuppertal  
Lars Bergkvist, Zayed University
3. **Investigating The Effect Of Perceived Celebrity Lifestyle Status And Persuasion Style In Advertising On Consumers' Willingness To Spend (Wts): A Celebrity Priming Perspective**  
Komal Nagar, University of Jammu
4. **Connecting the Dots: How Consumers' Motivation Influences their Attitude Towards Different Types of Events**  
Florian Neus, University of Siegen  
Hanna Schramm-Klein, University of Siegen  
Florentine Frentz, University of Siegen  
Frederic Nimmemann, University of Siegen
5. **An incentive or a reason to buy? Changing consumers' minds at the point of sale**  
Marius Johnen, University of Hamburg  
Oliver Schnittka, University of Southern Denmark
6. **A Complete Consumer Journey: Tracking Motivation in the Marketplace**  
Jacob Suher, Portland State University  
Szu-chi Huang, Stanford University  
Leonard Lee, National University of Singapore

Johanna Slot (Presenter); Simone Wies (Presenter); Arnd Vomberg (Presenter); Christian Schulze (Presenter)

- License to Collaborate: Consumer Responses to Designer-for-Retailer Collaborations
  - Johanna H. Slot\*, Assistant Professor of Marketing, Smeal College of Business, Penn State University
  - Gabriel E. Gonzales, Doctoral Candidate of Marketing, Smeal College of Business, Penn State University
  - Margaret G. Meloy, Professor of Marketing, Smeal College of Business, Penn State University

- Firm Product Innovation Endorsed by Insiders
  - Simone Wies\*, Assistant Professor of Marketing and Finance, Goethe University Frankfurt
  - Jeroen Derwall, Assistant Professor of Marketing, Maastricht University
  - Arvid O.I. Hoffmann, Professor of Marketing, University of Adelaide
  - Joost M.E. Pennings, Professor of Marketing and Supply Chain Management, Maastricht University, Wageningen University, University of Illinois at Urbana-Champaign
- Dynamic Pricing: Trading-Off Short-term Profit Maximization vs. Long-term Consumer Relationships?
  - Arnd Vomberg\*Assistant Professor of Marketing, University of Mannheim
  - Karin Lauer, Management Consultant, McKinsey & Company
  - Christian Homburg, Full Professor of Marketing, University of Mannheim
- Is How You Start How You Finish? Customer Return Rate Evolution over Time
  - Siham El Kihal, Assistant Professor of Marketing, Frankfurt School of Finance & Management
  - Tülin Erdem, Professor of Marketing, Leonard N. Stern School of Business, New York University
  - Christian Schulze\*, Associate Professor of Marketing, Frankfurt School of Finance & Management

Specifically, the session aims to showcase cutting edge research by established and upcoming marketing scholars alike, all sharing an interest in marketing strategy, specifically pertaining to under researched aspects of product-related strategy decisions. We aim to cover select product-related strategy topics across the product life cycle, starting with collaborations between retailers and designers in the development of new collections in the new product design phase (Slot, Gonzales, and Meloy). We then move on to the new product introduction phase, where insider trading may already signal new product success (Wies, Derwall, Hoffmann, and Pennings). Next, during the sales phase, we look into dynamic pricing strategy (Vomberg, Lauer, and Homburg). We finish with a perspective of the end of the transaction, where, in case of customer dissatisfaction, products may be returned. Here, we zoom in on the development of product return rates over the course of the customer relationship (El Kihal, Erdem, and Schulze).

## SPECIAL SESSION: Complexity Of Stakeholder Relationships And Marketing Strategy

616A

Complexity of firm relationships with other stakeholders and social movements

Nandini Ramani (Chair); Abhi Bhattacharya (Presenter); Tushmit Hasan (Presenter)

- An Investigation into the Effectiveness of Loyalty Programs in Service Industries
  - Raji Srinivasan, University of Texas, Austin
  - Abhi Bhattacharya\*, University of Groningen
- The Impact of Political Uncertainty on Firms' Marketing Spending
  - Tushmit Hasan\*, University of Texas, Austin
  - Raji Srinivasan, University of Texas, Austin
- Going Private: How Do Private Equity Buyouts Affect Firm Marketing Strategy?
  - Nandini Ramani\*, University of Texas, Austin
  - Raji Srinivasan, University of Texas, Austin

The objective of this session is to understand the vital role that key stakeholders in the firm's environment play in determining its marketing strategies and performance.

"Understanding complexity" of the continuously evolving marketplace is the most important role for the marketing function to be able to conceive and execute non-imitable value-creating strategies. In order to effectively accomplish this, it is crucial that firms are aware of the unique ways in which key stakeholder relationships influence their marketing, and how these changes in firms' marketing strategies in turn, affect their performance. This special session broadens our

**SUNDAY 2/24/2019**

understanding of these interactions, by examining how the relationships between a firm's (1) customers, (2) community, and (3) private equity investors, impact its marketing strategies and financial performance.

## RESEARCH SPOTLIGHT: Customer-Firm Online Interactions

616B

Complexity of Firm-Customer Relationship

Peyman Rashidian (Chair)

1. **May We Buy Your Love? – Psychological Effects of Incentives on Writing Likelihood and Valence of Online Product Reviews**

Ina Gamefeld, University of Wuppertal

Sabrina V. Helm, University of Arizona

Ann-Kathrin Groetschel, University of Wuppertal

2. **Management Response to Online Customer Reviews in Multi-Channel Retailing**

Di Li, Wuhan University of Technology /McMaster University

Ruhai Wu, McMaster University

Hu Wang, Wuhan University of Technology

3. **No One Trusts Emotional Women? Measuring the Impact of Discrete Emotions on Review Helpfulness**

Georgiana Craciun, Duquesne University

Wenqi Zhou, Duquesne University

Zhe Shan, Miami University

4. **Amazon versus Nike: Are online reviews always a good idea for online shops?**

Ina Gamefeld, University of Wuppertal

Katharina Kessing, University of Wuppertal

5. **Ratings, Reviews, and Recessions: How Business Cycles Shape Online Opinion**

Thomas Scholdra, University of Bremen

6. **Responding to Negative Online Reviews: Elaboration Likelihood Model & Justice Theory**

Peyman Rashidian, University of Texas at Austin

Matthew Eastin, University of Texas at Austin



## POSTER PRESENTATIONS

A Biological-Based Pricing Model for Service Experience: Cross-Cultural Perspective

W. Chang, Business Administration, Tamkang University, New Taipei City, TAIWAN|

Add Fun or Function? Considering New Product Form for Market Expansion: Focusing on hangover solutions

Y. Park, D. Lee, J. Moon, Seoul National University, Seoul, Gwanak Gu, KOREA (THE REPUBLIC OF) |J. Jeong, Kyung Hee University, Yongin-si, KOREA (THE REPUBLIC OF) |

Added-value creation in experience marketing: The effects of physical experiences on perceived value and price acceptance.

L.J. Noll, Institute for Marketing, Universität St. Gallen, St. Gallen, St. Gallen, SWITZERLAND|

An Integrated Conceptualization for Creating Value in Product Service Systems through Sharing

P. Akbar, M. Trabandt, Department of Marketing, Institute of Business Administration, Kiel, Schleswig-Holstein, GERMANY|

Analyzing the effect of time orientation and social interaction on customer experience quality across service channels and service types.

J. Pius Nedumkallel, Department of Business Administration, Rajagiri College of Social Sciences, Cochin, Kerala, INDIA|

Antecedents and Consequences of Ethically-based Export Marketing Strategies: The case of British Exporting Firms

A. Rana, Marketing Division, Leeds University Business School, University of Leeds, Biggleswade, Bedfordshire, UNITED KINGDOM|D. Palihawadana, C. Leonidou, Leeds University Business School, University of Leeds, Leeds, West Yorkshire, UNITED KINGDOM|L. Leonidou, Department of Public and Business Administration, University of Cyprus, West Yorkshire, UNITED KINGDOM|

Attention Capture and Transference from Complimentary Products to Focal Products

D. Brannon, J. Reardon, Monfort College of Business, Greeley, Colorado, UNITED STATES|A. Radon, Swedish Institute for Innovative Retailing, University of Borås, Boras, Colorado, SWEDEN|

Attracting Diverse Sellers into the Sharing Economy

K. Majid, K. Greener, S. Somsen, College of Business, University of Mary Washington, Fredericksburg, Virginia, UNITED STATES|

Celebrities Are Just Like Us? The Moderate Role of Self-Esteem on Attitudes Toward Advertising with Celebrities in a Cross-Cultural Study

A.B. Oliveira Junior, Business Administration, Universidade Anhembi Morumbi, Sao Paulo, Sao Paulo, BRAZIL|J.M. Hernandez, Administration, Centro Universitário FEI, Sao Paulo, BRAZIL|

Choose Mefor Can Make You Safe! The Effect of Self-Protection Motivation on Consumer Preference for Anthropomorphized Products

H. Ma, F. Franklin Velasco, N. Janikiraman, Marketing, University of Texas at Arlington, Arlington, Texas, UNITED STATES|

Closing the Intention-Behaviour Gap in Goal-Directed Shopping: An Integrated Theory and Sequential Behavioural Approach

S. Ahmed, D. Ting, Management and Humanities, Universiti Teknologi PETRONAS, Dhaka, BANGLADESH|

**POSTERS – RECEPTION ON FRIDAY AT 5:15 PM**

Comparative and Socio-Demographic analysis among Working Women and Non-Working Women: A study on Reference Group Influence

S.F. Fernandes, R. Panda, Symbiosis institute of business management Bengaluru, Symbiosis International Deemed University, Bengaluru, INDIA|

Complexity of Information Dissemination on Social-media: Relative Advantage of Leader vs. Follower

S. Mookherjee, School of Management, Binghamton University, Binghamton, New York, UNITED STATES|

**Complexity-Continuum in Packaging Design and Consumer Naturalness Perception**

D. Barauskaite, V. Auruskeviciene, D. Subicius, ISM University of Management and Economics, Vilnius

Congratulations - You're a Winner: Appraisal of Surprising Stimuli and Influence on Buying Intention

I.T. Toteva, School of Business Administration, Georgia Southwestern State University, E.H. Shaw, Marketing, Florida Atlantic University, R. Lutz, Marketing, University of Florida,

Consumer Cosmopolitanism: Local vs. Global Brand Preferences and the Role of Brand Familiarity

V. Koçer, D. Totzek, Chair of Marketing and Services, University of Passau

Consumer Incivility: A Control Restoration Mechanism

G. Singh, S. Tripathi, S. Tewari, Indian Institute of Management, Indore, A. Mishra, Marketing, IIM Indore, Indore, M.P., INDIA|

Consumer Overinvestment in Capacity

A.R. Camilleri, UTS Business School, University of Technology Sydney, Ultimo, New South Wales, AUSTRALIA|R. Larrick, Fuqua School of Business, Duke University, North Carolina, USA | S.A. Swift, Bowery Farming, New York, USA

Consumer Resistance in Progress: Veganism and Animal Rights Activism as the Missing Links

E. Ulusoy, Marketing, Youngstown State University, Youngstown, Ohio, UNITED STATES|

Consumer Search Behavior on B-2-C Online Platforms

L.J. Noll, M. Fahrback, M. Schumacher, Institute for Marketing, Universität St. Gallen, St. Gallen, St. Gallen, SWITZERLAND|

Consumer-Based Brand Equity in the Context of an Adventure Tourism Destination: Application of the Brand Resonance Model.

O. Cruz-Milan, Management and Marketing, Texas A&M University-Corpus Christi, Corpus Christi, Texas, UNITED STATES|

Controllability Attribution Effects Following the Misbehavior of Cause Representatives

A. Torres, Marketing, The University of Texas at Arlington, Cedar Hill, Texas, UNITED STATES|E. Briggs, University of Texas at Arlington, Arlington, Texas, UNITED STATES|Z. Yang, Marketing, University of Texas at Arlington, Arlington, Texas, UNITED STATES|T. Hamon-Kizer, Rollins College, Texas, UNITED STATES|

Cross-Cultural Differences between Americans and Koreans in Perception of Message Assertiveness and Product Discounts

S. Yoon, Marketing, Bryant University, Smithfield, Rhode Island, UNITED STATES|D. Choi, Kookmin University, Rhode Island, UNITED STATES|H. Bang, University of Kansas, Rhode Island, UNITED STATES|Y. Kim, Myongji University, Rhode Island, UNITED STATES|T. Baek, University of Kentucky, Rhode Island, UNITED STATES|

Customer Behavior as Function of Smile, Power, and Ulterior Motive

F. Liu, Adelphi University, Garden City, New York, UNITED STATES|X. He, Z. Wang, University of Central Florida, New York, UNITED STATES|

**POSTERS – RECEPTION ON FRIDAY AT 5:15 PM**

Customer Involvement in Data Analytics and Its Impact on B2B Innovation

H. Zhang, New Jersey Institute of Technology, Newark, New Jersey, UNITED STATES|Y. Xiao, Marketing and Supply Chain Management, The University of Tennessee, Knoxville, Tennessee, UNITED STATES|

Dealer lifetime Value: Whom to focus, whom to let go?

P. Sanyal, Marketing, Indian Institute of Management, Indore, Madhya Pradesh, INDIA|

V. Goyal, Marketing, Indian Institute of Management, Indore, Madhya Pradesh, INDIA|

Discovering the Association between Viewers' Traits and Post-Viewing Behavior of Online Videos

Y. Chiang, W. Chang, Business Administration, Tamkang University, New Taipei City, TAIWAN|

Do Good Governance and Freedom (Democracy) affect Consumption?

A.N. Waheeduzzaman, Marketing, Texas A&M University Corpus Christi, Corpus Christi, Texas, UNITED STATES|

Do We Always Adopt AI Recommendation? When and Why AI is a Threat to a Human Essence

Y. Kim, K. Park, S.S. Lee, Marketing, Seoul National University, Seoul,

Does Being an Indonesian Millennial Influences Future Purchases Through Website and App?

C. Kopot, M. Hong, B. Cude, Textile, Merchandising, and Interior, University of Georgia, Athens, Georgia, GEORGIA|

DOES PERCEIVED FINANCIAL WELL-BEING AFFECT WILLINGNESS TO PARTICIPATE IN A COMMUNITY-BASED DEBT REDUCTION PROGRAM?

M. Moorhouse, M. Goode, J. Cotte, Marketing, Ivey Business School, Western University, London, Ontario, CANADA|J. Widney, Financial Fundamentals, Ontario, CANADA|

Does Regulation for Hedonic Goods Really Work for Addictive Consumption? : Effect of Shutdown Law on Online Game Addiction in S. Korea

C. Jung, Y. Kim, Business, YONSEI University, Seoul, Gangnam-gu, KOREA (THE REPUBLIC OF)|J. Won, Business, Hanyang University, Gangnam-gu, KOREA (THE REPUBLIC OF)|

The Role of Price Transparency on the Relationship Between Dynamic Pricing and Perceived Price (Un)Fairness

A.S. Mahmoud, A. Rindfleisch, University of Illinois at Urbana-Champaign, Champaign, Illinois, UNITED STATES|A.I. Ghoneim, Cairo University, Cairo University, Giza, EGYPT|N. El-Bassiouny, The German University in Cairo, New Cairo, EGYPT|

Emotional Reasoning and Consumer Choice

A.R. Bennett, B. Kidwell, Marketing, Logistics, and Operations Management, University of North Texas, Denton, Texas, UNITED STATES|J. Hasford, Florida International University, Miami, Florida, UNITED STATES|D. Hardesty, M.R. Burchett, University of Kentucky, Lexington, Kentucky, UNITED STATES|

Experiential (vs. Material) Framing Enhances Recommendations from Algorithms

N. Danienta, A. Rindfleisch, Marketing, University of Illinois at Urbana-Champaign, Urbana, Illinois, UNITED STATES|

EXPLORING ANTECEDENTS OF PAYMENT OPTIONS IN ONLINE RETAIL

D. RANJAN, Marketing, Indian Institute of Management, Indore, Indore, MADHYAPRADESH, INDIA|

Factors Affecting Consumers' Alternative Meat Buying Intentions: Cultured Meat and Plant-based Meat

J. Hwang, Seoul National University of Science and Technology, Seoul, J. You, J. Moon, Seoul National University, Seoul, KOREA (THE REPUBLIC OF)|J. Jeong, Kyung Hee University, Yongin-si, KOREA (THE REPUBLIC OF)|

False positives: How double-sided review systems affect consumers' rating valence

**POSTERS – RECEPTION ON FRIDAY AT 5:15 PM**

A. Graul, Marketing & Strategy, Utah State University, B. Usrey, Marketing, Norwich Business School,

Feeling Empathy When Purchasing Socially Responsible Products: Age as a Moderator

C. Luan, T. Chen, Management Science, National Chiao Tung University, Hsinchu City, TAIWAN|

Fit effect between historical versus personal nostalgic thinking and ad message

J. Jeong, Sungkyunkwan University, Business School, Seoul, KOREA (THE REPUBLIC OF)|S. Jun, Sunkyunkwan University, Business School, Seoul, KOREA (THE REPUBLIC OF)|

How and Why Hunger Inhibits Sustainable Consumption

S. Hoffmann, W. Lasarov, Department of Marketing, Faculty of Business, Economics and Social Sciences, Christian-Albrechts-Universität zu Kiel, Kiel, GERMANY|R. Mai, Marketing, Ecole de Management Grenoble, GERMANY|J. Krause, U. Schmidt, Economics, Kiel University, GERMANY|

How Sales Force Control Systems Translate into Sales Performance: The Roles of Selling Orientation and Customer Orientation

J. Lee, Business administration, Gangneungwonju National University, Goyang-si, Gyeonggi-do, KOREA (THE REPUBLIC OF)|Y. Kim, School of Business, Yonsei University, Gyeonggi-do, KOREA (THE REPUBLIC OF)|

I DOUBT IT'S ALL ABOUT THEIR OWN BENEFITS." CONSUMER CYNICISM AS MEDIATOR OF DOUBLE DEVIATION EFFECT ON REPURCHASE INTENTION

H.N. Tran, K.G. Pillai, B. Usrey, Norwich Business School, University of East Anglia

I know what's best for you, and for me": Consumer differences in estimating consumption experiences

P. B., Marketing, Indian Institute of Management-Bangalore

Impact of Blockchain (Crypto currency) Technology on the Structure and Conduct of Buyer-Seller Relationships: A Multi Theoretical Approach

R.K. Kukreja, D.P. Mishra, State University of New York, Vestal, New York, UNITED STATES|

In the World of Plastics: How Thinking Style Influences Preference for Cosmetic Surgery

S. Mittal, Marketing, Texas State University, Austin , D. Silvera, University of Texas at San Antonio

Influence of Food Marketing on Consumer Evaluations Among Disadvantaged Populations in the Midwest

J. Mundel, of Communication, DePaul University, Chicago, Illinois, UNITED STATES|

In-Store Shopping: Factors that Influence Unplanned Purchases

L. Xu, M. Niculescu, Marketing, New Mexico State University, Las Cruces, New Mexico, UNITED STATES|

It is not about you, it is about me" Looking good when using the Like on brand posts

M. Ozanne, Cornell SC Johnson College of Business, Cornell University, Ithaca, A.S. Mattila, The Pennsylvania State University

LOCAL PEOPLE'S BEHAVIOUR: AN UNFATHOMED FACTOR IN RURAL TOURISM

C. Parsad, Marketing, Rajagiri Business School, Kochi, S. Prashar, Marketing, Indian Institute of Management Raipur , S. Mahadevan S, V. S J, Marketing, Rajagiri Centre for Business Studies, Kochi

Lurking Phenomenon on Social Media Brand Communities

P. Audy, Media Studies, Charles University, Prague, CZECHIA|

Luxury Brand Prominence Effect on Social Exclusion

**POSTERS – RECEPTION ON FRIDAY AT 5:15 PM**

N. Serin, Department of Marketing and Logistics, Florida International University, Miami, Florida, UNITED STATES|J. Sinha, Marketing, FIU, Miami, Florida, UNITED STATES|

Makeup or Mask: Makeup's Effect on Salesperson Trustworthiness

S. Mittal, Marketing, Texas State University, Austin , D. Silvera, University of Texas at San Antonio

Marketplace performance of stigmatized seekers and producers: The contextualized morphing of stigmatized identity in the marketplace

A. Vijayalakshmi, N. Tomar, Marketing, Indian Institute of Management, Ahmedabad

Measuring Sponsorship Effectiveness in eSports

B. Yu, G. Bennett, H. Lee, Texas A&M University, College Station, Texas, UNITED STATES|

Moral coupling: how self-relevance and transgression relevance influence consumer withdrawn support

O.O. Shogbanmu, Marketing, Lagos Business School, Lagos, Lagos, NIGERIA|

Outcomes of Nutritional Labelling and CSR: An Experimental Approach

S. Chaudary, M. Majeed, Lahore School of Economics, Lahore, PAKISTAN|

Priming the W-O-M pump: Seeding Information to Increase Solar PV Adoption

D.C. Reeves, M. Haley, V. Rai, LBJ School of Public Affairs, The University of Texas at Austin, Austin, Texas, UNITED STATES|

Product policy effectiveness for e-commerce companies: a comparison between paid and non-paid software products

M. Groh, C. Simoes, School of Economics and Management, University of Minho, Loiching, GERMANY|

Product Reflections in Ad Frames and Consumer Brand Trust

N. Shama, Marketing, Fairfield University, Fairfield, Connecticut, UNITED STATES|M. Romero, Colorado State University, Fort Collins, Colorado, UNITED STATES|

Promoting Healthy Emotion Regulation in Young Adults through Social Marketing

E. Kemp, Marketing, University of New Orleans, New Orleans, Louisiana, UNITED STATES|K. Cowart, Marketing, University of South Florida Sarasota Manatee, Sarasota, Florida, UNITED STATES|M. Bui, Marketing, Loyola Maramount University, Florida, UNITED STATES|

Reciprocal Reputation Systems and Simultaneous Reveal: Dealing with Complexities When the Consumers Get Reviewed

C. Corus, Pace University, River Vale, New Jersey, UNITED STATES|L. Rifkin, Management and Marketing, William Paterson University, New Jersey, UNITED STATES|C. Kirk, Marketing, New York Institute of Technology, New Jersey, UNITED STATES|

Reducing sugar intake by substituting a soft drink with sparkling water: The substitute group vs. The adherence group

S. Park, D. Lee, J. Moon, Seoul National University, J. Jeong, Kyung Hee University, Yongin-si, KOREA (THE REPUBLIC OF)|

REGULATORY FOCUS AND SIZE PERCEPTIONS: THE MODERATING ROLE OF INVOLVEMENT

S. Ketron, Marketing and Supply Chain Management, East Carolina University, Greenville, North Carolina, UNITED STATES|K. Naletelich, Marketing, James Madison University, North Carolina, UNITED STATES|

Seniors in Sharing Economy -- A Study of Airbnb

X. LI, Y. Meng, T. Zheng, C. wang, Grenoble Ecole de Management, Guangzhou,

Service Robots: Boon or Bane?

**POSTERS – RECEPTION ON FRIDAY AT 5:15 PM**

P. Munaganti, B. John Mariadoss, A. Perkins, Washington State University, Pullman, Washington, UNITED STATES|

Should It Be a Secret? Green Corporate Social Responsibility Communication Strategy for Luxury Brands

E. Kang, Business Administration, Kutztown University of Pennsylvania, Breinigsville, Pennsylvania, UNITED STATES|Y. Sung, Communication, The University of Texas at El Paso, Pennsylvania, UNITED STATES|J. Han, Ball State University, Muncie, Pennsylvania, UNITED STATES|S. Lee, Oakland University, Sterling Heights, Michigan, UNITED STATES|

Social Media Technology Usage and Corporate Social Responsibility Communication Productivity

J. Yang, Emmanuel College, Boston, Massachusetts, UNITED STATES|

Social-Media Features and Brand Loyalty: Resolving Complexity in Light of Loneliness

S. Mookherjee, S. Mohanty, School of Management, Binghamton University, Binghamton, New York, UNITED STATES|

Sound-Symbolic Signaling of Consumer Space Sizes through Consonant Voice

S. Ketron, Marketing and Supply Chain Management, East Carolina University, Greenville, North Carolina, UNITED STATES|N. Spears, Marketing & Logistics, University of North Texas, Denton, Texas, UNITED STATES|

Sponsorship Effects on Employees of Large and Small Companies

R. Grohs, H. Mertens, Seeburg Castle University, Seekirchen am Wallersee, Österreich (AT), AUSTRIA|

Structural Customer Complexity and the Role of Marketing Capability: Benevolent vs Malevolent Types of Customer-base

K. Choi, D. Kim, Marketing, Florida State University, Tallahassee, Florida, UNITED STATES|

The adoption of eco-friendly product for traditional rituals: Process-oriented versus core value-oriented contexts

K. Ko, J. Hsieh, Y. Lin, National Taiwan University, New-Taipei, TAIWAN|

The Challenge of Engagement and Co-Creation

Debra Zahay, Marketing and Entrepreneurship, St. Edwards University, Texas, UNITED STATES

Debika Sihi, Department of Economics and Business, Southwestern University, Texas, UNITED STATES

Nick Hajli, Marketing, Swansea University, UNITED KINGDOM

Wes Pollette, Marketing and Entrepreneurship, St. Edwards University, Texas, UNITED STATES

Mina Tajvidi, Marketing, Swansea University, UNITED KINGDOM

The Complexity of Choice Setting, Product Evaluation and Choice Reversal

N. Xiao, Laurentian University, Sudbury, Ontario, CANADA|

The Complexity of Social Media Budget Optimization: Evaluating Exposure vs. Engagement

S. Mookherjee, S. Massey, School of Management, Binghamton University, Binghamton, New York, UNITED STATES|

The Effect of Financial Payout Policies on Marketing Performance

Y. Wen, B. John Mariadoss, Washington State University, Pullman, Washington, UNITED STATES|

The Effect of Message Valence on Social Exclusion

K. Bhoumik, Marketing, Texas Tech University, Lubbock, Texas, UNITED STATES|

The Effect of Price Promotion Patterns on Consumers' Use of an Expected Price as a Reference Price

A.A. Kulkarni, Marketing, University of Missouri-Kansas City, Kansas City, Missouri, UNITED STATES|K.B. Monroe, University of Illinois, UNITED STATES|

THE EFFECT OF THE SELF- BRAND CONGRUITY ON CHOICE OF BUSINESS MAJOR

**POSTERS – RECEPTION ON FRIDAY AT 5:15 PM**

T. Dursun, Marketing, West Texas A&M University, Canyon, Texas, UNITED STATES|C. Kilic, Marketing and Computer Information Systems, Tarleton State University, STEPHENVILLE, Texas, UNITED STATES|

The Effects of Business Reference Contents on B2B Purchase Decision: The Role of Content Formats and Transportation  
Y. Kim, H. Kim, Business, YONSEI University, Seoul, Gangnam-gu, KOREA (THE REPUBLIC OF)|H. Lee, CHOSUN University, Gangnam-gu, KOREA (THE REPUBLIC OF)|C. Jung, Hyundai Mobis, Gangnam-gu, KOREA (THE REPUBLIC OF)|J. Won, HANYANG University, Gangnam-gu, KOREA (THE REPUBLIC OF)|

The green sheep of the family.

A. Chwialkowska, Department of Marketing and Real Estate, University of West Georgia, Vaasa, FINLAND|

The Haves and the Have Nots: The Influence of Subjective Social Class on Consumer Goals

E.M. Mas, B. Kidwell, Department of Marketing & Logistics, University of North Texas, Denton, Texas, UNITED STATES|A. Labroo, Kellogg School of Management, Northwestern University, Texas, UNITED STATES|

The Illusion of Processing Fluency on Pro-Social Campaigns: Unjustifiable Efforts Produce Guilty Feelings

Y. Kim, K. Park, Marketing, Seoul National University, Seoul, Y. Kim, V. Venkatraman, Marketing, Temple University

The Phenomenon of Micro-Celebrity/Social Media Influencer

R. Shama, Marketing, Indian Institute of Management Calcutta, Kolkata, West Bengal, INDIA|

THE RELATIONSHIP BETWEEN BRAND EXPERIENCE AND Word-of-Mouth (WOM)

K. Aoki, Osaka Jogakuin University, Kobe, Hyogo, JAPAN|E. Obeng, Howard University, Washington, District of Columbia, UNITED STATES|A.L. Borders, D. Lester, Marketing & Professional Sales, Kennesaw State University, Kennesaw State University, Georgia, UNITED STATES|

The Sky Above: An Investigation into the Visual Dimensions of the Sky

L.I. Liska, University of South Florida, Pinellas Park, Florida, UNITED STATES|Z. Yu, Marketing, University of South Florida, Tampa, Florida, UNITED STATES|

To Share is Human: How 'Sharing-Size' Food Labels Diminish Sharing and Encourage Consumption

S. Williamson, Marketing & Management, SUNY Old Westbury, L. Lteif, Marketing, The University of New Mexico, A. Valenzuela, Marketing, CUNY Baruch College

To study the antecedents of consumers' purchase intentions of cultural products

P.M. Trivedi, F. Vasavada, Marketing, MICA, Ahmedabad, Gujarat, INDIA|

Too Drained to Help: Customer Stewardship Behavior and Stewardship Fatigue A Conceptual Framework and a Research Agenda

B. Singh, IMI Kolkata, Kolkata, West Bengal, INDIA|A. Tiwari, IMI Kolkata, KOLKATA, West Bengal, INDIA|A. Tapar, IIM Rohtak, Rohtak, Haryana, INDIA|

Tourist Engagement and Co-Creation of Value: Airbnb

S. Torkzadeh, Marketing, Indiana University South Bend, South Bend, Indiana, UNITED STATES|M. Zolfagharian, Bowling Green State University, Indiana, UNITED STATES|R. Saldivar, University of the Incarnate Word, Indiana, UNITED STATES|

Unravelling the complex profit implications of servitization with fuzzy set qualitative comparative analysis

E. Lexutt, Services Management, FernUniversität Hagen, Hagen, Nordrhein-Westfalen, GERMANY|

Using Online Reviews for Psychographic Customer Segmentation through Product Aspect-Based Classification and Validation

**POSTERS – RECEPTION ON FRIDAY AT 5:15 PM**

L.K. Ojha, IMT Nagpur, Bangalore

Verifying User Preferences - A Content Based Analysis of Images in an Online Travel Community

I. Bruschi, Brandenburg University of Technology Cottbus-Senftenberg, Cottbus,

What Drives Consumer Suggestion Giving?

T.A. Burnham, Managerial Sciences, University of Nevada Reno, Reno, Nevada, UNITED STATES|

When consumers do not need persuasion knowledge: the role of dispositional emotion regulation

P. Bhargava, S. Sekhri, A. Vijayalakshmi, Marketing, Indian Institute of Management Ahmedabad, Ahmedabad, Gujarat, INDIA|S.

Jain, University of Washington, Seattle, Washington, UNITED STATES|

When different Size of Unit Price Influences Consumers' Product Evaluations

Y. Lee, Business and Economics, York College (CUNY), Bayside, New York, UNITED STATES|

When morals collide: the role of moral identity internalization and moral licensing effects in green consumption

X. Hao, L. Atkinson, Advertising, The University of Texas at Austin, Austin, Texas, UNITED STATES|

When product scarcity backfires: consumer anger and brand switching

A. Biraglia, Leeds University Business School, Leeds, UNITED KINGDOM|B. Usrey, Norwich Business School, UNITED KINGDOM|

When Will You Donate Your Money on Sports Brands on Social Network Sites? Interplay between Message Types and Visual Presentation

S. Lee, Oakland University, Sterling Heights, Michigan, UNITED STATES|E. Kang, Business Administration, Kutztown University of

Pennsylvania, Breinigsville, Pennsylvania, UNITED STATES|Y. Sung, Advertising, University of Texas, Austin, Texas,

UNITED STATES|J. Han, Ball State University, Texas, UNITED STATES|

You Are What You Sound: Signaling Status with Dress-Shoe Sounds and Attire

Z. Yu, T.B. Heath, Marketing, University of South Florida, Tampa, Florida, UNITED STATES|

Zoom-in, Zoom-out: The Congruence Effect between Dynamic Distance and Geographic Distance on Consumer Digital Complexity

K. Kim, S. Yoon, Marketing, Bryant University, Smithfield, Rhode Island, UNITED STATES|Q. Xu, Elon University, Rhode Island,

UNITED STATES|

**POSTERS – RECEPTION ON FRIDAY AT 5:15 PM**