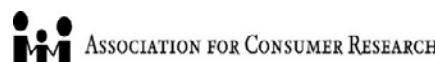


2018

# Global Marketing Conference

at Tokyo  
July 26-29, 2018





# 2018 Global Marketing Conference at Tokyo

*“Bridging Asia and the World: Searching for  
Academic Excellence and Best Practice in Marketing and Management”*

**26th– 29th July, 2018**

**Hotel New Otani Tokyo, Tokyo, Japan**

**Conference Co-Chairs:** Prof. Roland T. Rust (University of Maryland)  
Prof. Ajay K. Kohli (Georgia Institute of Technology)  
Dr. László Sajtos (University of Auckland Business School)  
Prof. Tatsuro Watanabe (Senshu University)  
Prof. Akira Shimizu (Keio University)  
Prof. Yung Kyun Choi (Dongguk University)

**Conference Homepage:** <http://gammaconference.org/2018/>

**Hosts:** American Marketing Association  
European Marketing Academy  
Australian & New Zealand Marketing Academy  
Japan Society of Marketing and Distribution  
Korean Scholars of Marketing Science  
Keio University

**Organizer:** Global Alliance of Marketing & Management Associations

**Partners:** Association for Consumer Research (USA)  
China Marketing Association of University (China)  
AEMARK (Spain)  
Greek Marketing Academy (Greece)  
Aalto University Executive Education (Finland)  
Aalto University School of Business (Finland)  
Harbin Institute of Technology (China)  
New Zealand Asia Institute of the University of Auckland (New Zealand)  
Center for Sustainable Culture & Service, Yonsei University (Republic of Korea)

## **Sponsoring Journals:**

Journal of Business Research  
International Journal of Advertising  
Industrial Marketing Management  
Journal of Advertising  
Journal of Hospitality & Tourism Research  
Journal of Service Management  
Journal of Promotion Management  
Journal of Global Fashion Marketing  
Journal of Global Scholars of Marketing Science  
Australasian Marketing Journal  
Asia Pacific Journal of Marketing and Logistics  
International Marketing Review  
The Service Industries Journal  
Journal of Management Science  
Journal of Global Sport Management

**Sponsors:** National Research Foundation of Korea (Republic of Korea)  
Korea Tourism Organization (Republic of Korea)  
Korea Economy and Management Development Institute (Republic of Korea)  
**Academic Excellence Committee Chair: Prof. Charles R. Taylor** (Villanova University)

# CONFERENCE PROGRAM

## July 26, 2018

**13:00-17:00** Doctoral Colloquium (Keio University)

**16:00-19:00** Conference Registration

**18:00-20:00** Conference Reception  
Welcome Speeches:  
- Eunju Ko (Yonsei University), The Organizing Committee Chair  
- Roland T. Rust (University of Maryland), Conference Co-Chair  
- Ajay K. Kohli (Georgia Institute of Technology), Conference Co-Chair  
- Laszlo Sajtos (University of Auckland), Conference Co-Chair  
- Tatsuro Watanabe (Senshu University), Conference Co-Chair  
- Akira Shimizu (Keio University), Conference Co-Chair  
- Yung Kyun Choi (Dongguk University), Conference Co-Chair

## July 27th, 2018

**08:00** Conference Registration

**08:00 - 09:15** Academic Session 1

**09:15 - 09:30** Coffee Break

**09:30 - 11:00** Academic Session 2

**11:10 - 12:40** Academic Session 3

**12:40 - 13:40** Lunch at your own  
Multimedia Presentation  
Editorial Board Meeting

**13:40 - 15:10** Academic Session 4

**15:10 - 15:25** Coffee Break

**15:25 - 16:55** Academic Session 5

**17:05 - 18:20** Academic Session 6

**18:30 - 19:00** Fashion Show

**19:00 - 22:00** Conference Dinner  
Welcome Speeches from the Organizing Committee Chair and Conference Co-Chairs  
2018 GAMMA Sustainable Fashion Show: A Window to the Sustainable Fashion in Asia and Pacific  
GAMMA Lifetime Achievement Award 2018  
Keynote Speech:  
- "Anything Going Wrong in Marketing Research?"  
Christian Homburg (University of Mannheim)  
- Sponsor: Korea Tourism Organization

## July 28th, 2018

**08:00** Conference Registration

**08:00 - 09:15** Academic Session 7

**09:15 - 09:30** Coffee Break

**09:30 - 11:00** Academic Session 8

**11:10 - 12:40** Academic Session 9

**12:40 - 14:00** Conference Lunch & Award Ceremony  
- Award Ceremony:  
Best Conference Paper Award, Best Reviewer Award, and Best Track Chair Award

**14:00 - 15:15** Academic Session 10

**15:15 - 15:30** Coffee Break

**15:30 - 16:30** Academic Session 11

**16:40 - 17:40** Academic Session 12

**17:50 - 18:50** Academic Session 13

## July 29th, 2018

**Business Meetings**

<b>July 26, 2018</b>	<b>Schedule</b>
13:00-17:00	Doctoral Colloquium
16:00-19:00	Conference Registration
18:00-20:00	Conference Reception

July 27 08:00	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7	Room 8	Room 9	Room 10
08:00- 09:15	Session 01.01 Digital and Social Media Marketing in Global Business Environment I	Session 01.02 Leveraged Marketing Communications I	Session 01.03 Social Media and Luxury Brand Communication I	Session 01.04 Cross Cultural Consumers and Globalization I	Session 01.05 Research Methodologies in Management and Marketing I	Session 01.06 Marketing Education	Session 01.07 Algorithms: Constructing/Testing Theory in Marketing and Strategic Management via "Computing with Words	Session 01.08 Digital and Technology Driven Marketing I	Session 01.09 Advertising and Branding I	Session 01.10 Customer Engagement in Tourism and Hospitality Services I
09:15- 09:30	Coffee break									
09:30- 11:00	Session 02.01 Digital and Social Media Marketing in Global Business Environment II	Session 02.02 Leveraged Marketing Communications II	Session 02.03 Social Media and Luxury Brand Communication II	Session 02.04 Cross Cultural Consumers and Globalization II	Session 02.05 Research Methodologies in Management and Marketing II	Session 02.06 Web Text data and Big Data based Marketing	Session 02.07 Wearable Technologies, Sustainability and Brand-building in the Luxury, High-end Cultural and Creative Industries	Session 02.08 Digital and Technology Driven Marketing II	Session 02.09 Advertising and Branding II	Session 02.10 Customer Engagement in Tourism and Hospitality Services II
11:10- 12:40	Session 03.01 Digital and Social Media Marketing in Global Business Environment III	Session 03.02 Leveraged Marketing Communications III	Session 03.03 Social Media and Luxury Brand Communication III	Session 03.04 Cross Cultural Consumers and Globalization III	Session 03.05 Strategic Market Management	Session 03.06 Consumer Decision Making and Consumer Signaling I	Session 03.07 Public Policy, Legal, and Ethical Issues in Marketing I	Session 03.08 Special Session: Tips for Publishing Impactful Research in Marketing	Session 03.09 Relationship Marketing I	Session 03.10 Customer Engagement in Tourism and Hospitality Services III
12:40- 13:40	Multimedia Presentation & Editorial Board Meeting (JGSMS &JGFM)									
13:40-15:10	Session 04.01 Digital and Social Media Marketing in Global Business Environment IV	Session 04.02 Leveraged Marketing Communications IV	Session 04.03 Social Media and Luxury Brand Communication IV	Session 04.04 2018 GMA-GAMMA Joint Symposium	Session 04.05 2018 SIMktg- GAMMA Joint Symposium at Tokyo	Session 04.06 Consumer Decision Making and Consumer Signaling II	Session 04.07 Public Policy, Legal, and Ethical Issues in Marketing II	Session 04.08 Job Platform	Session 04.09 Relationship Marketing II	Session 04.10 Customer Engagement in Tourism and Hospitality Services IV
15:10- 15:25	Coffee Break									
15:25- 16:55	Session 05.01 Digital and Social Media Marketing in Global Business Environment V	Session 05.02 Leveraged Marketing Communications V	Session 05.03 Neuromarketing and Psychophysiology I	Session 05.04 2018 CMAU-GAMMA Joint Symposium	Session 05.05 NZAI-GAMMA Joint Symposium	Session 05.06 Consumer Decision Making and Consumer Signaling III	Session 05.07 Consumer Behavior in Hospitality and Tourism I	Session 05.08 Online Marketing Communicati ons I	Session 05.09 Country of Origin Image, and Country Biases I	Session 05.10 Customer Engagement in Tourism and Hospitality Services V
17:05- 18:20	Session 06.01 Digital and Social Media Marketing in Global Business Environment VI	Session 06.02 Leveraged Marketing Communications VI	Session 06.03 Neuromarketing and Psychophysiology II	Session 06.04 2018 ESCP Europe-GAMMA JOINT SYMPOSIUM	Session 06.05 eSports and the Global Sport Management	Session 06.06 Innovation and Strategy	Session 06.07 Consumer Behavior in Hospitality and Tourism II	Session 06.08 Online Marketing Communicati ons II	Session 06.09 Country of Origin Image, and Country Biases II	Session 06.10 Customer Engagement in Tourism and Hospitality Services VI
18:30-19:00	Fashion show									
19:00- 22:00	<b>Conference Dinner</b> Welcome Speeches from the Organizing Committee Chair and Conference Co-Chairs 2018 GAMMA Sustainable Fashion Show: A Window to the Sustainable Fashion in Asia and Pacific GAMMA Lifetime Achievement Award 2018 Keynote Speech: - "Anything Going Wrong in Marketing Research?" Christian Homburg (University of Mannheim) - Sponsor: Korea Tourism Organization									

July 28	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7	Room 8	Room 9	Room 10
08:00	Conference Registration									
08:00- 09:15	Session 07.01 Digital and Social Media Marketing in Global Business Environment VII	Session 07.02 2018 EMAC- GAMMA Joint Symposium & 2018 JSMD-GAMMA Joint Symposium	Session 07.03 HIT-GAMMA Joint Symposium I	Session 07.04 The Revitalization of Culturally Significant Patterns, Products and Practices	Session 07.05 Theoretical and Practical Evolution of Retailing	Session 07.06 Marketing and Entrepreneurship	Session 07.07 Consumption, Desire and Culture	Session 07.08 Marketing in General I	Session 07.09 Customer Engagement in Tourism and Hospitality Services VII	Session 07.10 Value Co-Creation and Product Innovation
09:15- 09:30	Coffee Break									
09:30- 11:10	Session 08.01 Digital and Social Media Marketing in Global Business Environment VIII	Session 08.02 Global Perspectives in B2B Marketing: B2B Export and Trade	Session 08.03 HIT-GAMMA Joint Symposium II	Session 08.04 Meet the Editors	Session 08.05 Interaction between Innovation and Sustainability in Marketing	Session 08.06 Marketing Specifics in Emerging Markets	Session 08.07 Political Branding in Turbulent Times	Session 08.08 Marketing in General II	Session 08.09 Customer Engagement in Tourism and Hospitality Services VIII	Session 08.10 International & Cross Cultural Marketing: The Changing Consumer Landscape/ Intercultural Marketing Communications
11:10- 12:40	Session 09.01 Leveraged Marketing Communications VII	Session 09.02 Global Perspectives in B2B Marketing: B2B Promotion and Channels	Session 09.03 Global and Cross-Cultural Marketing I	Session 09.04 2018 KAPPS-GAMMA Joint Symposium	Session 09.05 Stakeholders-Brand Relationships: Multiple Online/Offline Interactions I	Session 09.06 Corporate Branding, Luxury Marketing & Identity-based Value Management I	Session 09.07 2018 AEMARK-GAMMA Joint Symposium	Session 09.08 Marketing in General III	Session 09.09 Customer Engagement in Tourism and Hospitality Services IX	Session 09.10 WORKSHOP
12:40- 14:00	<b>Conference Lunch &amp; Award Ceremony</b> - Award Ceremony: Best Conference Paper Award, Best Reviewer Award, and Best Track Chair Award									
14:00- 15:15	Session 10.01 2018 ANZMAC-GAMMA Joint Symposium I	Session 10.02 Global Perspectives in B2B Marketing: B2B Business Relationships	Session 10.03 Global and Cross-Cultural Marketing II	Session 10.04 New Product Development	Session 10.05 Stakeholders-Brand Relationships: Multiple Online/Offline Interactions II	Session 10.06 Corporate Branding, Luxury Marketing & Identity-based Value Management II	Session 10.07 Consumption and Marketing of Online and Mobile Games/ Cyberpsychology and Branding	Session 10.08 Marketing in General IV	Session 10.09 Customer Engagement in Tourism and Hospitality Services X	Session 10.10 WORKSHOP
15:15-15:30	Coffee Break									
15:30- 16:30	Session 11.01 2018 ANZMAC-GAMMA Joint Symposium II	Session 11.02 Global Perspectives in B2B Marketing: B2B Marketing and Social Media	Session 11.03 Developments in Global Marketing and Strategy: Empirical, Methodological and Theoretical Challenges	Session 11.04 Technology and Business Model Innovation for Sustainability	Session 11.05 Stakeholders-Brand Relationships: Multiple Online/Offline Interactions III	Session 11.06 The New Frontiers in Digital Media Services I	Session 11.07 Managerial Decision Making in Marketing/Marketing in General V	Session 11.08 Marketing in General VI	Session 11.09 Wellness as Status Symbol in Marketing / Wine Marketing and Management	Session 11.10 WORKSHOP
16:40- 17:40	Session 12.01 2018 ANZMAC-GAMMA Joint Symposium III	Session 12.02 Global Perspectives in B2B Marketing: B2B Sales	Session 12.03 Consumers, Brands and Brand Management I	Session 12.04 Cutting Edge Issues in Strategic Marketing	Session 12.05 Management of Intangibles I	Session 12.06 The New Frontiers in Digital Media Services II	Session 12.07 Retail Merchandising Strategy I	Session 12.08 Entrepreneurship & Innovation in Fashion and Luxury		Session 12.10 WORKSHOP
17:50- 18:50	Session 13.01 Past, Present, and Future of Fashion Capitals for Luxury	Session 13.02 Global Perspectives in B2B Marketing: B2B Product Innovation	Session 13.03 Consumers, Brands and Brand Management II	Session 13.04 Mobile Marketing	Session 13.05 Management of Intangibles II	Session 13.06 The New Frontiers in Digital Media Services III	Session 13.07 Retail Merchandising Strategy II	Session 13.08 Transformative Service Research		Session 13.10 WORKSHOP

<b>July 29, 2018</b>	<b>Schedule</b>
	Business Meeting



## Session 01 (8:00–9:15, July 27, 2018)

### Session 01.01 Digital and Social Media Marketing in Global Business Environment I

Session Chair: Kyung Hoon Kim (Changwon National University)

Time: 8:00–9:15, July 27, 2018

Room: TBD

<b>a045</b>	<b>An applied predictive modeling of brand equity inducing social media brand-related engagement</b>	Bruno Schivinski	Birkbeck, University of London
<b>a046</b>	<b>Run-of-the-mill or avant garde? Identifying restaurant category positioning and tastemakers from digital geolocation history</b>	Banerjee Syagnik	University of Michigan Flint
		Amit Poddar	Salisbury University
<b>a047</b>	<b>Venture community: Democratisation of entrepreneurship in developing economies</b>	Ofer Dekel	Sheffield Business School
<b>a051</b>	<b>The relevance of creativity and emotions in engaging users on instagram</b>	Luis V. Casalo	Universidad de Zaragoza
		Carlos Flavián	Universidad de Zaragoza
		Sergio Ibáñez-Sánchez	Universidad de Zaragoza
<b>a048</b>	<b>Exploring dependencies across multiple online social network</b>	Hwang Kim	Chinese University of Hong Kong
		Vithala R. Rao	Cornell University
<b>a049</b>	<b>How does location based marketing affect mobile retail revenues? The complex interplay of tactic, device and user type</b>	Syagnik Banerjee	University of Michigan –Flint
		Shichun Xu	University of Michigan –Flint
		Scott Johnson	University of Michigan –Flint
<b>a050</b>	<b>Positive and negative e-wom influence on consumer ethnocentrism</b>	Yang Sun	Zhejiang Sci-Tech University
		Hector Gonzalez-Jimenez	The University of York
		Shenghui Wang	Tongji University

## Session 01.02 Leveraged Marketing Communications I

Session Chairs: Sukki Yoon (Bryant University)

Yung Kyun Choi (Dongguk University)

Kacy Kim (Elon University)

Time: 8:00-9:15, July 27, 2018

Room: TBD

<b>a535</b>	<b>Applied behavioral economics: Moral cleansing and moral licensing in a marketing context</b>	Philipp Simbrunner	WU Vienna University of Economics and Business
		Bodo B. Schlegelmilch	WU Vienna University of Economics and Business / Sun Yat-Sen University
<b>a536</b>	<b>The influence of personal actions on generosity to charitable organizations</b>	Etienne Denis	Louvain School of Management
		Claude Pecheux	EDHEC BS
<b>a537</b>	<b>The determinants of CSR engagement practices in responsible entrepreneurship</b>	Cezara Alina Nicoara	University of Leeds
		Vita Kadile	University of Leeds
<b>a539</b>	<b>Effects of narrowed social distances on local and international celebrity-endorsed advertisement attitudes: Towards a relational approach</b>	Dave Centeno	University of the Philippines
		Jeff Jianfeng Wang	City University of Hong Kong
<b>a538</b>	<b>How to effectively communicate celebrity endorsement? The role of brand authenticity and credibility</b>	Silvia Ranfagni	University of Florence
		Riccardo Rialti	University of Florence
		Lamberto Zollo	University of Florence
		Cristiano Ciappei	University of Florence

## Session 01.03 Social Media and Luxury Brand Communication I

Session Chair: Eunju Ko (Yonsei University)

Time: 8:00-9:15, July 27, 2018

Room: TBD

<b>a391</b>	<b>Religiosity and disposal of luxury products: psychological influencers and recommendations for promoting sustainable disposal on social media</b>	Elizabeth Minton	University of Wyoming
		Stephanie Geiger-Oneto	University of Wyoming
<b>a395</b>	<b>Chanel invites you backstage! Photo narrative and VIP emotions in luxury brands' social media communication</b>	Heejin Lim	University of Tennessee
		Michelle Childs	University of Tennessee
		Leslie Cuevas	University of Tennessee
		Jewon Lyu	Kent State University
<b>a393</b>	<b>Can 'Cewebrity' be the source of new product development of fashion brands: Scale development and empirical study</b>	Hao Zhang	Northeastern University
		Zhiqi Dong	Northeastern University
<b>a390</b>	<b>Visual aesthetics, vividness, and message types in luxury brand communication on Instagram</b>	Sony Kusumasondjaja	Airlangga University
<b>c019</b>	<b>Consumer curiosity, anticipation, and click-through: Neural signatures of digital buzz</b>	Jing Zhang	Sungkyunkwan University
		Jin Ho Yun	Sungkyunkwan University
		Eun-Ju Lee	Sungkyunkwan University

## Session 01.04 Cross Cultural Consumers and Globalization I

Session Chairs: Hector Gonzalez-Jimenez (University of York)

Fernando Fastoso (University of York)

Arnold Japutra (University of Western Australia)

Time: 8:00-9:15, July 27, 2018

Room: TBD

<b>a447</b>	<b>Consumption community and social identity</b>	Kyuho Lee	Sonoma State University
		Melih Madanoglu	Florida Atlantic University
		Do-Hee Kim	Hallym University
		Byung-Jin Park	Hanyang University
<b>a452</b>	<b>Just tell me how, not why: How culture-relevant emotions activate the message concreteness effect in green advertising</b>	Tae Hyun Baek	University of Kentucky
		Sukki Yoon	Bryant University
		Yeonsin Kim	Myongji University
		Seeun Kim	Auburn University
		Yung Kyun Choi	Dongguk University
<b>a449</b>	<b>Appreciating vs. Venerating cultural outgroups: The psychology of cosmopolitanism and Xenocentrism</b>	Mark Cleveland	University of Western Ontario
		Anjana Balakrishnan	University of Western Ontario
<b>a448</b>	<b>Cross-cultural examination of green apparel purchase</b>	Tae-Im Han	Old Dominion University
<b>a450</b>	<b>What can we learn from traumatic experience? From the perspectives of cross-cultural consumer behavior</b>	Rayan S. Fawaz	King's Business School
		Takumi Tagashira	University of Tokyo
		Shintaro Okazaki	King's Business School

## Session 01.05 Research Methodologies in Management and Marketing I

Session Chairs: Isaac Cheah (Curtin University)

Yang Sun (Zhejiang SCI-TECH University)

Cheng Hua (Zhejiang SCI-TECH University)

Time: 8:00–9:15, July 27, 2018

Room: TBD

<b>a467</b>	<b>Genetic algorithm-based combination method of multiple decision trees for customer relationship management</b>	Zhe Zhang	Fudan University
<b>a471</b>	<b>All hail Google LLC; Google scholar as an alternative systematic literature review tool</b>	James Durl	Griffith University
		Bo Pang	Griffith University
		Timo Dietrich	Griffith University
<b>a469</b>	<b>Solving the major paradox in research in business-to-business marketing: How to capture firm-level strategy heterogeneities in industry generalizable models</b>	Carol M. Megehee	Coastal Carolina University
		Arch G. Woodside	Curtin University
<b>a468</b>	<b>An overview of Confucius Ethics in business management: Text mining of journal articles during 1999–2016</b>	Calvin Lam	Hang Seng Management College
		Felix Tang	Hang Seng Management College
<b>a479</b>	<b>Frontline employees' behavior in service recovery: The combination causes of self-regulating process</b>	Mo Zhang	Shanghai Maritime University
		Shengce Ren	Shanghai Maritime University

## Session 01.06 Marketing Education

Session Chair: Ralf Schellhase (University of Applied Sciences Darmstadt)

Time: 8:00-9:15, July 27, 2018

Room: TBD

<b>a274</b>	<b>A longitudinal study of Turkish marketing academia: What has changed, what has not in a decade?</b>	B. Zafer Erdogan	Anadolu University
		Semra Dogan,	Dumlupinar University
		M.Sami Islek	Osmangazi University
<b>a275</b>	<b>Relationship between new media literacy and imaginativeness revealed: A study on communication majors</b>	Vehbi Gorgulu	Istanbul Bilgi University
		Barika Goncu	Istanbul Bilgi University
<b>a276</b>	<b>“Are high-tech classroom always more engaging?”: An exploratory study on the role of low-tech vs. high-tech classroom design on students’ engagement</b>	Monica Mendini	Università della Svizzera Italiana
		Paula C. Peter	San Diego State University
<b>a277</b>	<b>Effects of financial education and experience on credit card misuse and compulsive hoarding</b>	Mijeong Noh	Ohio University
		Minjung Cha	Sungkyunkwan University
<b>a278</b>	<b>Brand architecture in higher education: Could it work in new and developing universities?</b>	L Spry	Nottingham Trent University
		M Poorrezaei	Nottingham Trent University
		C Pich	Nottingham Trent University

## Session 01.07 Algorithms: Constructing/Testing Theory in Marketing and Strategic Management via "Computing with Words"

Session Chair: Arch G. Woodside (Curtin University)

Time: 8:00–9:15, July 27, 2018

Room: TBD

<b>a496</b>	<b>Constructing configurational indicators for creating industrial tourism value: A tourism-value-chain application</b>	Fei-Hsin Huang	Lunghwa University of Science and Technology
		Yi-Jen Ye	National Taiwan Sport University
		Li-Hua Hsin	Lunghwa University of Science and Technology
<b>a497</b>	<b>Testing a model of destination image formation: Application of nonparametric Bayesian relational modelling to destination image analysis</b>	Fumiko Kano Glückstad	Copenhagen Business School
		Mikkel N. Schmidt	Technical University of Denmark
		Morten Mørup	Technical University of Denmark
<b>a499</b>	<b>Assessing destination-repositioning success via social network analysis: From the “Atlantic Beack Bike Festival” to the “Coastal Uncorked Wine and Food Festival”</b>	Bomi Kang	Coastal Carolina University
		Taylor Damonte	Coastal Carolina University
		Young-Jae Kim	Chung-Ang University
		Eun-Joo Cha	Chung-Ang University
<b>a498</b>	<b>Configurations of cognitive and affective responses forming customer attitude toward a luxury brand</b>	Sooyun Kim	Yonsei University
		Sunmee Choi	Yonsei University

## Session 01.08 Digital and Technology Driven Marketing I

Session Chair: Juran Kim (Jeonju University)

Time: 8:00-9:15, July 27, 2018

Room: TBD

<b>a207</b>	<b>Factors influencing the acceptance of smart home applications</b>	Marco Hubert	Aarhus University
		Markus Blut	Aston University
		Christian Brock	University of Rostock
		Ruby Wenjiao Zhang	Newcastle University
<b>a208</b>	<b>The influence of weather on the effectiveness of multiple advertising channels</b>	Felix Rafael Maria Weißmüller	Ludwig-Maximilians-Universität Munich
		Lisa Stoll	Ludwig-Maximilians-Universität Munich
<b>a210</b>	<b>Technology-driven flipped learning in marketing courses</b>	Seungmook Kang	Jeonju University
		Juran Kim	Jeonju University
<b>a209</b>	<b>The evolution of a new online digital market: A multi-stakeholder perspective</b>	Mayukh Dass	Texas Tech University
		Piyush Kumar	University of Georgia
		Srinivas K. Reddy	Singapore Management University
<b>a206</b>	<b>Conceptual framework for modeling the agile marketing capability</b>	Ludovica Moi	University of Cagliari
		Francesca Cabiddu	University of Cagliari
		Moreno Frau	University of Cagliari



## Session 01.09 Advertising and Branding I

Session Chair: Hyokjin Kwak (Drexel University)

Time: 11:10-12:40, July 27, 2018

Room: TBD

<b>a219</b>	<b>Immoral Metaphors in Advertising Increase Consumer Indulgence</b>	Jasmina Ilicic	Monash University
		Stacey M. Baxter	The University of Newcastle
		Alicia Kulczynski	The University of Newcastle
<b>a220</b>	<b>Brand “Minds” about you: How interpersonal personalization of brand affects the brand personality</b>	Hua Chang	Towson University
		Pielah Kim	Philadelphia University/Thomas Jefferson University
<b>a221</b>	<b>The third-person perception of sex appeals on hedonic and utilitarian product Ads - The Role of Public Exposure to Sexual Stimuli</b>	Nezahat Ekici	Karamanoglu Mehmetbey University
		B. Zafer Erdogan	Anadolu University
		Michael Basil	University of Lethbridge
<b>a222</b>	<b>The effects of ingredient anthropomorphism on consumption decisions</b>	Wen-Hsien Huang	National Chung Hsing University
		Chun-Ming Yang	Ming Chuan University
<b>a227</b>	<b>Photoshopping of models in advertising: A review of the literature and future research agenda</b>	Charles R. Taylor	Villanova University
		Danielle Brienne Smith	Villanova University
		Yoon-Na Cho	Villanova University
		Carissa Anthony	Villanova University

## Session 01.10 Customer Engagement in Tourism and Hospitality Services I

Session Chairs: Kevin Kam Fung So (University of South Carolina)

Xiang (Robert) Li (Temple University)

Time: 8:00-9:15, July 27, 2018

Room: TBD

<b>a605</b>	<b>Customer engagement in posting reviews: Empirical evidence from public vs. paid attractions</b>	Xianwei Liu	Nanjing Audit University
		Markus Schuckert	The Hong Kong Polytechnic University
		Rob Law	The Hong Kong Polytechnic University
<b>a607</b>	<b>Engagement and value co-creation: The internal fostering and hindering (f)actors of customer's engagement in the hotel experience</b>	Clement Naapire	University of Minho
		Joaquim Silva	University of Minho
		Helena Maria Baptista Alves	University of Beira Interior
<b>a608</b>	<b>Pathways to customer engagement: Qualitative insights</b>	Kati Kasper-Brauer	University of Applied Sciences Zwickau
		Margit Enke	Freiberg Technical University
		Anna Nauen	Freiberg Technical University
<b>a613</b>	<b>Expanding understanding of customer engagement: A subtle co-creation process at restaurants</b>	Eojina Kim	Virginia Tech
		Liang (Rebecca) Tang	Iowa State University
<b>a611</b>	<b>Derived from interaction: Developing a customer engagement model in wellness tourism</b>	Lishan Xie	Sun Yat-sen University
		Xinhua Guan	Guangdong University of Finance and Economics
		Yingxin He	Sun Yat-sen University
		Tzung-Cheng (TC) Huan	National Chung Hsing University
<b>a614</b>	<b>How firm-customer interactions impact customer engagement behaviors? An empirical study of hospitality and tourism services</b>	Tingting Zhang	University of Central Florida
		Pei Zhang	University of Kentucky
<b>a705</b>	<b>An integrated empirical analysis of service innovation with mediation-moderation model</b>	Chih-Hsing Liu	Ming Chuan University
		Wei-Long Lee	National Kaohsiung University of Applied Science
		Bernard Gan	Griffith University.

## Session 02 (9:30–11:00, July 27, 2018)

### Session 02.01 Digital and Social Media Marketing in Global Business Environment II

Session Chair: Kyung Hoon Kim (Changwon National University)

Time: 9:30–11:00, July 27, 2018

Room: TBD

<b>a086</b>	<b>Ending bowling alone: Co-creating values and building social capital via customer engagement in social media</b>	Tingting Zhang	University of Central Florida
		Po-Ju Chen	University of Central Florida
<b>a052</b>	<b>Determining factors in the adoption of P2P payment systems</b>	Francisco Liébana-Cabanillas	University of Málaga
		Arnold Japutra	University of Western Australia
<b>a053</b>	<b>Susceptibility to social influence: Its effects on online service recovery bystanders</b>	Wolfgang Weitzl	University of Vienna
		Clemens Hutzinger	Private University Seeburg Castle
<b>a054</b>	<b>New wave of digital tailored fashion marketing with social media</b>	Priscilla Y. L. Chan	Manchester Metropolitan University
		P. Y. Mok	The Hong Kong Polytechnic University
<b>a055</b>	<b>Impact of online information on the diffusion of movies: Difference between the us and Korean markets</b>	Youseok Lee	Seoul National University
		Kyoung Cheon Cha	Dong-A University
		Sang-Hoon Kim	Seoul National University
<b>a056</b>	<b>Millionaires and geo-tags: Investigating millennials' display of experiential luxury on Instagram</b>	Marina Leban	ESCP Europe
		Benjamin Voyer	ESCP Europe
<b>a111</b>	<b>The influence of the sharing platform socialization on the consumers' intention to participate - trust as a mediator</b>	Peng Zou	Harbin Institute of Technology
		Di Huo	Harbin Institute of Technology
		Yixin Li	Harbin Institute of Technology
<b>a112</b>	<b>The driving factors of the relationship of parasocial interaction in SNS environment and its impact on customer equity</b>	Chunlin Yuan	Henan University
		Kyung hoon Kim	Changwon National University
		Juran Kim	Jeonju University
<b>a113</b>	<b>Impact of brand experience on customer assets in virtual community environment: Value co-creation perspective</b>	Xiaolei Yu	Henan University
		Kyung hoon Kim	Changwon National University
		Tony C. Garrett	Korea University
		Chunlin Yuan	Henan University

## Session 02.02 Leveraged Marketing Communications II

Session Chairs: Sukki Yoon (Bryant University)

Yung Kyun Choi (Dongguk University)

Kacy Kim (Elon University)

Time: 9:30-11:00, July 27, 2018

Room: TBD

<b>a541</b>	<b>The effect of brand communities on consumers' public and private brand loyalty</b>	Mark Mills	Leeds University Business School
		Magnus Hultman	Leeds University Business School
		Aristeidis Theotokis	Leeds University Business School
<b>a540</b>	<b>Examining the 4RS of employee green behavior</b>	Cristina Ciocirlan	Elizabethtown College
		Diana Gregory-Smith	University of Birmingham
		Danae Manika	Newcastle University
		Victoria. K. Wells	University of York
<b>a544</b>	<b>Videotisements: An emerging advertising medium targeting childre</b>	Claire Lambert	Edith Cowan University
		Alvin Lee	Deakin University
<b>a542</b>	<b>Does perceptual fluency of celebrity recognition influence celebrity endorsement advertising?</b>	Yongdan Liu	University of Macau
		Matthew Tingchi Liu	University of Macau
<b>a546</b>	<b>The role of thinking style in consumer reactions to corporate social responsibility</b>	Yoshiko DeMotta	Fairleigh Dickinson University
		Catherine Janssen	IESEG School of Management
		Sankar Sen	CUNY Baruch College
<b>a543</b>	<b>How video blogger (Vlogger) affects parasocial interaction and brand</b>	Matthew Tingchi Liu	University of Macau
		Pamela Lam I Kei	University of Macau
		Yongdan Liu	University of Macau
		Ting-Hsiang Tseng	Feng Chia University (FCU)

## Session 02.03 Social Media and Luxury Brand Communication II

Session Chair: Eunju Ko (Yonsei University)

Time: 9:30-11:00, July 27, 2018

Room: TBD

<b>a397</b>	<b>Multidimendions of consumer value communication toward online luxury purchasing: The role of social media word-of-mouth</b>	Jungkun Park	Hanyang University
		Sang-Lin Han	Hanyang University
		Hyowon Hyun	Hanyang University
<b>a392</b>	<b>Materialism, morality, and skepticism in millennials' social media usage and communication: insights from the luxury fashion context</b>	Lamberto Zollo	University of Florence
		Sukki Yoon	Bryant University
		University of Florence	University of Florence
<b>a399</b>	<b>Luxury brand communication on social media: A qualitative study of the Chinese market</b>	University of Florence	University of Florence
		Lala Hu	Ca' Foscari University of Venice
<b>a398</b>	<b>To converge or diverge: The effect of localized celebrity endorsements on social media interactions and perceived brand luxury</b>	Shubin Yu	Peking University
		Yangjuan Hu	Peking University
<b>a400</b>	<b>Exploring Storytelling Elements in Marketing</b>	Yun-Chia Tang	Tunghai University
		Li-Wei Wu	Tunghai University
<b>a396</b>	<b>Can't help falling in love: How luxury brands generate consumer affect in social media</b>	Jan-Frederik Gräve	University of Hamburg
		Marius Johnen	University of Hamburg
		Sina Kaltenbach	University of Hamburg
		Timo Mandler	University of Hamburg

## Session 02.04 Cross Cultural Consumers and Globalization II

Session Chairs: Hector Gonzalez-Jimenez (University of York)

Fernando Fastoso (University of York)

Katharina Petra Zeugner-Roth (IESEG School of Management)

Time: 9:30-11:00, July 27, 2018

Room: TBD

<b>a456</b>	<b>One day without mobile devices: An Experience Sampling Method to study cross-cultural experiences with mobile devices in people's daily life</b>	Yoko Sugitani	Sophia University
		Riccardo Rialti	University of Florence
<b>a458</b>	<b>Bicultural brand personality model: A case of Japan and the U.S.</b>	Satoko Suzuki	Hitotsubashi University
		Satoshi Akutsu	Hitotsubashi University
		Mayomi Haga	Osaka University of Economics
<b>a457</b>	<b>Self-country connection: Development and validation of a scale</b>	Sergio Garrido Moraes	Escola Superior de Propaganda e Marketing (ESPM)
		Vivian Iara Strehlau	Escola Superior de Propaganda e Marketing (ESPM)
		Julio César Bastos de Figueiredo	Escola Superior de Propaganda e Marketing (ESPM)
<b>a455</b>	<b>The influence of visual attention on ad variation effectiveness: A cross-cultural investigation on recall and attitudes towards a brand</b>	Ivanka Wong	London School of Economics
		Benjamin G. Voyer	ESCP Euro
<b>a453</b>	<b>Export market orientation (EMO): Assessment of research trend, status and future agenda</b>	Anisur R. Faroque	Lappeenranta University of Technology
		Yoshi Takahashi	Hiroshima University
		Mohammad Osman Gani	Hiroshima University
		Olli Kuivalainen	Lappeenranta University of Technology/ University of Manchester
<b>a459</b>	<b>Managing cultural distinctiveness within home swapping</b>	Nicole Ye Yang	The University of Melbourne
		Angela Paladino	The University of Melbourne

## Session 02.05 Research Methodologies in Management and Marketing II

Session Chairs: Isaac Cheah (Curtin University)

Yang Sun (Zhejiang SCI-TECH University)

Cheng Hua (Zhejiang SCI-TECH University)

Time: 9:30-11:00, July 27, 2018

Room: TBD

<b>a476</b>	<b>100% vs. 200% price matching guarantees</b>	Dong-Hee Koh	Hanyang University at ERICA campus
<b>a472</b>	<b>The influence of customers resistance innovation towards customers attrition based on fsQCA: A case study of smartphone App</b>	Minyi Chen	Zhejiang SCI-TECH University
		Yang Sun	Zhejiang SCI-TECH University
		Helen (Huifen) Cai	Business School Middlesex University London
		Cheng Hua	State Street Technology (Zhejiang) Co., LTD
		Jiaolong Zhang	Zhejiang SCI-TECH University
<b>a478</b>	<b>The impact of supply chain integration on market flexibility for electric vehicle development in thailand: a structural equation model</b>	Nitipon Tansakul	Thammasat University / Japan Advanced Institute of Science and Technology
		Suthathip Suanmali	Thammasat University
		Kunio Shirahada	Japan Advanced Institute of Science and Technology
<b>a473</b>	<b>The Relationship between low quality product and consumer choice</b>	Qianhui Shen	Zhejiang SCI-TECH University
		Yang Sun	Zhejiang SCI-TECH University
<b>a480</b>	<b>Assessing measurement invariance on consumer perceived value: Cross-group comparisons</b>	Hyo Jin Eom	Korea University
		Laura (Zhenqiu) Lu	The University of Georgia

## Session 02.06 Web Text data and Big Data based Marketing

Session Chair: Jaihak Chung (Sogang University)

Time: 9:30-11:00, July 27, 2018

Room: TBD

<b>a026</b>	<b>Differences in online ratings: Cross-platform and longitudinal analyses</b>	Chun-Yao Huang	National Taiwan University
		Ping-Yu Liu	National Taiwan University
<b>a027</b>	<b>Social media intelligence to generate leads: Focus on social media analytics techniques &amp; key performance indicator</b>	Sookhyun Kim	East Tennessee State University
<b>a028</b>	<b>Analysing sentiments of online reviews on restaurants in Malaysia: a novel approach to descriptive and predictive analytics</b>	Kok Wei KHONG	The University of Nottingham Malaysia Campus
		Fon Sim Ong	The University of Nottingham Malaysia Campus
		Muritala, Babajide AbuBakr	The University of Nottingham Malaysia Campus
		Yeoh, Ken Kyid	The University of Nottingham Malaysia Campus
<b>a029</b>	<b>Big data in family business marketing activities decisions</b>	Isabel Torres	Universidade Lusíada - Norte
		Paula Rodrigues	Universidade Lusíada - Norte
		Adélia Monarca	Universidade Lusíada - Norte
		Miguel Guerreiro	Universidade Lusíada - Norte
<b>a030</b>	<b>Evaluating real-time mobile coupons via field experiments</b>	Yeohong Yoon	Yonsei University
		Jeonghye Choi	Yonsei University
		Sarang Sunder	Texas Christian University
		Minakshi Trivedi	Texas Christian University



## Session 02.07 Wearable Technologies, Sustainability and Brand-building in the Luxury, High-end Cultural and Creative Industries

Session Chairs: Michel Phan (Emlyon Business School)

Klaus Heine (Emlyon Business School)

Time: 9:30–11:00, July 27, 2018

Room: TBD

<b>a267</b>	<b>Understanding contemporary luxury experience: Two contrasting propositions</b>	Jennifer Huh	University of Minnesota
		Hye-Young Kim	University of Minnesota
<b>a271</b>	<b>How does design of luxury hybrids appeal to consumers? A study of consumers' intentions to buy wearables</b>	Mona Mrad	Lebanese American University
		Marzena Nieroda	University of Manchester
		Charles Cui	University of Manchester
		Michael Solomon	Saint Joseph's University
<b>a272</b>	<b>Is (new) luxury expensive?</b>	Klaus Heine	Emlyon Business School
		Michel Phan	Emlyon Business School
		Michel Gutsatz	Kedge Business School
<b>a268</b>	<b>The impact of luxury parent brand status signaling on line extension evaluation: The moderating role of extension authenticity, fit and quality</b>	Jean Boisvert	American University of Sharjah
<b>a273</b>	<b>Exploring millennial consumers' perceptions, attitudes and purchase intentions towards luxury fashion wearable technology (smart watches)</b>	Marta Blazquez Cano	University of Manchester
		Bethan Alexander	University of the Arts
		Karie Fung	University of the Arts
<b>a270</b>	<b>Wearable Technologies, Sustainability and Luxury Brands: The case of Vacheron Constantin</b>	Ashok SOM	ESSEC Business School
<b>a269</b>	<b>How individuals' value orientation can influence luxury consumption?</b>	George Balabanis	Cass Business School
		Anastasia Stathopoulou	University of Monaco

## Session 02.08 Digital and Technology Driven Marketing II

Session Chair: Juran Kim (Jeonju University)

Time: 9:30-11:00, July 27, 2018

Room: TBD

<b>a204</b>	<b>Influences of VR Experience on Purchase Intention</b>	Juran Kim	Jeonju University
		Seungmook Kang	Jeonju University
<b>a205</b>	<b>Here and there – bridging the psychological distance between service provider and customer through virtual reality</b>	Daniel Zimmermann	Ludwig-Maximilians-University
<b>a216</b>	<b>The influence of consumer belief about using mobile Touch ID for in-app payments: The roles of perceived convenience, security, and privacy</b>	Eunsin Joo	Michigan State University
<b>a213</b>	<b>Diffusion and prevention of misbehavior in collaborative consumption platform</b>	Joonheui Bae	Kyungpook National University
		Dong-Mo Koo	Kyungpook National University
<b>a217</b>	<b>Impact of immersive virtual environment technology (IVET) experience on brand attitude and purchase intention</b>	Jiyoung Kim	University of North Texas
		Sejin Ha	University of Tennessee
		Hwai-Ping Cheng	University of North Texas
		Kimberly Nix	University of North Texas
		Jihye Ellie Min	University of North Texas
<b>a430</b>	<b>Firm, customer or others initiated touchpoints: which instant experiences really drive behavior and satisfaction along customer journeys? - A holistic mobile-tracking approach</b>	Umut Konuş	University of Amsterdam
		Hugh N. Wilson	Cranfield University
		Emma K. MacDonald	Cranfield University
		Jing Li	Eindhoven University of Technology
		Fred Langerak	Eindhoven University of Technology
<b>a211</b>	<b>Online shopping cart abandonment: Consumer motives and effective countermeasures</b>	Julian F Allendorf	University of Muenster
		Mirja Kroschke	University of Muenster
		Manfred Krafft	University of Muenster

## Session 02.09 Advertising and Branding II

Session Chair: Hyokjin Kwak (Drexel University)

Time: 9:30-11:00, July 27, 2018

Room: TBD

<b>a228</b>	<b>The role of ambiguity in the effectiveness of sustainability labeling</b>	Yoon-Na Cho	Villanova University
		Charles R Taylor	Villanova University
<b>a225</b>	<b>The effect of moving direction on product preference</b>	I-Shan Hsieh	Waseda University
		Ryoka Asakura	Waseda University
		Yuri Komon	Waseda University
		Shota Narukawa	Waseda University
		Ryoichiro Mitsuda	Waseda University
		Mayuko Nishii	Waseda University
		Takeshi Moriguchi	Waseda University
<b>a229</b>	<b>A content analysis of USA food and beverage advertisements on children's television: Focus on health promotion and other persuasion techniques</b>	Kanae Suzuki	University of Tsukuba
		Michelle R. Nelson	University of Illinois at Urbana-Champaign
<b>a224</b>	<b>The relative effectiveness of superiority and parity claims in comparative advertising: Construal level theory perspective</b>	Chia-Yi Chen	National Pingtung University of Science and Technology
<b>a226</b>	<b>Effect of product message type (novelty and meaningfulness) on new product evaluation with spendthrift and tightwad consumers</b>	Taehyun Suh	Yonsei University
		Byung Kyu Kim	Yonsei University
		Subin Im	Yonsei University

## Session 02.10 Customer Engagement in Tourism and Hospitality Services II

Session Chairs: Kevin Kam Fung So (University of South Carolina)

Xiang (Robert) Li (Temple University)

Time: 9:30-11:00, July 27, 2018

Room: TBD

<b>a612</b>	<b>Analysing customer engagement on social network platforms devoted to tourism and hospitality</b>	Ricardo Godinho Bilro	Instituto Universitário de Lisboa (ISCTE-IUL) and Business Research Unit (BRU/UNIDE)
		Sandra Maria Correia Loureiro	Instituto Universitário de Lisboa (ISCTE-IUL) and Business Research Unit (BRU/UNIDE)
		João Guerreiro	Instituto Universitário de Lisboa (ISCTE-IUL) and Business Research Unit (BRU/UNIDE)
<b>a629</b>	<b>A textual analysis of triple starred restaurants' websites and their reviews in dining guides</b>	Nathalie Montargot	CRM La Rochelle Business School
<b>a617</b>	<b>Tourism sharing economy and wellbeing</b>	Yousra Asaad	Newcastle University
		Yi-Chuan Wang	Newcastle University
<b>a616</b>	<b>The royalty implications of customer involvement in new product development: Findings from the mogul co-creation community</b>	Marianna Sigala	University of South Australia
<b>a655</b>	<b>Affect and cognition in sharing economy-based experiential tourism</b>	Aso, K	Akita International University
		Nakagawa, H	Akita International University
		Sussan, F	Akita International University
<b>a618</b>	<b>Explore the impact of tourist-to-tourist on tourism experience: A self-disclosure perspective</b>	Meng Zhang	Southwestern University of Finance and Economics
		Hongxia Lin	Southwestern University of Finance and Economics
		Xiaorong Fu	Southwestern University of Finance and Economics
<b>a702</b>	<b>Exploring the perceived richness of consumer-generated media: A clustering approach</b>	Julian K. Ayeh	United Arab Emirates University
<b>a704</b>	<b>Animosity and travel intention among Chinese outbound tourists</b>	Qionglei Yu	Canterbury Christ Church University
		Dorothy Yen	University of Brunel
		Rong Xiang	Zhejiang Gongshang University

## Session 03 (11:10-12:40, July 27, 2018)

### Session 03.01 Digital and Social Media Marketing in Global Business Environment III

Session Chair: Kyung Hoon Kim (Changwon National University)

Time: 11:10-12:40, July 27, 2018

Room: TBD

<b>a058</b>	<b>How nutrition-fact information influences online food sales</b>	Peng Zou	Harbin Institute of Technology
		Jingwen Liu	Harbin Institute of Technology
		Yixin Li	Harbin Institute of Technology
<b>a059</b>	<b>Impact of culture on social media use: how, when, and why?</b>	Jae Min Jung	California State Polytechnic University-Pomona
		Kyeong Sam Min	University of New Orleans
		Kristen R. Schiele	California State Polytechnic University-Pomona
		Anthony Kim	California State Polytechnic University-Pomona
		Jing Hu	California State Polytechnic University-Pomona
		Xin Liu	California State Polytechnic University-Pomona
		Curtis P. Haugtvedt	The Ohio State University
		James J. Kellaris	University of Cincinnati
<b>a060</b>	<b>Modern versus traditional luxury brand digital strategy</b>	Kirsten L. Cowan	NEOMA Business School
		Alena Kostyk	NEOMA Business School
<b>a061</b>	<b>Disentangling the “social sharing paradox”: A three-market study of privacy, trusting beliefs and information disclosure in social media</b>	Margherita Pagani	Emlyon Business School
		Alessandro Ferrari	Facebook, Milan
<b>a063</b>	<b>The impact of brand love in building brand loyalty among young consumers</b>	Ana Rita Sousa	Universidade do Porto, Faculty of Economics
		Amélia Brandão	Universidade do Porto, Faculty of Economics
		Paula Rodrigues	Lusíada University North, Faculty of Economics and Management
<b>a590</b>	<b>Importance of watcher's role in social media: Relationship between presentation-focus and social empowerment on social media usage</b>	Jin Suk Kim	Yonsei University
		Jeong Hye Choi	Yonsei University
		Subin Im	Yonsei University
<b>c001</b>	<b>The relationship between consumer clicks and advertiser bids in search advertising</b>	Alex Jiyoung Kim	Ewha Womans University
		Sungha Jang	Kansas State University
		Hyun S. Shin	Hanyang University
<b>c009</b>	<b>Underlying factors of virtual reality shopping and moderating effects of time distortion: Extension of the Virtual Liminal Theory</b>	Sang-Lin Han	Hanyang University
		Myoung-a An	Hanyang University
		Jerry J. Han	University of Texas - Austin
		Jiyoung Lee	University of Texas - Austin
<b>a106</b>	<b>Social network analysis for Sephora and Ulta beauty: A use of ego-centered and whole network analysis</b>	Nicholas M. Watanabe	University of South Carolina
		Jiyeon Kim	University of South Carolina
		Joohyung Park	University of South Carolina

## Session 03.02 Leveraged Marketing Communications III

Session Chairs: Sukki Yoon (Bryant University)

Yung Kyun Choi (Dongguk University)

Kacy Kim (Elon University)

Time: 11:10-12:40, July 27, 2018

Room: TBD

<b>a548</b>	<b>The effect of celebrity endorsement on sustainable firm value: Evidence from the Korean telecommunication industry</b>	Moon Young Kang	Korea Advanced Institute of Science and Technology
		Yonglim Choi	Korea Advanced Institute of Science and Technology
		Jeonghye Choi	Yonsei University
<b>a554</b>	<b>Keep me posted! CSR communication and its impact on favorable employees' outcomes</b>	Sarah Desirée Schaefer	Alpen-Adria Universitaet Klagenfurt
		Sandra Diehl	Alpen-Adria Universitaet Klagenfurt
		Ralf Terlutter	Alpen-Adria Universitaet Klagenfurt
<b>a550</b>	<b>Ego-self to eco-self: How do we form the ecological self?</b>	Vimala Kunchambo	Business & Economics, Monash University Malaysia
		Christina K. C. Lee	Business & Economics, Monash University Malaysia
		Jan Brace Govan	Business & Economics, Monash University Australia
<b>a549</b>	<b>Managing latent corporate sustainability crises: The effects of crisis content and CSR specificity</b>	Guido Grunwald	Osnabrück University of Applied Sciences/MKT
		Jürgen Schwill	Brandenburg University of Applied Sciences
<b>a572</b>	<b>Doing well by doing good: How marketers can utilize digital marketing platforms to create shared value with consumers</b>	Kacy Kim	Elon University
<b>a553</b>	<b>Be true to yourself or try hard to please others: Preventing conspicuous consumption</b>	Sungeun (Ange) Kim	Auckland University of Technology
		Jungkeun Kim	Auckland University of Technology
		Roger Marshall	Auckland University of Technology
		Yuri Seo	Auckland University of Technology

## Session 03.03 Social Media and Luxury Brand Communication III

Session Chair: Eunju Ko (Yonsei University)

Time: 11:10-12:40, July 27, 2018

Room: TBD

<b>a401</b>	<b>Why do we like commenting and sharing in social media? An online approach of luxury brand communication</b>	Xiaoming Lu	Edinburgh Napier University
		Mizan Rahman	University of Lincoln
<b>a408</b>	<b>"“We” treat reason and emotion equally: How social media influence on consumers' luxury value perception"</b>	Bruno Godey	NEOMA Business School
		Jungsun Cho	NEOMA Business School
<b>a402</b>	<b>Effect of Product Message Type (Novelty and Meaningfulness) on New Product Evaluation with Spendthrift and Tightwad Consumers</b>	Taehyun Suh	Yonsei University
		Byung Kyu Kim	Yonsei University
		Subin Im	Yonsei University
<b>a405</b>	<b>Social media and luxury product purchase: Developing an effective strategy to reduce the consumption of ivory products in China</b>	Ge Xiao	Wilkes University
		Shaokang Wang	Wilkes University
<b>a407</b>	<b>Consumer-brand knowledge through social media environments: An analytical approach on the multi-vocal nature of the brand</b>	Silvia Ranfagni	University of Florence
		Matilde Milanesi	University of Florence
		Simone Guercini	University of Florence
<b>a394</b>	<b>Anthropomorphism in luxury goods and luxury service brand evaluations</b>	Seonjeong Ally Lee	Kent State University
		Haemoon Oh	University of South Carolina

## Session 03.04 Cross Cultural Consumers and Globalization III

Session Chairs: Hector Gonzalez-Jimenez (University of York)

Fernando Fastoso (University of York)

Time: 11:10-12:40, July 27, 2018

Room: TBD

<b>a465</b>	<b>How does personality congruence help to explain luxury brand attachment? The results of an international research study</b>	Laura Grazzini	University of Florence
		Raffaele Donvito	University of Florence
		Gaetano Aiello	University of Florence
		Daniele Pederzoli	NEOMA Business School
		Bruno Godey	NEOMA Business School
		Klaus-Peter Wiedmann	Leibniz University Hannover
		Chris Halliburton	ESCP Europe
		Priscilla Chan	Manchester Metropolitan University
<b>a461</b>	<b>Feedback framing in loyalty programs: A cross-cultural investigation</b>	Morgan X. Yang	Hang Seng Management College
		Kevin J. Zeng	Hang Seng Management College
		Haksin Chan	Hang Seng Management College
<b>a464</b>	<b>The role of country-of-origin in advertising</b>	Katharina Petra Zeugner-Roth	IESEG School of Management
		Fabian Bartsch	IESEG School of Management
<b>a462</b>	<b>The end of aspiration? How Chinese consumers still value aspiration over authenticity in branding</b>	Fernando Fastoso	University of York
		Hector Gonzalez-Jimenez	University of York
		Siqi Wang	University of York
<b>a466</b>	<b>Consumer arrogance: A cross-cultural validation in turkey and Romania</b>	Betul Balickioglu	Mustafa Kemal University
		Muzeyyen Arslan	Mustafa Kemal University
<b>a451</b>	<b>Cultures and counterfeits are not created equal: Consideration of counterfeits differs across cultures</b>	Steven Chan	Yeshiva University
		Nelson Amaral	American University



## Session 03.05 Strategic Market Management

Session Chair: Jong-Ho Lee (Korea University Business School)

Time: 11:10-12:40, July 27, 2018

Room: TBD

<b>a138</b>	<b>Proactive and responsive market orientation on marketing exploration and firm performance</b>	Lancy Mac	University of Macau
		Felicitas Evangelista	Western Sydney University
<b>a141</b>	<b>Marketing in the steady-state economy: Conceptual model and propositions</b>	Akinori Iwamoto	Kansai University
		Satoko Suzuki	Hitotsubashi University
		Tomoko Kawakami	Waseda University
<b>a142</b>	<b>Customers' continued use of customer participation service formats: A quality typology and the impact of socialization</b>	Sandra Streukens	Hasselt University
		Sara Leroy-Werelds	Hasselt University
<b>a135</b>	<b>From business strategy and social capital perspective to travel agencies' competitive advantage</b>	Chih-Hsing Liu	Ming Chuan University
		Jeou-Shyan Horng	JinWen University of Science & Technology
		Sheng-Fang Chou	Ming Chuan University
		Yung-Chuan Huang	Ming Chuan University
		Wei-Long Lee	National Kaohsiung University of Science and Technology
<b>a136</b>	<b>A study of strategic alliances, marketing capability, and firm value</b>	Woo Li Ko	Korea University
		Sang Yong Kim	Korea University
		Jong Ho Lee	Korea University
<b>a137</b>	<b>The effect of loyalty program introduction on stock returns</b>	Ashkan Faramarzi	HEC Paris
		Mehdi Nezami	University of Illinois at Urbana-Champaign

## Session 03.06 Consumer Decision Making and Consumer Signaling I

Session Chair: Alisara Rungnontarat CHARINSARN (Thammasat University)

Time: 11:10-12:40, July 27, 2018

Room: TBD

<b>a285</b>	<b>Popularity effect: An informational cascade perspective</b>	Sally Rao Hill	The University of Adelaide
		Karen Kao	The University of Adelaide
		Indrit Troshani	The University of Adelaide
<b>a287</b>	<b>Mindsets, deal proneness and compulsive buying</b>	Arnold Japutra	University of Western Australia
		Zening Song	Beijing Foreign Studies University
		Ahmad Daryanto	Lancaster University
<b>a286</b>	<b>Stress and consumer ethical beliefs: The role of construal level and materialism</b>	Yuanyuan Liu	School of Management, Xi'an Jiaotong University
		Yeyi Liu	Leeds University Business School, University of Leeds
		Xi Zhao	School of Management, Xi'an Jiaotong University
<b>a284</b>	<b>Factors influencing Chinese consumers' green purchase behavior: An examination and extension of theory of planned behavior (TPB)</b>	Matthew Tingchi Liu	University of Macau
		Di Liu	University of Macau
<b>a288</b>	<b>Trilateral service recovery constellations: Who is my friend to form a coalition?</b>	Roschk Holger	Alpen-Adria-Universität Klagenfurt
		Feyertag Christina	Alpen-Adria-Universität Klagenfurt
		Aydin Nilüfer	Alpen-Adria-Universität Klagenfurt
		Trabold Wendy	Alpen-Adria-Universität Klagenfurt
<b>a304</b>	<b>Consciousness of decision making in Thai Culture: The case of Santi Asoke</b>	Nudchanart Kitsanarom	Nakhon Si Thammarat Rajabhat University
		Pimlapas Pongsakornrungrungsilp	Walailak University
		Siwarit Pongsakornrungrungsilp	Walailak University

## Session 03.07 Public Policy, Legal, and Ethical Issues in Marketing I

Session Chair: Steven W. Kopp (University of Arkansas)

Time: 11:10-12:40, July 27, 2018

Room: TBD

<b>a017</b>	<b>Does it matter? The relationship between environmental information disclosure in advertising and consumer ethical behaviors</b>	Hsiu-Hua Chang	Feng Chia University
<b>a018</b>	<b>How can morality-irrelevant inspiration lead to morality behavior?</b>	Jianping Liang	Sun Yat-sen University
		Zengxiang Chen	Sun Yat-sen University
		Jing Lei	The University of Melbourne
<b>a016</b>	<b>Exploring potential factors that reduce consumers' purchase intention towards fast fashion products</b>	Wenyeh Huang	Yuan Ze University
		Lan Anh Nguyen	Yuan Ze University
<b>a020</b>	<b>Paid posts in blogs: No need for regulations. Good intentions are more important than disclosure</b>	Karine Charry	Université Catholique de Louvain
		Alice Audrezet	ISG International Business School
<b>a019</b>	<b>Conspicuous Green Purchase intention: The Mediating Role of Consumer Ethics and Conspicuous Consumption</b>	Lawrence W.T. Lo	Hang Seng Management College

**Session 03.08 Special Session: Tips for Publishing Impactful Research in Marketing**

Time: 11:10-12:40, July 27, 2018

Room: TBD

**Co-Chairs:** Christine Moorman (Duke University), Incoming Editor-in-Chief of Journal of Marketing  
Roland T. Rust (University of Maryland), Editor of International Journal of Research in Marketing

**Date:** July 28, 2018

**Venue:** Hotel New Otani Tokyo, Tokyo, Japan

**Time:** 11:10-12:40, July 27, 2018

**Room:** TBD

## Session 03.09 Relationship Marketing I

Session Chair: Li-Wei Wu (Tunghai University)

Time: 11:10-12:40, July 27, 2018

Room: TBD

<b>a366</b>	<b>Testing the influence of inertia on post-recovery behavior</b>	Christian Brock	University of Rostock
		Markus Blut	Aston University
		Heiner Evanschitzky	Aston University
<b>a368</b>	<b>An inquiry on engagement behavior and customer relationship in omni-channel retailing</b>	Ushio Dazai	Fukuoka University
		Akihiro Nishihara	Asia University
		Takashi Okutani	Oisix.daichi Inc.
		Hiroyuki Tsurumi	Yokohama National University
<b>a369</b>	<b>Analyzing factors that influence brand resonance among alumni (as past customers) to develop brand equity for higher education brands</b>	Monica Khanna	K.J Somaiya Institute of Management Studies & Research
		Isaac Jacob	K.J Somaiya Institute of Management Studies & Research
		Anjali Chopra	K.J Somaiya Institute of Management Studies & Research
<b>a367</b>	<b>The role of competition in customer equity management</b>	Tae Ho Song	Pusan National University
		Ji Yoon Kim	Chonnam National University
<b>a373</b>	<b>Differences between consumers' and employees' brand images of a food company</b>	Miho Aizawa	Chuo University
		Yasushi Kyutoku	Chuo University
		Erina Yoshida	Chuo University
		Yuko Minami	Nichirei Ltd.
		Ippeita Dan	Chuo University
<b>a370</b>	<b>The practice of relationship marketing strategies</b>	ABM Shahidul Islam	University of Dhaka

### Session 03.10 Customer Engagement in Tourism and Hospitality Services III

Session Chairs: Kevin Kam Fung So (University of South Carolina)

Xiang (Robert) Li (Temple University)

Time: 11:10-12:40, July 27, 2018

Room: TBD

<b>a625</b>	<b>Engaging cultural destination tourists with on-site activities</b>	Kuang-peng Hung	Ming Chuan University
		Norman Peng	University of Westminster
		Annie Chen	University of Roehampton
<b>a622</b>	<b>Service recover timing and compensation strategies under different intensities of negative emotions</b>	Xiaofei Tang	Southwestern University of Finance and Economics
		En-Chung Chang	Renmin University of China
		Xing Huang	Southwestern University of Finance and Economics
		Meng Zhang	Southwestern University of Finance and Economics
		Beixi Wen	Renmin University of China
<b>a629</b>	<b>A textual analysis of triple starred restaurants' websites and their reviews in dining guides</b>	Nathalie Montargot	CRM La Rochelle Business School
<b>a706</b>	<b>Free gift for customer experience in restaurants: Effects of timing of gift offers and consumption occasions</b>	Eunkyeong Jung	University of Tennessee at Knoxville
		Sejin Ha	University of Tennessee at Knoxville
<b>a639</b>	<b>Customer engagement in virtual tourism communities: Mediating customer identification and purchasing behaviors</b>	Xiaoyun Han	Sun Yat-sen University
		Lianlian Hua	Sun Yat-sen University
		Lin Hu	Sun Yat-sen University
<b>a701</b>	<b>Applying wireless analytics to track customer engagement level to pop-up food trucks</b>	Billy Sung	Curtin University, Australia
<b>a695</b>	<b>User engagement in festivals' virtual brand communities: Sónar festival twitter and Facebook</b>	Lluís Garay	Universitat Oberta de Catalunya
		Soledad Morales	Universitat Oberta de Catalunya
<b>a696</b>	<b>Social capital and private club members' perceptions in engaging social media</b>	MiRan Kim	Michigan State University
		Ronald F. Cichy	Michigan State University
<b>a697</b>	<b>Mitigating attributional bias through customer engagement</b>	Joohyung Park	University of South Carolina
		Sejin Ha	University of Tennessee

## Session 04 (13:40–15:10, July 27, 2018)

### Session 04.01 Digital and Social Media Marketing in Global Business Environment IV

Session Chair: Kyung Hoon Kim (Changwon National University)

Time: 13:40–15:10, July 27, 2018

Room: TBD

<b>a063</b>	<b>The impact of brand love in building brand loyalty among young consumers</b>	Ana Rita Sousa	Universidade do Porto
		Amélia Brandão	Universidade do Porto
		Paula Rodrigues	Lusíada University North
<b>a064</b>	<b>ASMR marketing in fashion brands using emotional commitment and nostalgia</b>	Minjung Baek	Kyung Sung University
		Hyeonju Jang	Kyung Sung University
		Heeju Chae	Kyung Sung University
<b>a065</b>	<b>The effectiveness of global brands social media communication in China: Evidence from Weibo</b>	Ke Chen	University of International Business & Economics
		Yi Xie	University of International Business & Economics
		Luping Zhu	University of International Business & Economics
		Zhuzhu Xu	University of International Business & Economics
<b>a066</b>	<b>Do narcissists engage more with luxury brands? Exploring the role of vanity on compulsive social media usage</b>	Shintaro Okazaki	King's Business School
<b>a070</b>	<b>Examining the antecedent and consequences of consumer engagement with visual branded content on Pinterest</b>	Jih-Syuan (Elaine) Lin	National Chengchi University
		Kuan-Ju Chen	National Central University
<b>a107</b>	<b>Immersive virtual environment technology (IVET) in marketing: Shaping consumer brand experience</b>	Jiyoung Kim	University of North Texas
		Sejin Ha	University of Tennessee
		Hwai-Ping Cheng	University of North Texas
		Kimberly Nix	University of North Texas
		Jihye Ellie Min	University of North Texas
<b>a108</b>	<b>Why recommend local rather than global brand online?</b>	Li ZHENG	Leeds University of Business School
<b>a109</b>	<b>Analysis of SNS activity as Leisure consumption - Focused on the SNS market activity of women consumers of the Twenties to Thirties</b>	Heejin Park	Kyung Sung University
		Sungkuk Choi	Kyung Sung University
		Heeju Chae	Kyung Sung University
<b>a110</b>	<b>The consumer shopping journey for grocery versus electronics: Exploratory evidence from Korea and China</b>	Jikyung (Jeanne) Kim	IE University
		Hyeasinn Song	Yonsei University
		Jeonghye Choi	Yonsei University
		Yongseob Kim	Sogang University and Kantar TNS
		Jeonghan Hong	UNIST

## Session 04.02 Leveraged Marketing Communications IV

Session Chairs: Sukki Yoon (Bryant University)

Yung Kyun Choi (Dongguk University)

Kacy Kim (Elon University)

Time: 13:40–15:10, July 27, 2018

Room: TBD

<b>a551</b>	<b>Do actions speak louder than words? The power of publicizing corporate social responsibility</b>	Junhee Seok	Seoul National University
		Youseok Lee	Seoul National University
		Byung-Do Kim	Seoul National University
<b>a552</b>	<b>Communicating the fair trade message: The roles of reputation and fit</b>	Jos Bartels	Tilburg University
		Machiel J. Reinders	Wageningen Economic Research
		Chrissie Broersen	MeMo <sup>2</sup> Amsterdam
		Sarah Hendriks	Tilburg University, Department of Communication and Information Sciences
<b>a554</b>	<b>Keep me posted! CSR communication and its impact on favorable employees' outcomes</b>	Sarah Desirée Schaefer	Alpen-Adria Universitaet Klagenfurt
		Sandra Diehl	Alpen-Adria Universitaet Klagenfurt
		Ralf Terlutter	Alpen-Adria Universitaet Klagenfurt
<b>a555</b>	<b>Illusion of processing fluency on pro-social campaigns: Unjustifiable efforts produce guilty feelings</b>	Yaeun Kim	Temple University
		Yaeri Kim	Seoul National University
		Vinod Venkatraman	Temple University
		Kiwan Park	Seoul National University
<b>a573</b>	<b>The effect of sensory fit on consumer evaluations on co-branding</b>	Jung Yong Ahn	Korea University
		Yongjun Sung	Korea University
<b>a556</b>	<b>Is sustainability so appealing? A focus on luxury industry</b>	Laura Grazzini	University of Florence
		Diletta Acuti	University of Pisa
		Valentina Mazzoli	University of Pisa
		Raffaele Donvito	University of Florence



## Session 04.03 Social Media and Luxury Brand Communication IV

Session Chair: Eunju Ko (Yonsei University)

Time: 13:40-15:10, July 27, 2018

Room: TBD

<b>a406</b>	<b>Marketing to Chinese millennials: Weibo as a marketing tool for luxury brand</b>	Rosy Boardman	University of Manchester
		Marta Blazquez cano	University of Manchester
		Shaoqianqian Deng	University of Manchester
<b>a716</b>	<b>Power motivation influences attitude towards luxury goods advertising after online social comparison</b>	Agung Sembada	Swinburne University of Technology
<b>a715</b>	<b>Cognitive computing and dynamic marketing to personalize for the next generation of luxury Swiss watch customers</b>	Wendy K. Bendoni	Woodbury University
		Maria Bashutkina	HES SO Haute école de gestion Arc
<b>a404</b>	<b>From envy to admiration: Repositioning luxury fashion brands as intentional agents on social media</b>	Bo Ra Joo	University of Minnesota
		Hye-Young Kim	University of Minnesota
<b>a714</b>	<b>The effects of mergers and acquisitions on brand loyalty in luxury brands</b>	Yerim Chung	Yonsei University
		Jeonghye Choi	Yonsei University
		Alex Jiyoung Kim	Ewha Womans University
		Hangeun Lee	Yonsei University
<b>c012</b>	<b>How to increase the effectiveness of celebrity-based communication for luxury brands on social media?</b>	Yi Xie	University of International Business & Economics
		Ke Chen	University of International Business & Economics
		Zhuzhu Xu	University of International Business & Economics
		Luping Zhu	University of International Business & Economics
<b>a403</b>	<b>Strategic role of social media – perspectives from the luxury fashion industry</b>	Hanna Kontu	London College of Fashion
		Anna Watson	University of Hertfordshire

## Session 04.04 2018 GMA–GAMMA Joint Symposium

Session Chairs: Andreas I. Andronikidis (University of Macedonia)

Prokopios K. Theodoridis (University of Patras)

Time: 13:40–15:10, July 27, 2018

Room: TBD

<b>a489</b>	<b>The nature of customer involvement in new service development: Current issues and future challenges</b>	Pinelopi Athanasopoulou	University of Peloponnese
		Apostolos N. Giovanis	University of West Attica
<b>a490</b>	<b>The effect of shopping styles on online shopping benefits and risks</b>	Georgios Papalazaridis	University of Macedonia
		Leonidas Hatzithomas	University of Macedonia
		Thomas Fotiadis	Democritus University of Thrace
		Sofia Anstasiadou	University of Macedonia
<b>a491</b>	<b>The strenuous effects of innovation on service employees</b>	Vassiliki Grougiou	University of Macedonia
		Stefanos Giannikis	Hellenic Ministry of Finance
		Andreas Andronikidis	University of Macedonia
<b>a495</b>	<b>New service development in a SME context</b>	Prokopis K. Theodoridis	University of Patras
<b>a492</b>	<b>How does brand-specific leadership influence on employee-based brand equity?</b>	Yi-Husan Lee	National Central University
		Chan Hsiao	National Chiao Tung University
		Hsin-Yi Chan	National Central University
		I-Chenr Lee	National Central University
<b>a493</b>	<b>Examining organizational service orientation and job satisfaction</b>	Victoria Bellou	University of Thessaly
		Athina Economou	University of Thessaly
		Andreas Andronikidis	University of Macedonia

## Session 04.05 2018 SIMktg- GAMMA Joint Symposium at Tokyo

Session Chairs: Gaetano Aiello (University of Florence)

Raffaele Donvito (University of Florence)

Time: 13:40-15:10, July 27, 2018

Room: TBD

<b>a585</b>	<b>Consumers' perception of E-tailored fashion marketing – a cross-cultural comparison between China and UK</b>	Priscilla Y. L. Chan	Manchester Metropolitan University
		P. Y. Mok	The Hong Kong Polytechnic University
<b>a586</b>	<b>The potential implementation of the industry 4.0 technology within fashion luxury production. Opinions from a managerial point of view and customers perceptions</b>	Fabrizio Mosca	Università degli Studi di Torino
		Emily La Rosa	Università degli Studi di Torino
		Chiara Civera	Università degli Studi di Torino
		Cecilia Casalegno	Università degli Studi di Torino
<b>a587</b>	<b>The paradox of parody: Disruptions of new social media contents</b>	Valentina Mazzoli	University of Pisa
		Diletta Acuti	University of Pisa
		Raffaele Donvito	University of Florence
		Gaetano Aiello	University of Florence
<b>a588</b>	<b>How digital technology can enhance brands' experience - the emblematic case study of ESSELUNGA</b>	Alessandra Vecchi	University of Bologna
<b>a589</b>	<b>Big data: Asymmetry and privacy</b>	Suzane Strehlau	ESPM, CEUMA - MARANHÃO
		Bruno Bucciarelli	ESPM
		Eduardo Francisco	ESPM, FGV-SP
		Cristina Helena P. de Melo	ESPM, PUC-SP
		Adriano Sá	ESPM
		Ricardo Maykot	ESPM
		André Carvalho	ESPM
		Pedro de Santi	ESPM

## Session 04.06 Consumer Decision Making and Consumer Signaling II

Session Chair: Alisara Rungnontarat CHARINSARN (Thammasat University)

Time: 13:40-15:10, July 27, 2018

Room: TBD

<b>a291</b>	<b>Pricing strategy based on degree of uncertainty and consumer types</b>	Sarang Go	Seoul National University
		Kyowon Seo	Seoul National University
		Byungdo Kim	Seoul National University
<b>a297</b>	<b>Hybrid nature of consumers in the commodity food market as revealed by differences in desired characteristics dependent upon food choice</b>	Erina Yoshida	Chuo University
		Yasushi Kyutoku	Chuo University
		Miho Aizawa	Chuo University
		Yuko Minami	Nichirei Ltd.
		Ippeit Dan	Chuo University
<b>a293</b>	<b>The effects of background colors on consumers' haptic evaluations and product preferencesV</b>	Mayuko Nishii	Waseda University
		Takeshi Moriguchi	Waseda University
<b>a295</b>	<b>Heuristics and biases: Implications and solutions for marketing research and practice</b>	Cuong Pham	Griffith University
		Bo Pang	Griffith University
		Julia Carins	Griffith University
		Sharyn Rundle-Thiele	Griffith University
<b>a298</b>	<b>The role of implicit theories and effort in the evaluation of products made of recycled materials</b>	Alessandro Biraglia	Leeds University Business School
		J. Joško Brakus	Leeds University Business School
		Ambra Brizi	Sapienza University of Rome
		Lucia Mannetti	Sapienza University of Rome
<b>c002</b>	<b>The perceived value of the luxury watch: Understanding consumer insight using the means end chain approach</b>	Pakamon Puttipinyo	Mahidol University
		Phallapa Petison	Mahidol University

## Session 04.07 Public Policy, Legal, and Ethical Issues in Marketing II

Session Chair: Steven W. Kopp (University of Arkansas)

Time: 13:40-15:10, July 27, 2018

Room: TBD

a021	<b>Special session proposal</b> <b>The ethical consumer and the use of Mafia stereotypes in marketing. A study into consumers' attitudes and willingness to buy</b>	Ilenia Bregoli	University of Lincoln
		Francesca Ceruti	University of Milan
a025	<b>Incorporating public policy, regulatory, and legal issues into the marketing curriculum</b>	Steven W. Kopp	University of Arkansas
a022	<b>From vulnerability to maturity: Debt normalization and financial socialization of young consumers</b>	Sandra Awanis	Lancaster University
a024	<b>Do moral emotions make people responsible consumers?</b> <b>A preliminary investigation of incidental guilt and shame</b>	Maggie Y. Chu	The Open University of Hong Kong
		Frederick H.K. Yim	Hong Kong Baptist University
		Lisa C. Wan	The Chinese University of Hong Kong
		Elisa K.Y. Chan	University of Applied Sciences Western Switzerland
a023	<b>Ethical consumption revisited through the environmental, social, and legal dimensions</b>	Ilenia Bregoli	University of Lincoln

**Session 04.08 Job Platform**

Time: 13:40-15:10, July 27, 2018

Room: TBD

**Organizer:** Global Alliance of Marketing & Management Associations

**Chair:** Tony Garrett (Korea University)

**Target Participants:** University/College Departments with Job Openings in Marketing or associated areas (non-tenure track, tenure track, visiting)

- Ph.D. Candidate or Scholars in their early career stage

**2018 GAMMA Job Platform Homepage:**

[http://gammaconference.org/2018/sub06\\_05.html?id=gamma&code=20170411\\_153836\\_64371&o\\_mode=view&o\\_seq=43](http://gammaconference.org/2018/sub06_05.html?id=gamma&code=20170411_153836_64371&o_mode=view&o_seq=43)

## Session 04.09 Relationship Marketing II

Session Chair: Li-Wei Wu (Tunghai University)

Time: 13:40-15:10, July 27, 2018

Room: TBD

<b>a376</b>	<b>Experiments in emotion, co-creation and trust</b>	Marco Luccini	University of Trento
		Roger Marshall	Auckland University of Technology
		Drew Franklin	Auckland University of Technology
<b>a380</b>	<b>Three kinds of anthropomorphized brands and consumer preference: Mediating effects of instrumental and terminal materialism</b>	Akinori Ono	Keio University
		Masaki Aiba	Keio University
		Koshi Takeda	Keio University
		Hanako Hokari	Keio University
		Tetsuya Ichikawa	Keio University
<b>a378</b>	<b>Relational knowledge stores, organizational ambidexterity, and eco-innovation in international buyer-supplier relationships: The moderating roles of relational capital</b>	Kuo-Hsiung Chang	Tunghai University
<b>a377</b>	<b>Regain management in professional service firms: status quo and challenges</b>	Doreén Pick	Merseburg University of Applied Sciences
		René R. Schleus	Freie Universität Berlin
<b>c003</b>	<b>Consumer misbehavior and workplace deviant behavior of frontline employees: The mediating effect of role conflict and the moderating effect of psychological capital</b>	Ya-nan Yao	Tianjin Normal University
		Fu-xiang Wei	Tianjin Normal University
<b>a379</b>	<b>The myth of the social consumer – Impact of individualism on price increase fairness</b>	Doreén Pick	Merseburg University of Applied Sciences
		Stephan Zielke	University of Wuppertal

## Session 04.10 Customer Engagement in Tourism and Hospitality Services IV

Session Chairs: Kevin Kam Fung So (University of South Carolina)

Xiang (Robert) Li (Temple University)

Time: 13:40-15:10, July 27, 2018

Room: TBD

<b>a629</b>	<b>A textual analysis of triple starred restaurants' websites and their reviews in dining guides</b>	Nathalie Montargot	CRM La Rochelle Business School
<b>a637</b>	<b>Engaging customers in creating destination image of hot spring hotels in Japan: Added value and behaviors</b>	Yasushi Kyutoku	Chuo University
		Chih-Lun (Alan) Yen	Ball State University
		Ippeita Dan	Chuo University
<b>a632</b>	<b>Us CVBs and meeting planners, do they really engage with each other? Customer engagement in the context of event industry</b>	Jumyong (Stephen) Lee	Florida International University
		Sun-hwa Sunny Kim	Montana State University
		Bomi Kang	Coastal Carolina University
<b>a641</b>	<b>Enhancing employee innovative behavior through customer engagement: The role of customer interactivity and employee motivations</b>	Fengzeng Xu	ShanDong University
		Ying Wang	Griffith University
<b>a708</b>	<b>Emotion, compensation and customer engagement: Evidence from luxury hotels in China</b>	Doris Chenguang Wu	Sun Yat-sen University
		Namho Chung	Kyung Hee University
		Zhaohan Hua	Sun Yat-sen University
		Hee Chung Chung	Kyung Hee University
<b>a627</b>	<b>The role of multidimensional customer brand engagement with integrated resort brands</b>	Jiseon Ahn	University of Houston
		Ki-Joon Back	University of Houston
		Jungkun Park	Hanyang University
<b>a700</b>	<b>Engaging customer with tourism brand and social media based online communities</b>	Zoya Khan	University of Gujrat
		Abdul Rehman	University of Gujrat
		Jaweria Tariq	University of Gujrat
<b>a693</b>	<b>Exploring the psychological impacts of service recovery strategies on potential customers</b>	Elisa CHAN	Ecole hôtelière de Lausanne, HES-SO//University of Applied Sciences Western Switzerland
		Lisa C. Wan	The Chinese University of Hong Kong
		Maggie Y. Chu	Open University of Hong Kong
<b>a694</b>	<b>The effect of mass customization in food service on consumer's perceived value: The moderating role of social influence and food types</b>	Yong-Ki Lee	Sejong University, South Korea
		Jaewon Hwang	Sejong University, South Korea



## Session 05 (15:25–16:55, July 27, 2018)

### Session 05.01 Digital and Social Media Marketing in Global Business Environment V

Session Chair: Kyung Hoon Kim (Changwon National University)

Time: 15:25–16:55, July 27, 2018

Room: TBD

<b>a068</b>	<b>Electronic word-of-mouth, interpersonal relationship, and brand evaluation in a closed virtual group of friends</b>	Hao Zhang	Northeastern University
		Xiaoning Liang	Trinity College Dublin
<b>a069</b>	<b>Attracting job candidates through information about a company's ethi CSR cality: The effects of certification and eWOM</b>	Victoria-Sophie Osburg	University of Hull
		Vignesh Yoganathan	Northumbria University Newcastle
		Boris Bartikowski	KEDGE Business School
		Hongfei Liu	Coventry University
		Micha Strack	University of Goettingen
<b>a073</b>	<b>Influencer advertising on social media: The effects of product-influencer congruence and sponsorship disclosure on motive inference processing</b>	Do Yuen Kim	University of Minnesota
		Hye-Young Kim	University of Minnesota
<b>a088</b>	<b>Food truck operators provide business insights</b>	Sandipan Sen	Southeast Missouri State University
		Katrina Savitskie	University of West Florida
		Sampath Ranganathan	University of Wisconsin-Green Bay
		John R. (Rusty) Brooks	Houston Baptist University
<b>a072</b>	<b>Celebrity brand extensions on Instagram: Testing a serial multiple mediation model of celebrity worship and style conformity</b>	Jasmine A.L. Yeap	Universiti Sains Malaysia
		Norkhalilah Khalid	Universiti Sains Malaysia
		Emily H.T. Yapp	Universiti Malaysia Sabah
		Say Keat Ooi	Universiti Sains Malaysia
<b>a101</b>	<b>Market expansion in China: Understanding the influence of cultural dimensions and individual characteristics in social media usage in China</b>	Ge Xiao	Wilkes University
		HyeRyeon Lee	Wilkes University
		Shaokang Wang	Wilkes University
<b>a102</b>	<b>Engaging with consumers at social media sites: The mediating role of psychological brand ownership</b>	Hua Chang	Towson University
		Lingling Zhang	Towson University
<b>a103</b>	<b>Social media platforms igniting cosmetics interest among female Generation Y South Africans</b>	Helen Duh Inseng	University of the Witwatersrand
		Ashley Black	University of the Witwatersrand
<b>a104</b>	<b>A multi-hierarchical analysis of online service recovery</b>	Tzu-En Lu	Chien Hsin University
		Yi-Hsuan Lee	National Central University
		Chan Hsiao	National Chiao Tung University
		Jer-Wei Hsu	National Central University

## Session 05.02 Leveraged Marketing Communications V

Session Chairs: Sukki Yoon (Bryant University)

Yung Kyun Choi (Dongguk University)

Kacy Kim (Elon University)

Time: 15:25-16:55, July 27, 2018

Room: TBD

<b>a560</b>	<b>Legitimacy and sincerity as leveraging factors in social sponsorship: An experimental investigation</b>	Alain d'Astous	HEC Montréal
		François Carrillat	University of Technology Sydney
		Audrey Przybysz	Ipsos Canada
<b>a561</b>	<b>Eclipsing reexamined: The conditions under which the negative effects of celebrity advertisement are suppressed</b>	Nonoko Ikuji	Ritumeikan University
		Mana Nagasaki	Ritumeikan University
		Yumi Ogura	Ritumeikan University
		Mai Kikumori	Ritumeikan University
<b>a558</b>	<b>The asymmetric forgiveness toward brand status (underdog vs. Top-dog) upon brand crisis types (relational crisis vs. Non-relational crisis)</b>	Kiwan Park	Seoul National University
		Yaeri Kim	Seoul National University
		Seojin Stacey Lee	Seoul National University
<b>c015</b>	<b>Applying marketing to wildlife conservation: a new approach</b>	Patricia David	Griffith University
		Sharyn Rundle-Thiele	Griffith University
		Bo Pang	Griffith University
		Kathy Knox	Griffith University
		Joy Parkinson	Griffith University
		Felix Hussenöeder	Griffith University
<b>a556</b>	<b>Is sustainability so appealing? A focus on luxury industry</b>	Laura Grazzini	University of Florence
		Diletta Acuti	University of Pisa
		Valentina Mazzoli	University of Pisa
		Raffaele Donvito	University of Florence
<b>a557</b>	<b>Seeing is remembering? The role of attention in audience memory for product placement</b>	Sigen Song	Anhui University of Finance and Economics
		Bin Xuan	Anhui Normal University
		Guoxin Ma	Universiti Tunku Abdul Rahman
		Wei Xu	Anhui University of Finance and Economics

## Session 05.03 Neuromarketing and Psychophysiology I

Session Chairs: Billy Sung (Curtin University)

Eun-Ju Lee (Sungkyunkwan University)

Time: 15:25-16:55, July 27, 2018

Room: TBD

<b>a119</b>	<b>The influence of multi-modal sensory primes on consumers' evaluation of green products</b>	Jen-Hsien Hsu	De Montfort University
		J. Joško Brakus	University of Leeds
<b>a118</b>	<b>The role of musical priming in inducing brand recall in TV commercials</b>	Gabriel Levrini	University of the Pacific
<b>a122</b>	<b>Investigating individual preferences and brain activity in a wine tasting experience: A Neuromarketing approach</b>	Letizia Alvino	University of Molise
		Rob H. J. van der Lubbe	University of Twente
		Efthymios Constantinides	University of Twente
<b>a120</b>	<b>Effective use of physiological metrics to assess user emotion and behavior intention based on an eye tracker and neurophysiological approach</b>	Qingxing Qu	Northeastern University
		Hao Zhang	Northeastern University
<b>a475</b>	<b>Brain potentials of online content emotionality on social media</b>	Yujing Huang	Zhejiang Sci-tech University
		Jia Jin	Ningbo University
		Hao Ding	Ningbo University
		Yizhou Shao	Zhejiang Sci-tech University
		Bonai Fan	Ningbo University
		Qingguo Ma	Ningbo University
<b>a481</b>	<b>The methodology of studying viewers' perception of an animated character using psychophysiological approaches</b>	Natalia V. Galkina	Neurotrend
		Anna A. Naumova	Neurotrend
		Marina Y. Sheresheva	Lomonosov Moscow State University

## Session 05.04 2018 CMAU-GAMMA Joint Symposium

Session Chair: Hao Zhang (Northeastern University)

Time: 15:25-16:55, July 27, 2018

Room: TBD

<b>a422</b>	<b>How consuming sequences of vices and virtues influence experience</b>	Shaoguang Yang	Fudan University
		Qian Xu	Fudan University
		Liyin Jin	Fudan University
<b>a423</b>	<b>The role of cultural values in green purchasing behaviour: empirical evidence from chinese consumers</b>	Siyu Gong	Jinlin University
		Guanghua Sheng	Jinlin University
		Fang Xie	Jinlin University
<b>a425</b>	<b>Research on the impact of entrepreneurial orientation on international startups' market adaptability</b>	Chaomin Zhang	Nankai University
		Hui Xu	Nankai University
		Shan Yu	Nankai University
<b>a426</b>	<b>The Chinese acquisitions of italian luxury firms and their strategic drivers</b>	Ruizhi Wang	
<b>a427</b>	<b>The impact of comparative price on consumer tolerance for service failure</b>	Hailong Yang	Suzhou University
		Yuanyu Zhang	Renmin University of China
		Liangjing Che	Renmin University of China
<b>a429</b>	<b>The impact of tourism destination image and tourists' self-concept congruity on intention to visit</b>	Qi Yao	Chongqing Jiaotong University
		Dan Zhang	Chongqing Jiaotong University
		Guoqun Fu	Peking University

## Session 05.05 NZAI-GAMMA Joint Symposium

Session Chairs: Yuri Seo (University of Auckland)

Jungkeun Kim (Auckland University of Technology)

Time: 15:25-16:55, July 27, 2018

Room: TBD

<b>a580</b>	<b>A qualitative approach to understanding self-construal</b>	'Ilaisaane M.E. Fifita	University of Auckland
<b>a581</b>	<b>Negative actor engagement in student learning system: Conceptualisation, scale development and validation</b>	Loic Pengtao Li	University of Auckland
		Biljana Juric	University of Auckland
		Roderick Brodie	University of Auckland
<b>a582</b>	<b>Emerging health problems in an emerging market: An exploration of 'gut-health' problems and solutions in china's growing middle-class</b>	Denise M Conroy	University of Auckland
		Jennifer Young	University of Auckland
<b>a583</b>	<b>The effect of scarcity information on evaluations of imported foods</b>	Jungkeun Kim	Auckland University of Technology
		Euejung Hwang	Auckland University of Technology
		Jae-Eun Kim	University of Auckland
		Yuri Seo	University of Auckland
<b>a584</b>	<b>Human-like material purchases provide as much happiness as experiential purchases</b>	Jacob Chaeho Lee	Ulsan National Institute of Science and Technology
		Sara Kim	University of Hong Kong

## Session 05.06 Consumer Decision Making and Consumer Signaling III

Session Chair: Alisara Rungnontarat CHARINSARN (Thammasat University)

Time: 15:25-16:55, July 27, 2018

Room: TBD

<b>a296</b>	<b>Me myself and I: The impact of self-construal and image-congruence on consumer purchase intention towards sustainable goods.</b>	René Versteegh	Victoria University of Wellington
		James E Richard	Victoria University of Wellington
		Michelle Renton	Victoria University of Wellington
<b>a302</b>	<b>Further than meets the eye: How closing and opening eyes affects construal level and utilitarian and hedonic product evaluation</b>	Younghwa Lee	Hankuk University of Foreign Studies
		Sukki Yoon	Bryant University
		Kacy Kim	Elon University
<b>a300</b>	<b>Therapeutic buying: A temporary relief for an emotional disequilibrium among women in Mumbai</b>	Krupa A Rai	K J Somaiya Institute of Management Studies & Research
		Ajoy S Joseph	Srinivas Institute of Technology
		Shrinivasa Mayya D	Srinivas Institute of Technology
<b>a299</b>	<b>Nutrient content claim and consumer decision making</b>	Otto Afiuc	Ghana Institute of Management and Public Administration
		Michael Nkrumah	Ghana Institute of Management and Public Administration
		Frederick Owusu Sarpong	Ghana Institute of Management and Public Administration
		Kofi Osei-Frimpong	Ghana Institute of Management and Public Administration
<b>a301</b>	<b>Determinants of willingness to pay for traditional bundles</b>	Shivan Sanjay Patel	Indian Institute of Management Rohtak
		Shivendra Kumar Pandey	Indian Institute of Management Rohtak
		Dheeraj Sharma	Indian Institute of Management Rohtak
		Rama Shankar Yadav	Indian Institute of Management Rohtak
<b>a305</b>	<b>The relationship between tourist value and psychological carrying capacity at Koh Lanta, Krabi, Thailand</b>	Pimlapas Pongsakornrunsilp	Walailak University
		Siwarit Pongsakornrunsilp	Walailak University

## Session 05.07 Consumer Behavior in Hospitality and Tourism I

Session Chair: Saurabh Kumar Dixit (North-Eastern Hill University)

Time: 15:25-16:55, July 27, 2018

Room: TBD

<b>a592</b>	<b>The complexity of marketing activities in the sharing economy</b>	Nikolaos Pappas	University of Sunderland
<b>a593</b>	<b>Consumer Engagement in Village Eco-Tourism: A case of the cleanest village in Asia - Mawlynnong</b>	Neeraj Sharma	Indian Institute of Technology RoorkeeIndia
		Rajat Agrawal	Indian Institute of Technology RoorkeeIndia
		Bijoylakshmi Sarmah	Indian Institute of Technology RoorkeeIndia
<b>a594</b>	<b>Service failures within service delivery networks: A qualitative study in travel and tourism industry</b>	Chutinida Phalusuk	Newcastle University
		Markus Blut	Aston University
		Klaus Schoefer	Newcastle University
		Mitchell Ness	Newcastle University
<b>a595</b>	<b>Hope and subjective well-being of elder consumers: Consumption for a travel tour as example</b>	Etta Y. I. Chen	Yuan Ze University, Taiwan
		Yi-Hsuan Chiang	Yuan Ze University, Taiwan
<b>a597</b>	<b>Observation of opportunistic complaining of other customer</b>	Kawon (Kathy) Kim	University of South Carolina
		Melissa Baker	University of Massachusetts Amherst

## Session 05.08 Online Marketing Communications I

Session Chair: Morikazu Hirose (Tokyo Fuji University)

Time: 15:25-16:55, July 27, 2018

Room: TBD

<b>a504</b>	<b>Perceived Connectedness and Digital Media Strategies</b>	Ruby Q. Saine	Roger Williams University
<b>a505</b>	<b>Purchase now and consume later: Do online and offline environments drive online social interactions and sales?</b>	Jikyung (Jeanne) Kim	IE University
		Sanghwa Kim	Yonsei University
		Jeonghye Choi	Yonsei University
<b>a506</b>	<b>Information-based and conformity-based delight of online tribalism: The effect on self- and social identity moderated by user activeness</b>	Jie Meng	Oxford Brookes University
<b>a507</b>	<b>Negative impacts of online word-of-mouth communication: The role of envy</b>	Akinori Ono	Keio University
		Ryosuke Shimizu	Keio University
<b>a508</b>	<b>Market reactions on product development rumors</b>	Iiro Vaniala	Aalto University School of Business



## Session 05.09 Country of Origin Image, and Country Biases I

Session Chairs: Alexander Josiassen (Copenhagen Business School)

Florian Kock (Copenhagen Business School)

Time: 15:25-16:55, July 27, 2018

Room: TBD

<b>a311</b>	<b>Consumers' motivation to seek ingredient authenticity in jewellery and its effect on product judgment and willingness to buy/recommend</b>	Zahirah Zainol	Curtin University Singapore
<b>a312</b>	<b>To have is to be! Bandwagon effect, consumer ethnocentrism and intentions to buy foreign luxury products online. A survey of Chinese consumers</b>	Giada Mainolfi	University of International Studies of Rome
<b>a313</b>	<b>Exploring ethnocentrism in attitudes towards tourism destination choices</b>	Hermann Kimo BOUKAMBA	Wakayama University
		Kaede SANO	Wakayama University
		Tatsuo Oi	Wakayama University
<b>a314</b>	<b>Assessing the influence of Country of Origin Labelling (COOL) initiatives on boycotting intention: Does a boycotting intention expand to linked regions?"</b>	Hayiel Hino	Ariel University
		Israel D. Nebenzahl	Ariel University
<b>a315</b>	<b>The tourism dilemma: Examining conflicts between tourists and residents</b>	Florian Kock	Copenhagen Business School
		Sebastian Zenker	Copenhagen Business School
		Alexander Josiassen	Copenhagen Business School
		Astrid Norfelt	Copenhagen Business School
		Ricky Wilke	Copenhagen Business School

## Session 05.10 Customer Engagement in Tourism and Hospitality Services V

Session Chairs: Kevin Kam Fung So (University of South Carolina)

Xiang (Robert) Li (Temple University)

Time: 15:25-16:55, July 27, 2018

Room: TBD

<b>a638</b>	<b>The relationship between perceived service quality, satisfaction and repurchase intention in China's bed and breakfast industry</b>	Fei Wang	The Hong Kong Polytechnic University
		Henry Tsai	The Hong Kong Polytechnic University
		Ivan Wen	University of Hawaii at Manoa
		Alan Wong	The Hong Kong Polytechnic University
<b>a639</b>	<b>Socializing customer for co-creating tourism value: A moderated mediation model of customer readiness and product involvement</b>	Hoa Pham Thi	National Tsing Hua University
		HsiuJu Rebecca Yen	National Tsing Hua University
		Chen-ya Wang	National Tsing Hua University
<b>a640</b>	<b>Online customer engagement among restaurant customers: The importance of enhancing flow for social media users</b>	Michelle (Myongjee) Yoo	California State Polytechnic University
		Wan Yang	California State Polytechnic University
		Bomin Kim	Frans Coteau
<b>a641</b>	<b>Enhancing employee innovative behavior through customer engagement: The role of customer interactivity and employee motivations</b>	Fengzeng Xu	ShanDong University
		Ying Wang	Griffith University
<b>a642</b>	<b>Customer engagement in hospitality and tourism: Towards a better understanding of past trends and future directions</b>	Estrella Díaz	University of Castilla-La Mancha
		Rocío Carranza	University of Castilla-La Mancha
		Carlos Sánchez-Camacho	University of Castilla-La Mancha
		David Martín-Consuegra	University of Castilla-La Mancha
<b>a690</b>	<b>Zoom-in, zoom-out: The congruence effect between dynamic distance and geographic distance on travel destination recommendation</b>	Kacy Kim	Elon University
		Qian Xu	Elon University
		Sukki Yoon	Bryant University
<b>a691</b>	<b>When gratitude backfires: How culture shapes the consumer satisfaction</b>	Yali Fan	Tsinghua University
		Rong Chen	Tsinghua University
		Feng He	University of Science & Technology Beijing
<b>a692</b>	<b>Factors explaining the attractiveness of tourism: Towards a single explanatory model? The case of the Mediterranean basin</b>	Nathalie Montargot	CRM La Rochelle Business School
		Abdessamad Ouchen	Sidi Mohamed Ben Abdellah University Fez
<b>a678</b>	<b>Flow to asian market: Exploring the site selection decision of incentive travel planner from India</b>	Serena Cheng Yi	National Taiwan Normal University
		Kuo-Ching Wang	National Taiwan Normal University
		Ben Wu	Fudan University
		Arti D. Kalro	Indian Institute of Technology Bombay
		Hong-Xiao Yu	National Taiwan Normal University

## Session 06 (17:05–18:20, July 27, 2018)

### Session 06.01 Digital and Social Media Marketing in Global Business Environment VI

Session Chair: Kyung Hoon Kim (Changwon National University)

Time: 17:05–18:20, July 27, 2018

Room: TBD

<b>a074</b>	<b>Digital communication of corporate social responsibility: Peculiarities and perceptions within luxury firms</b>	Fabrizio Mosca	Unito(Turin) Corso Unione Sovietica
		Cecilia Casalegno	Unito(Turin) Corso Unione Sovietica
		Chiara Civera	Unito(Turin) Corso Unione Sovietica
<b>a075</b>	<b>Paving the way for social CEOs: A cross-country comparison of adapting social media in leadership communication</b>	Hsin-Hsuan Meg Lee	ESCP Europe
		Yang Song	Jilin University
		Valérie Livia de Jongh	Deloitte
<b>a076</b>	<b>“There’s no other way!”: How perceived behavioral control affects trust to purchase in social media stores</b>	Agung Sembada	Monash University
		Koay Kian Yeik	Monash University Malaysia
<b>a078</b>	<b>Insights into the interface between entrepreneurial and digital marketing</b>	Simone Guercini	University of Florence
		Matilde Milanesi	University of Florence
		Silvia Ranfagni	University of Florence
<b>a079</b>	<b>Exploring the effects of social media-based brand community environment on consumer brand evaluation</b>	Michael Chih-Hung Wang	Feng Chia University
		Ya-Yun Tang	Shih Chien University
<b>a105</b>	<b>A comparison of social capital scales in an online community context</b>	So Won Jeong	Sangmyung University
		Sejin Ha	University of Tennessee
		Kyu-Hye Lee	Hanyang University
<b>a098</b>	<b>The impact of frequency and spacing of brand-generated content on the dynamics of consumer interaction on brands' Facebook pages</b>	Evaldas Jankauskas	University of Amsterdam
		Abhishek Nayak	University of Amsterdam
<b>a099</b>	<b>Do text or photo matter for the marketing performance of social media message?</b>	Chin Yi Fang	National Taiwan Normal University

## Session 06.02 Leveraged Marketing Communications VI

Session Chairs: Sukki Yoon (Bryant University)

Yung Kyun Choi (Dongguk University)

Kacy Kim (Elon University)

Time: 17:05-18:20, July 27, 2018

Room: TBD

<b>a562</b>	<b>Determinants of persuasive Instagram posts increasing message credibility and positive responses toward the sponsored brand</b>	Lindsey Tanoff	University of North Texas
		Kiseol Yang	University of North Texas
<b>a547</b>	<b>Helping sport management to protect corporate social responsibility</b>	Anne-Marie Sassenberg	University of Southern Queensland
<b>a564</b>	<b>Do they believe it? The influence of corporate transparency on consumer responsibility and skepticism</b>	Nina Bürklin	Ludwig-Maximilians-University Munich
<b>a565</b>	<b>Effects of consumer perceptions of the different types of CSR activities on corporate brand equity</b>	Hyeon-Sook Shim	Baewha Women's University
		Sang-Lin Han	Hanyang University
<b>a566</b>	<b>Is "greenhushing" indeed desired by hotel guests? The relationship between corporate (CSR) communication and hotel guests' intentions to behave unethically in the context of holiday behavior and their attitudes towards CSR communication</b>	Andrea Ettinger	Alpen-Adria-Universität Klagenfurt
		Sonja Grabner-Kräuter	Alpen-Adria-Universität Klagenfurt
		Shintaro Okazaki	King's College London
		Ralf Terlutter	Alpen-Adria-Universität Klagenfurt

## Session 06.03 Neuromarketing and Psychophysiology II

Session Chairs: Billy Sung (Curtin University)

Eun-Ju Lee (Sungkyunkwan University)

Time: 17:05-18:20, July 27, 2018

Room: TBD

<b>a125</b>	<b>Uncovering a local trend in consumer eye-tracking data – application of singular value decomposition in analyzing gaze sequence data</b>	Nobuyuki Fukawa	Missouri University of Science and Technology
		Yanzhi Zhang	Missouri University of Science and Technology
		David W. Stewart	Loyola Marymount University
		John Burkardt	Virginia Polytechnic Institute and State University
<b>a128</b>	<b>Neuromarketing and big data analytics for research using functional magnetic resonance imaging</b>	Eun-Ju Lee	Sungkyunkwan University
		Hyunjin Park	Sungkyunkwan University
		JeeHyong Lee	Sungkyunkwan University
<b>a126</b>	<b>Shelf-based scarcity &amp; shelf organisation: Impact on consumer perceptions for luxury chocolate</b>	Siobhan Hatton-Jones	Curtin University
		Billy Sung	Curtin University
		Min Teah	Curtin University
<b>a129</b>	<b>Brain responses to digital music: An fNIRS study</b>	Eun-Ju Lee	Sungkyunkwan University
		Kyeong Cheon Cha	Dong-A University
		Minah Suh	Sungkyunkwan University
<b>a130</b>	<b>Applying biometric methods to understand luxury consumers' emotional responses</b>	Billy Sung	Curtin University
		Ian Phau	Curtin University
<b>a127</b>	<b>Neuromarketing and the effectiveness of public health advertising</b>	Joanne M Harris	Swinburne University
		Joseph Ciorciari	Swinburne University
		John Gountas	Murdoch University

## Session 06.04 2018 ESCP Europe–GAMMA JOINT SYMPOSIUM

Session Chairs: Benjamin Voyer (ESCP Europe Business School)

Minas Kastanakis (ESCP Europe Business School)

Time: 17:05–18:20, July 27, 2018

Room: TBD

<b>a001</b>	<b>The influence of design on luxury brand love</b>	Aurélie Hemonnet-Goujot	Aix Marseille University-IAE
		Pierre Valette-Florence	Grenoble Alpes University, IAE & CERAG
<b>a002</b>	<b>Fixed or malleable: The role of implicit theories in the domain of beauty</b>	Natalie T. Faust	Nanyang Technological University
		Lewis Lim	Nanyang Technological University
		Neil Gains	TapestryWorks
		George I. Christopoulos	Nanyang Technological University
<b>a003</b>	<b>Past experiences or new creative ideas? Exploring the connotations of product aesthetics to gain new market share</b>	Jingyi Sun	Waseda University
<b>a004</b>	<b>The effects of apparel names and visual complexity on evaluations</b>	Jung Eun Lee	Virginia Tech
		Eonyou Shin	Virginia Tech
<b>a005</b>	<b>Exploring the concept of beauty in consumer research: A multidisciplinary framework &amp; research agenda</b>	Marina Leban	ESCP Europe
		Benjamin Voyer	ESCP Europe

## Session 06.05 eSports and the Global Sport Management

Session Chair: Kihan Kim (Seoul National University)

Time: 17:05-18:20, July 27, 2018

Room: TBD

<b>a723</b>	<b>Expected Utility of Sports Spectators; Close or Lopsided Match</b>	Sarang Go	Seoul National University
		Youseok Lee	Seoul National University
		Junhee Seok	Seoul National University
		Byungdo Kim	Seoul National University
<b>a724</b>	<b>Effect of Dimensions of Team Attachment on Running Group in Sport Exercise</b>	Ning (Chris) Chen	University of Canterbury
		Jifang Dou	Tsinghua University
		Xueli Wang	Tsinghua University
<b>a725</b>	<b>Drone racing spectating : The effects of spectating modes on audience immersion and presence</b>	Young-Seok Kim	Pohang University of Science and Technology (POSTECH)
		Mijung Kim	Pohang University of Science and Technology (POSTECH)
<b>a726</b>	<b>Perceived images of each types of e-sports: Concept presentation and development of a measurement scale</b>	Jongho Kim	Seoul National University
		Yeayoung Noh	Seoul National University
		Yoonji Ryu	Seoul National University
		Kihan Kim	Seoul National University
<b>a727</b>	<b>The effect of fans experience of e-sports on sponsor image and loyalty</b>	Yeayoung Noh	Seoul National University
		Yoonji Ryu	Seoul National University
		Jongho Kim	Seoul National University

## Session 06.06 Innovation and Strategy

Session Chair: Jina Kang (Seoul National University)

Time: 17:05-18:20, July 27, 2018

Room: TBD

<b>a168</b>	<b>A conceptual model of barriers to data-driven business innovations</b>	Hallikainen Heli	University of Eastern Finland
		Laukkanen Tommi	University of Eastern Finland
<b>a169</b>	<b>Exploring consumer resistance towards self-driving cars</b>	Tabea Sippel	Technische Universität Braunschweig (Institute of Marketing)
<b>a170</b>	<b>Alliance portfolio configuration, knowledge development, and innovation: Theoretical framework and empirical evidence</b>	Shichun Xu	University of Michigan-Flint
		Erin Cavusgil	University of Michigan-Flint
<b>a171</b>	<b>The role that innovation and strategy plays in value driver theory to create enterprise value</b>	Paul Wendee	Value Driver Institute
		Fiona Sussan	University of Phoenix
<b>a710</b>	<b>Heterogeneity in industry-university R&amp;D collaboration and firm innovative performance</b>	Jun-You Lin	National Open University
		Chih-Hai Yang	National Central University



## Session 06.07 Consumer Behavior in Hospitality and Tourism II

Session Chair: Saurabh Kumar Dixit (North-Eastern Hill University)

Time: 17:05-18:20, July 27, 2018

Room: TBD

<b>a598</b>	<b>Consumer value in Airbnb: Testing the effects of the value dimensions</b>	Kevin Kam Fung So	University of South Carolina
		Dr. Haemoon Oh	University of South Carolina
		Ms Somang Min	University of South Carolina
<b>a599</b>	<b>The formulation of loyalty through branding in the accommodation establishments</b>	Ms. Marietta Fragkogianni	University of Suffolk
<b>a601</b>	<b>The framing effect of surcharge type on menu price perception and demand</b>	Shuo Wang	The Chinese University of Hong Kong
<b>a602</b>	<b>The interrelationships between casino brand image, casino service, customer satisfaction and loyalty</b>	Sow Hup Joanne Chan	University of Macau
		Yim King Penny Wan	Institute for Tourism Studies
		Miyoung Jeon	Seoul National University
<b>a603</b>	<b>Exploring consumers' attitudinal response to terror attacks: An exploratory study conducted in France and Israel</b>	Tali Seger-Guttmann	Ruppin Academic Center
		Shaked Gilboa	Ruppin Academic Center
		Judith Partouche-Sebban	Paris School of Business

## Session 06.08 Online Marketing Communications II

Session Chair: Morikazu Hirose (Tokyo Fuji University)

Time: 17:05-18:20, July 27, 2018

Room: TBD

<b>a509</b>	<b>The effects of fluency and framing on perceived review helpfulness</b>	Rongjuan Chen	Wenzhou-Kean University
		Jiameng Zhang	The London School of Economics and Political Science
<b>a510</b>	<b>Congruity and processing fluency: An analysis on the effectiveness of embedded online video advertising</b>	Zhiying Jiang	Singapore University of Social Sciences
		Chong Guan	Singapore University of Social Sciences
		Meilin.Zhang	Singapore University of Social Sciences
		Ivo. L. de Haaij	Erasmus University Rotterdam
<b>a574</b>	<b>Internet and television multitasking, impulse buying and well-being: Breadth-biased cognitive control as the mechanism</b>	Yuhmiin Chang	National Chengchi University/Taiwan Institute of Governance and Communications Research (TIGCR)
<b>a575</b>	<b>Social media activation campaigns: What makes them engaging and how they influence the brand image</b>	SeyedAlireza Mirbagheri	Sharif University of Technology
		Manoochehr Najmi	Sharif University of Technology
<b>c010</b>	<b>Incentivized product reviews: How a bloggers motives to accept brand incentivization can impact blog loyalty</b>	Bryan Usrey	University of East Anglia
		Maximilian H. E. E. Gerrath	Leeds University Business School

## Session 06.09 Country of Origin Image, and Country Biases II

Session Chairs: Alexander Josiassen (Copenhagen Business School)

Florian Kock (Copenhagen Business School)

Time: 17:05-18:20, July 27, 2018

Room: TBD

<b>a306</b>	<b>Identity and consumer preferences of transylvanian Hungarians country image as segmentation tool in the emerging markets: Evidence from Italy</b>	Annamária SASNÉ GRÓSZ	University of Pannonia, Veszprém
		Zoltán VERES	University of Pannonia, Veszprém
		Alessandro De Niscoa	Università degli Studi Internazionali
<b>a307</b>	<b>The influence of country of origin on purchase intention with specific reference to apparel fitting</b>	Maria Rosaria Napolitano	Università degli Studi del Sannio
		Michela C. Mason	Università degli Studi di Udine
		Giampaolo Viglia	Portsmouth Business School
		A. Rashid	Nottingham Trent University
<b>a308</b>	<b>Consumer dispositions in multicultural contexts: A framework proposition</b>	L. Barnes	The University of Manchester
		Mariana Bussab Porto-da-Rocha	ESPM
<b>a309</b>	<b>Racial microaggressions in the retail environment: The experience of Asians in America</b>	Sergio Garrido Moraes	ESPM
		Miriam Taís Salomão	ESPM
		Vivian Iara Strehlau	ESPM
		Heejin An	University of Minnesota
<b>a310</b>	<b>Identity and consumer preferences of transylvanian hungarians</b>	Hye-Young Kim	University of Minnesota
		Annamária SASNÉ GRÓSZ	University of Pannonia, Veszprém

## Session 06.10 Customer Engagement in Tourism and Hospitality Services VI

Session Chairs: Kevin Kam Fung So (University of South Carolina)

Xiang (Robert) Li (Temple University)

Time: 17:05-18:20, July 27, 2018

Room: TBD

<b>a643</b>	<b>Instagram impact on destination management organization</b>	Maria Elena Aramendia-Muneta	Universidad Pública de Navarra
		Cristina Olarte-Pascual	Universidad de la Rioja
		Andrea Ollo-López	Universidad Pública de Navarra
<b>a644</b>	<b>Behavior on and perception of travel websites of mainland Chinese tourists</b>	Alex Mo	The Hong Kong Polytechnic University
		Barry Mak	The Hong Kong Polytechnic University
<b>a646</b>	<b>Back to the roots - the influence of childhood engagement on hospitality service failure evaluation</b>	Marie-Christin Papen	Technical University Dresden, Germany
		Florian U. Siems	Technical University Dresden, Germany
		Werner H. Kunz	University of Massachusetts Boston, USA
<b>a649</b>	<b>Does photo sharing via SNS reduce or enhance travel engagement and enjoyment?</b>	Akinori Ono	Keio University
		Ryosuke Shimizu	Keio University
		Yongyi Wang	Keio University
<b>a651</b>	<b>Thank You! Best practice of a post-stay email with levels of leisure involvement in the hotel industry</b>	Krishna Garza	University of North Texas
		Kiseol Yang	University of North Texas
		Jihye Min	University of North Texas
<b>a679</b>	<b>Online Janusian brand personality: How much do clients and hoteliers converge?</b>	Flavio Tiago	University of the Azores
		José M. C. Veríssimo	ISEG – Universidade de Lisboa
		Teresa Borges-Tiago	University of the Azores
		Tiago Silva	University of the Azores
<b>a680</b>	<b>Motives of Indonesian millennials on consuming local foods and their level of consumption</b>	Dio Wibowo	Bandung Institute of Technology
		Dina Dellyana	Bandung Institute of Technology
<b>a682</b>	<b>The customer engagement construct in the context of hospitality and tourism: A systematic literature review</b>	Noppadol Manosuthi	The Hong Kong Polytechnic University
		Maroun Aouad	The Hong Kong Polytechnic University,

## Session 07 (08:00–09:15, July 28, 2018)

### Session 07.01 Digital and Social Media Marketing in Global Business Environment VII

Session Chair: Kyung Hoon Kim (Changwon National University)

Time: 08:00–09:15, July 28, 2018

Room: TBD

<b>a080</b>	<b>More than just scanning? Empirical insights into consumer responses towards QR codes on product packages</b>	Stefanie Sohn	Technische Universität Braunschweig
		Wolfgang Fritz	Technische Universität Braunschweig
<b>a081</b>	<b>Customer engagement measurement in social media: From theory to practice</b>	Othman Boujena	NEOMA Business School
		Isabelle Ulrich	NEOMA Business School
		Aikaterini Manthiou	NEOMA Business School
		Bruno Godey	NEOMA Business School
<b>a082</b>	<b>The role of digital platforms in the global business environment: The case of China</b>	Francesca Checchinato	Ca' Foscari University
		Lala Hu	Ca' Foscari University
<b>a083</b>	<b>Use of online features for online complaint: Implications on the well-being of consumers and firms</b>	Yean Shan Beh	University of Auckland
		Laszlo Sajtos	University of Auckland
<b>a084</b>	<b>Effects of firm presence in customer-owned touch points: A self-determination perspective</b>	Ali Yakhlef	Stockholm University
		Fredrik Nordin	Stockholm University
		Tea Dahlgren	Stockholm University
<b>a095</b>	<b>Location-based consumer identities and their effect on global Social Networking Sites usage: Evidence from users in Austria and Thailand</b>	Katerina Makri	Vienna University of Economics and Business
		Bodo B. Schlegelmilch	Vienna University of Economics and Business/Sun Yat-sen University
		Karolos-Konstantinos Papadas	Coventry University
<b>a096</b>	<b>Avoiding late adoption of digital innovations: A configurational perspective</b>	Sara F. Jahanmir	Neoma Business School
		Graça Miranda Silva	ADVANCE/CSG, ISEG, University of Lisbon
		Jérémy Küper	Nordakademie Graduate School
		Luis Filipe Lages	Nova SBE

## Session 07.02 2018 EMAC-GAMMA Joint Symposium & 2018 JSMD-GAMMA Joint Symposium

Session Chairs: Udo Wagner (University of Vienna)  
Seong-Yeon Park (Ewha Womans University)  
Yuko Yamashita (Hitotsubashi University)

Time: 08:00-09:15, July 28, 2018

Room: TBD

<b>a280</b>	<b>The communication style matters: Improving sales effectiveness by using sociometric sensors</b>	Sandra Pauser	University of Vienna
		Udo Wagner	University of Vienna
<b>a281</b>	<b>Multi-tier pay what you want: Combining endogenous and second-degree price discrimination</b>	Karl Akbari	University of Vienna
		Udo Wagner	University of Vienna
<b>a382</b>	<b>Use of item response theory in marketing research</b>	Seock-Ho Kim	University of Georgia
		John Hullah	University of Georgia
		Hyo Jin Eom	Korea University
<b>a383</b>	<b>The regional market entry and store-network growth of chain retailers: The convenience store industry in Japan</b>	Minami Nishikawa	Chuo University

## Session 07.03 HIT-GAMMA Joint Symposium I

Session Chair: Peng Zou (Harbin Institute of Technology)

Time: 08:00-09:15, July 28, 2018

Room: TBD

<b>a364</b>	<b>Knowledge activity management in open customer innovation</b>	Yue Wu	Harbin Institute of Technology
		Guofeng Li	Harbin Institute of Technology
		Liming Zheng	Harbin Institute of Technology
<b>a356</b>	<b>How Facebook contribute to the re-emergence of subsistence markets in developed countries</b>	Eva Delacroix	Université Paris-Dauphine, PSL Research University
		Béatrice Parguel	Université Paris-Dauphine, PSL Research University
		Florence Benoît-Moreau	Université Paris-Dauphine, PSL Research University
<b>a362</b>	<b>Research on the marketing model of the knowledge paid product based on the open virtual community</b>	Rui-Xue Bao	Harbin Institute of Technology
		Guofeng Li	Harbin Institute of Technology
<b>a358</b>	<b>User engagement in sharing economy</b>	Hongtao Yang	Harbin Engineering University
		Jinghan Chen	Harbin Engineering University
		Chengli Hu	Harbin Engineering University
<b>a357</b>	<b>Online delivery platform research on brand trust repair strategy under the shared economy</b>	Dan Huang	China University of Geosciences (wuhan)
		Rui Guo	China University of Geosciences (wuhan)

## Session 07.04 The Revitalization of Culturally Significant Patterns, Products and Practices

Session Chair: Tracy Cassidy (University of Huddersfield)

Time: 08:00-09:15, July 28, 2018

Room: TBD

<b>a742</b>	<b>The seat of the soul and the soul of the seat: Valuing the art of the traditional upholsterer</b>	Tracy Cassidy	University of Huddersfield
<b>a740</b>	<b>The revitalization of the service philosophy of Omotenashi in the Japanese hospitality industry</b>	Yoshinobu Sato	Kwansei Gakuin University
		Mark E. Parry	University of Missouri – Kansas City
<b>a739</b>	<b>A reflection on the benefits of revitalizing the teaching content and style of the renowned Mabel Fletcher costume course to re-skill the costume making profession: An early stage research projects</b>	Liz Garland	University of Huddersfield
<b>a741</b>	<b>The revitalisation of a craft economy: The case of Scottish knitting</b>	Jade Halbert	University of Huddersfield
<b>a738</b>	<b>The Asian millennial cosmopolitans in Taiwan night market</b>	Kezia Sarah Abednego	National Cheng Kung University
		Faye Kao	National Cheng Kung University



## Session 07.05 Theoretical and Practical Evolution of Retailing

Session Chairs: Charles Ingene (Price College of Business)

Ikuro Takahashi (Keio University)

Time: 08:00-09:15, July 28, 2018

Room: TBD

<b>a332</b>	<b>Exploration of functional form for perceived service quality using SERVQUAL : Application of nonparametric method to nonlinear factor analysis</b>	Toshikuni Sato	Tohoku University
<b>a333</b>	<b>Qualitative effects of in-store displays using the single source data of user generated contents and point of sales</b>	Takashi Teramoto	Yokohama National University
		Akira Shimizu	Keio University
<b>a334</b>	<b>Premium private label sourcing and bargaining</b>	S. Chan Choi	Rutgers Business School
<b>a335</b>	<b>The interactional effect of atmospherics, trust and motivation on emotions and online shopping intentions</b>	Emi Moriuchi	Rochester Institute of Technology
		Ikuro Takahashi	Keio University
<b>a336</b>	<b>Opening a direct digital channel: The impact of versioning on the physical product market with heterogeneous retailers</b>	Yuji Nakayama	Osaka Prefecture University
<b>a337</b>	<b>Different external information sources at physical stores and the influence on the customer buying decision process</b>	Andreas Kessenbrock	TU Dortmund University
		Gerrit Cziehsoa	TU Dortmund University

## Session 07.06 Marketing and Entrepreneurship

Session Chair: Robert Morgan (Cardiff University)

Time: 08:00-09:15, July 28, 2018

Room: TBD

<b>a717</b>	<b>Social enterprise – the rising star of customer well-being</b>	Verena Batt	Leuphana University of Lüneburg
		Mareike Falter	University of Hohenheim
<b>a719</b>	<b>Consumers' socioeconomic worldview and consumption phenomena</b>	Hyun Young Cho	Dongguk University
		Seungwoo Chun	Dongguk University
		Joo-Hyoung Ji	Kyungnam University
		Joon Woo Park	Dongguk University
		Chunduk Hwang	Dongguk University
<b>a720</b>	<b>Contesting institutional arrangements in adverse market conditions</b>	Alexei Gloukhovtsev	Aalto University School of Business
<b>a721</b>	<b>Perfect pitch: Appearance in entrepreneurial pitching</b>	Elina Koivisto	Aalto University School of Business
		Mikael Paaso	Aalto University School of Business
<b>a722</b>	<b>An explorative study of innovative entrepreneurship in a hospitality startup context</b>	Jeou-Shyan Horng	Jinwen University of Science and Technology
		Chang-Yen Tsai	MingDao University
		Chih-Hsing Liu	Ming Chuan University
		Sheng-Fang Chou	Ming Chuan University
		Da-Chian Hu	Jinwen University of Science and Technology
		Shang-Yu Liu	National Kaohsiung University of Hospitality and Tourism

## Session 07.07 Consumption, Desire and Culture

Session Chair: Wing-Sun Liu (The Hong Kong Polytechnic University)

Time: 08:00-09:15, July 28, 2018

Room: TBD

<b>a483</b>	<b>The desire for a new face: the emergence of cosmetic surgery tourism in china and the transformation of South Korean national identity</b>	Hyun Jeong Min	Pacific University
		Eric Ping Hung Li	University of British Columbia - Okanagan
<b>a484</b>	<b>How decluttering and organizing enhance consumers' happiness? A multicultural exploration through the KonMari method</b>	Charlotte Gaston-Breton	ESCP Europe
		Hsin-Hsuan Meg Lee	ESCP Europe
<b>a485</b>	<b>Consumer experience as a relationship between skills and environmental affordances: An embodied approach</b>	Ali Yakhlef	Stockholm Business School, Stockholm University
<b>a486</b>	<b>Consumption and cultural capital for self-presentation in the workplace</b>	Connie Mak	The Hong Kong Polytechnic University
		Andrea Davies	University of Leicester
		Christiana Tsousi	University of Leicester
<b>a487</b>	<b>It might not be perfect... But it is the best gift ever!</b>	Ines Branco-Illodo	Nottingham Trent University
		Teresa Heath	University of Nottingham

## Session 07.08 Marketing in General I

Session Chair: Jong-Kuk Shin (Pusan National University)

Time: 08:00-09:15, July 28, 2018

Room: TBD

<b>a233</b>	<b>A multilevel conceptual framework for nonlinear effects of social capital in sales management</b>	Huy Nguyen	University of Sussex
		Ngoc Luu	University of Sussex
<b>a234</b>	<b>The hotel industry vs. online travel agencies: Forever foe?</b>	Sun-Young Park	University of San Francisco
		Jonathan P. Allen	University of San Francisco
<b>a235</b>	<b>How my child influences what I buy for myself: Children's influence on parents' personal purchases</b>	Alisara Rungnontarat CHARINSARN	Thammasat University
<b>a236</b>	<b>On the effect of emotional uncertainty on predicted utility and forecasting error: The uncertainty-prediction asymmetry (UPA) hypothesis</b>	Athanasios Polyportis	Athens University of Economics and Business
		Flora Kokkinaki	Athens University of Economics and Business
<b>a238</b>	<b>"I will donate time today and money tomorrow": The moderating role of attitude toward nonprofit organization on donation intention</b>	Doori Song	Youngstown State University
		Dong Hoo Kim	University of North Carolina at Chapel Hill
<b>a239</b>	<b>Exploring the influence of multiple technology-based self-service channel extensions on cross-buying intention</b>	Michael Chih-Hung Wang	Feng Chia University
		Ya-Yun Tang	Shih Chien University

## Session 07.09 Customer Engagement in Tourism and Hospitality Services VII

Session Chairs: Kevin Kam Fung So (University of South Carolina)

Xiang (Robert) Li (Temple University)

Time: 08:00-09:15, July 28, 2018

Room: TBD

<b>a657</b>	<b>Asymmetric effects of consumer generated content on customer satisfaction of hotel customers</b>	Pinelopi Athanasopoulou	University of Peloponnese
		Apostolos N. Giovanis	University of West Attica
<b>a658</b>	<b>Experiential marketing in hospitality: An in-depth analysis of the hospital environment</b>	Luca Buccoliero	Bocconi University
		Elena Bellio	Bocconi University
		Giulia Crestini	Bocconi University
		Elisa Solinas	Bocconi University
<b>a659</b>	<b>Capturing value from sharing: The interplay among intrinsic and extrinsic product cues in peer-to-peer transportation sharing demand</b>	Seongsoo (Simon) Jang	Cardiff University
		Mehdi Farajallah	Rennes School of Business
<b>a660</b>	<b>Generation Y's online engagement in building brand loyalty through social media</b>	HyeRyeon Lee	Department of Marketing
		Ge (Grace) Xiao	Department of Marketing
<b>a661</b>	<b>Are people more likely to misbehave during travel? The mediation effect of perceived social control</b>	Chloe Y. QIU	The Chinese University of Hong Kong
		Lisa C. WAN	The Chinese University of Hong Kong
<b>a662</b>	<b>Tourist engagement and the identification with the brand of destination: The case of (re)visiting the city of Porto</b>	Ana Pinto Borges	European Business School and Research Group of ISAG (NIDISAG)
		Elvira Vieira	ISAG – European Business School and Research Group of ISAG (NIDISAG); IPVC- Polytechnic Institute of Viana do Castelo and UNIAG - Applied Management Research Unit
		Paula Rodrigues	Lusíada University – North
<b>a688</b>	<b>Capturing customer engagement on social media: The power of social communities' activation words</b>	Richard Gruss	Radford University
		Eojina Kim	Virginia Tech
		Alan Abrahams	Virginia Tech
		Yuhyun Song	Virginia Tech
		Daniel Berry	Virginia Tech
<b>a686</b>	<b>Effects of experiential motivation and customer engagement on customer value creation and shopping behavior</b>	Sang-Lin Han	Hanyang University
		Myoung-a An	Hanyang University
<b>a687</b>	<b>Image interactivity technology and engagement on online experience on hotel websites: Personal traits' moderating role</b>	Mirna M. Bassily	University of Angers

## Session 07.10 Value Co-Creation and Product Innovation

Session Chair: Hao Zhang (Northeastern University)

Time: 08:00-09:15, July 28, 2018

Room: TBD

<b>a416</b>	<b>Do customer emotions matter during the value co-creation process?</b>	Szu Hsin Wu	Dublin City University
		Yuhui Go	Dublin City University
<b>a418</b>	<b>The relationship between transformational leadership and value co-creation: The motivational processes involved in the relationship</b>	Chan Hsiao	National Chiao Tung University
		Lee Yi-Hsuan	National Central University
		Hsu Hao-Hsin	National Chiao Tung University
<b>a420</b>	<b>How to induce customer cooperation in the B2C sharing-service context: An examination of the interaction effect of message framing and customer value perception</b>	Woohyun Lee	Yonsei University
		Sooyun Kim	Yonsei University
		Sunmee Choi	Yonsei University
<b>a421</b>	<b>“My own design is better”: A co-creation perspective on the online luxury design</b>	Hao Zhang	Northeastern University
		Shiquan Wang	Northeastern University
		Zhiqi Dong	Northeastern University
<b>a419</b>	<b>Group size effect in new product crowdfunding</b>	Meixiang Cui	Yonsei University
		Jeonghye Choi	Yonsei University
		Jaeyoung Lee	Yonsei University
		Subin Im	Yonsei University

## Session 08 (09:30–11:00, July 28, 2018)

### Session 08.01 Digital and Social Media Marketing in Global Business Environment VIII

Session Chair: Kyung Hoon Kim (Changwon National University)

Time: 09:30–11:00, July 28, 2018

Room: TBD

<b>a085</b>	<b>Evolution of digital marketing: Theory and practice from key resources</b>	Juran Kim	Jeonju University
		Seungmook Kang	Jeonju University
<b>a087</b>	<b>“Word of mouth”: Whose mouth is more influential to you? The effects of gender and ethnicity on decision making</b>	Yaeun Kim	Temple University
		Angelika Dimoka	Temple University
		Yaeri Kim	Seoul National University
		Paul A. Pavlou	Temple University
		Kiwan Park	Seoul National University
<b>a071</b>	<b>The Instagram Effect: Exploring Consumers’ Shopping Behavior and Its Impact on Purchase Intention</b>	Sanjukta Pookulangara	University of North Texas
		Jacqueline Parr	University of North Texas
		Lindsey Tanoff	University of North Texas
		Kimberly Nix	University of North Texas
<b>a089</b>	<b>The effect of customization experience on consumers’ happiness and purchase intention and the mediating roles of autonomy, competence and authorship</b>	Ha Youn Kim	Seoul National University
		Yuri Lee	Seoul National University/Research Institute of Human Ecology
		Erin Cho	School of Design Strategies, Parsons
		Sunyang Park	Seoul National University
<b>a094</b>	<b>What people say really matters: the importance of functional and emotional content in online consumer reviews for product sales</b>	Seongsoo Jang	Cardiff University
		Jaihak Chung	Sogang University
		Vithala R. Rao	Cornell University
<b>a091</b>	<b>A study on the effective strategy of connecting live home shopping and real-time communication service</b>	Jong-Kuk Shin	Pusan National University
		MinKyung Moon	Pusan National University
		Min-Sook Park	Catholic University of Pusan
		JaeHun Kim	Pusan National University
<b>a093</b>	<b>Factors driving consumers to purchase ethnic apparel: The case of Hanfu</b>	Zahra Pourabedin	University of Reading Malaysia
		Feng Qilin	UCSI University
		Vahid Biglari	University of Reading Malaysia
		Zahra Pourabedin	University of Reading Malaysia
<b>C020</b>	<b>The effects of mobile shopping motivations on value co-creation, customer equity drivers, and customer lifetime value</b>	Nam Hee Jin	Changwon National University
		Kyong Ryul Koo	Changwon National University
		Kyung Hoon Kim	Changwon National University

## Session 08.02 Global Perspectives in Business-to-Business Marketing: B2B Export and Trade

Session Chair: Anthony Di Benedetto (Temple University)

Time: 09:30-11:00, July 28, 2018

Room: TBD

<b>a175</b>	<b>Does economic distance matter in international business to business relationships?</b>	Leping He	University of Chinese Academy of Sciences/University of Chinese Academy of Sciences
		Meng Wang	Hong Kong Polytechnic University
		Flora Fang Gu	Hong Kong Polytechnic University
<b>a173</b>	<b>A multi-faceted examination of the export product adaptation - customer value creation relationship</b>	Eleni Tsoungkou	Loughborough University
		John W. Cadogan	Loughborough University
		Ian R. Hodgkinson	Loughborough University
		João S. Oliveira	Loughborough University
		Tommi Laukkanen	University of Eastern Finland
		Vicky M. Story	Loughborough University
		Nahid Yazdani	Loughborough University
		Nathaniel Boso	Kwame Nkrumah University of Science and Technology
<b>a179</b>	<b>The role of innovation capability on the relationship between product strategy and export performance: A cross-national study of Korean and Japanese firms</b>	Insik Jeong	Korea University Business School
		Jong-Ho Lee	Korea University Business School
		Eunmi Kim	Korea University Business School
<b>a192</b>	<b>Bangladeshi clothing manufacturers' technology adoption in the global free trade environment</b>	Haesun Park-Poaps	Ohio University
		Sadaqul Bari	Ohio University
<b>a194</b>	<b>Export diversification and export performance: A contingency - and resource dependency - based assessment</b>	Itzhak Gnizy	Ono Academic College
		John W. Cadogan	Loughborough University and Lappeenranta University of Technology
		João S. Oliveira	Loughborough University
		Asmat-Nizam Abdul-Talib	Universiti Utara Malaysia



## Session 08.03 HIT-GAMMA Joint Symposium II

Session Chair: Peng Zou (Harbin Institute of Technology)

Time: 09:30-11:00, July 28, 2018

Room: TBD

<b>a361</b>	<b>The research of enterprises we media marketing's influence on brand loyalty</b>	Yixin Li	Harbin Institute of Technology
<b>a360</b>	<b>Perceived risk of particulate matter and anti-pollution cosmetics purchase intention: The mediating role of response-efficacy</b>	Minsun Yeu	Harbin Institute of Technology
		Jisun Lee	Kookmin University
<b>a363</b>	<b>The research of taobao's personalized recommendation on purchase intention of consumers</b>	Guofeng Li	Harbin Institute of Technology
		Zhuonan Gao	Harbin Institute of Technology
<b>a365</b>	<b>The influence of the sharing platform socialization on the consumers' intention to participate -- trust as an mediator</b>	Peng Zou	Harbin Institute of Technology
		Di Huo	Harbin Institute of Technology
		Jingwen Liu	Harbin Institute of Technology
<b>a359</b>	<b>Airbnb's Integrated Marketing Communication strategy: A comparative study between Hull (UK) and Bandung (Indonesia)</b>	Diva Arya Saskia Putri	Bandung Institute of Technology

## **Session 08.04 Meet the Editors**

Time: 09:30-11:00, July 28, 2018

Room: TBD

<b>Roland T. Rust</b>	University of Maryland	Editor of International Journal of Research in Marketing
<b>Christine Moorman</b>	Duke University	Incoming Editor-in-Chief of Journal of Marketing
<b>Constantine Katsikeas</b>	Leeds University Business School	Editor-in-Chief of Journal of International Marketing
<b>Charles R. Taylor</b>	Villanova University	Editor of International Journal of Advertising
<b>C. Anthony Di Benedetto</b>	Temple University	Editor of Industrial Marketing Management
<b>John Cadogan</b>	Loughborough University	Editor of International Marketing Review
<b>Shintaro Okazaki</b>	King's College London	Editor-in-Chief of Journal of Advertising
<b>Naveen Donthu</b>	Georgia State University	Editor-in-Chief of Journal of Business Research
<b>Margaret C. Campbell</b>	University of Colorado Boulder	Co-Editor of Journal of Consumer Research
<b>Arch G. Woodside</b>	Curtin University	Editor-in-Chief of Journal of Global Scholars of Marketing Science
<b>Ian Phau</b>	Curtin University	Editor of Asia Pacific Journal of Marketing and Logistics
<b>Eunju Ko</b>	Yonsei University	Editor-in-Chief of Journal of Global Fashion Marketing
<b>Kihan Kim</b>	Seoul National University	Editor-in-Chief of Journal of Global Sport Management

## Session 08.05 Interaction between Innovation and Sustainability in Marketing

Session Chair: Olga Tretyak (National Research University Higher School of Economics)

Time: 09:30-11:00, July 28, 2018

Room: TBD

<b>a160</b>	<b>Linking business model and marketing research for successful business model innovation</b>	Denis Klimanov	National Research University Higher School of Economics
		Olga Tretyak	National Research University Higher School of Economics
<b>a161</b>	<b>Use of gamification tools: Shifting customer engagement practices of russian companies</b>	Alena I. Morozova	National Research University Higher School of Economics
		Aleksandr G. Rozhkov	National Research University Higher School of Economics
<b>a164</b>	<b>Embedding innovative internet-based communication tools into business model: Longitudinal quantitative study</b>	Kolesnik Nadezda	National Research University Higher School of Economics
		Tretyak Olga	National Research University Higher School of Economics
<b>a165</b>	<b>Innovative business models and sustainability entrepreneurship: Case of the Russian ecopreneurial firms</b>	Tatiana Ershova	Far Eastern Federal University
		Elena Gafforova	Far Eastern Federal University
<b>a166</b>	<b>Implementing creativity and innovation in sustainable fashion product development practice</b>	Helen Goworek	University of Leicester
		Lynn Oxborrow	Nottingham Trent University
<b>a167</b>	<b>The influence of consumer motivations on online brand community engagement</b>	Anastasiia A.Napalkova	The Far Eastern Federal University

## Session 08.06 Marketing Specifics in Emerging Markets

Session Chair: Vera Rebiazina (National Research University Higher School of Economics)

Time: 09:30-11:00, July 28, 2018

Room: TBD

<b>a316</b>	<b>Digital marketing capability and firm performance: A dynamic capabilities perspective</b>	Florin Foltean	West University of Timisoara
<b>a317</b>	<b>Customer orientation in Russian market: Challenging existing concepts and measurement models</b>	Vera Rebiazina	National Research University Higher School of Economics
		Maria Smirnova	St. Petersburg University
<b>a320</b>	<b>Enhancing export performance of emerging market exporters amid export market dynamism</b>	Amonrat Thoumrungroje	Assumption University
		Olimpia C. Racela	Mahidol University International Colleg
<b>a322</b>	<b>Credibility of anti-smoking messages on the effectiveness of health warning messages: The mediating roles of perceived health and social risks</b>	Murat Aktan	Nevsehir Haci Bektas Veli University
		Paul Chao	Eastern Michigan Universit
<b>a321</b>	<b>The influence of online travel communities on tourism destinations choice</b>	Ekaterina V. Buzulukova	National Research University Higher School of Economics
		Marina Y. Sheresheva	Lomonosov Moscow State University
		Svetlana M. Berezka	Lomonosov Moscow State University
		Ilia S. Andreev	National Research University Higher School of Economics
<b>c004</b>	<b>Advertising in a developing economy: Attitudes of young consumers in Egypt</b>	Moshen Bagnied	American University of Kuwait
		Mark Speece	American University of Kuwait
		Ibrahim Hegazy	American University in Cairo

## Session 08.07 Political Branding in Turbulent Times

Session Chair: George Panigyrakis (Athens University of Economics and Business)

Time: 09:30-11:00, July 28, 2018

Room: TBD

<b>a154</b>	<b>Exploring political brand identity and political brand image in non-party contexts from a multi-stakeholder perspective</b>	G. Armannsdottir	Nottingham Trent University
		C. Pich	Nottingham Trent University
<b>a155</b>	<b>Self-expression through voting? The critical role of leader brand personality</b>	Sofia Batsila	Athens University of Economics and Business
		George Panigyrakis	Cyprus University of Technology
		Anastasios Panopoulos	University of Macedonia
<b>a156</b>	<b>Political strides and metaphors</b>	Anjuman D Antil	University of Delhi
		Harsh V Verma	University of Delhi
<b>a157</b>	<b>The role of brand love in political brand preference</b>	Dr. Saikat Banerjee	Indian Institute of Foreign Trade-IIFT
		Dr. Bibek Ray Chaudhuri	Indian Institute of Foreign Trade-IIFT
<b>a158</b>	<b>Consumer responses to controversial marketing communications - the case of H&amp;M's "coolest monkey in the jungle" merchandise</b>	Dr. Saikat Banerjee	Indian Institute of Foreign Trade-IIFT
<b>a159</b>	<b>Political strides and metaphors</b>	Anjuman D Antil	University of Delhi
		Harsh V Verma	University of Delhi

## Session 08.08 Marketing in General II

Session Chair: Jong-Kuk Shin (Pusan National University)

Time: 09:30-11:00, July 28, 2018

Room: TBD

<b>a240</b>	<b>Exclusive or exclusion? An examination of strategic discrimination in marketing</b>	Samuelson Appau	RMIT University
		Sefa Awaworyi Churchill	RMIT University
<b>a241</b>	<b>Seducing customers with fond memories: the effect of nostalgia on consumer switching behavior</b>	Zhongqiang (Tak) Huang	University of Hong Kong
		Xun (Irene) Huang	Nanyang Technological University
		Yuwei Jiang	The Hong Kong Polytechnic University
<b>a242</b>	<b>The use of marketing metrics by Chinese firms: A survey of current practices</b>	Xiaoning Liang	The University of Dublin
		Yuhui Gao	Dublin City University
		Hao Zhang	Northeastern University
		Xin Guang	Capital University of Economics and Business
<b>a243</b>	<b>Sunday trading in the new millennium: Sunday is the new Saturday!</b>	Hina Khan	Lancaster University
<b>a244</b>	<b>The effect of typeface on ad effects considering psychological perception and perceived communicator's power</b>	Soojin Kim	Louisiana State University
		Yoojung Kim	Konkuk University
		A-Reum Jung	Louisiana State University
<b>c033</b>	<b>Explanatory study of entrepreneurship policy using realist approach</b>	Isti Raafaldini Mirzanti	Institut Teknologi Bandung

## Session 08.09 Customer Engagement in Tourism and Hospitality Services VIII

Session Chairs: Kevin Kam Fung So (University of South Carolina)

Xiang (Robert) Li (Temple University)

Time: 09:30-11:00, July 28, 2018

Room: TBD

<b>a663</b>	<b>Customer engagement and its outcomes: The roles of service environment and brand equity</b>	Ou Juanjuan	Guangdong University of Foreign Studies
		IpKin Anthony Wong	City University of Macau
		Matthew Tingchi Liu	University of Macau
<b>a664</b>	<b>The independent effects of brand warmth and brand competence perception on consumers' complaining responses to service failures</b>	Shannon X. Yi	The Chinese University of Hong Kong
		Chloe Y. Qiu	The Chinese University of Hong Kong
		Lisa C. Wan	The Chinese University of Hong Kong
<b>a665</b>	<b>How the tourism service quality influence the tourist loyalty: Tour guide professional competence as intermediary variables</b>	Su-Shiang Lee	Chaoyang University of Technology (CYUT)
		Wei Yeng Sia	Chaoyang University of Technology (CYUT)
		Wei Peng Tan	Chaoyang University of Technology (CYUT)
		Chih-Wei Lin	Chaoyang University of Technology (CYUT)
<b>a666</b>	<b>Millenials uncovered: Boutique hotels and drivers of intention to stay of Indonesian Millenial customers</b>	Adilla Anggraeni	Bina Nusantara University
		Indra Kusumawardhana	Bina Nusantara University
<b>a669</b>	<b>Various model specifications for conceptualizing customer engagement on Facebook fan pages: A case study from the dining industry</b>	Sally, Chaang-luan Ho	Chaoyang University of Technology
		Ying-Hsiao Lai	Chaoyang University of Technology
		Li Wei Liu	Chaoyang University of Technology
<b>a670</b>	<b>Effects of cognitive engagement in the development of brand loyalty and brand love in hotel context</b>	Min-Jung Shin	University of Houston
		Ki-Joon Back	University of Houston
<b>a685</b>	<b>Visitors' loyalty and price perceptions: The role of customer engagement in a nature based tourism environment</b>	Maxi Bergel	University of Rostock
<b>a671</b>	<b>Consumer reactions to negative online review: The role of friendship strength and gift giving consumption</b>	Abigail X. Luo	The Chinese University of Hong Kong
		Lisa C. Wan	The Chinese University of Hong Kong

## Session 08.10 International & Cross Cultural Marketing: The Changing Consumer Landscape/ Intercultural Marketing Communications

Session Chairs: Fabian Bartsch (IESEG School of Management)

Timo Mandler (IESEG School of Management)

Wolfgang Fritz (Technische Universitaet Braunschweig)

Time: 09:30-11:00, July 28, 2018

Room: TBD

<b>a151</b>	<b>Spoiled rotten: Repetitive preferential treatment and consumer retaliation intention</b>	Yi Li	Macquarie Graduate School of Management
		Elena Fumagalli	HEC Paris
<b>a152</b>	<b>Message assertiveness and product discounts in sustainability persuasion: Comparisons among americans and koreans</b>	Dongwon Choi	Kookmin University
		Heyjin Bang	University of Kansas
		Yeonshin Kim	Myongji University
		Tae Hyun Baek	University of Kentucky
		Sukki Yoon	Bryant University
<b>a153</b>	<b>Anticipated experience of global brand: The role of brand popularity</b>	Ibrahim Abosag	SOAS University of London
		Barbara Čater	University of Ljubljana
		Vesna Žabkar	University of Ljubljana
		Anthony Grimes	Sheffield Hallam University
		Oleskii Bekh	University of Manchester
<b>a324</b>	<b>Food gift-giving behavior in Chinese cultural: Theory of consumption values</b>	Lin Lin	I-Shou University
<b>a325</b>	<b>Comparative analysis of Russian and global marketing models on the Russian market</b>	Oksana Yuldasheva	St.Petersburg State University of Economics
		Julia Solovjova	St.Petersburg State University of Economics
		Gleb Khalikov	St.Petersburg State University of Economics
		Marko Mäki	Haaga-Helia University of Applied Sciences
<b>a326</b>	<b>The mediating role of perceived values and risk on global brand purchase: Evidence from two european countries</b>	Ziva Kolbl	University of Vienna
		Maja Arslanagic-Kalajdzic	University of Sarajevo
		Adamantios Diamantopoulos	University of Vienna
		Vesna Zabkar	University of Ljubljana



## Session 09 (11:10-12:40, July 28, 2018)

### Session 09.01 Leveraged Marketing Communications VII

Session Chairs: Sukki Yoon (Bryant University)

Yung Kyun Choi (Dongguk University)

Kacy Kim (Elon University)

Time: 11:10-12:40, July 28, 2018

Room: TBD

<b>a567</b>	<b>Does it pay not to engage in greenwashing? The effect of supply chain involvement in greenwashing on investors' reactions</b>	Marta Pizzetti	Università della Svizzera italiana
		Lucia Gatti	Università della Svizzera italiana
		Peter Seele	Università della Svizzera italiana
<b>a568</b>	<b>When partners divorce: Understanding the Potential Downside of Cause-Related Marketing Programs</b>	H. Aghakhani	Rowe School of Business, Dalhousie University
		S.W. Carvalho	Rowe School of Business, Dalhousie University
		P.H. Cunningham,	Rowe School of Business, Dalhousie University
<b>a569</b>	<b>From differently-abled to distinctly-enabled: Creating social capital using SERVQUAL model- the case of Mirchi &amp; Mime in Mumbai</b>	Isaac Jacob	K J Somaiya Institute of Management Studies & Research
		Monica Khanna	K J Somaiya Institute of Management Studies & Research
		Krupa A Rai	K J Somaiya Institute of Management Studies & Research
<b>a570</b>	<b>Interdependence of performance between movies and the movie-themed mobile games</b>	Youseok Lee	Seoul National University
		Jisu Yi	Seoul National University
		Sang-Hoon Kim	Seoul National University
		Dongwon Choi	University of Georgia
<b>a571</b>	<b>"You've got oysters? Then, Guinness is the perfect match": The effect of paring strategy on branded content</b>	Hyejin Bang	University of Kansas
		Tae Hyun Baek	University of Kentucky
		Yeonshin Kim	Myongji University
		Sangdo Oh	Yonsei University

## Session 09.02 Global Perspectives in Business-to-Business Marketing: B2B Promotion and Channels

Session Chair: Anthony Di Benedetto (Temple University)

Time: 11:10-12:40, July 28, 2018

Room: TBD

<b>a171</b>	<b>The study of sustainable competitive strategy for multi-unit franchising</b>	Chen-I Huang	YuDa University
<b>a184</b>	<b>Investigating satisfied but disloyal business customers</b>	Ming-Chih Tsai	National Chung Hsing University
		Rico Merkert	The University of Sydney Business School
		Shiau-Chi Lin	National Chung Hsing University
		Mei-Ting Tsai	National Chung Hsing University
<b>a188</b>	<b>Refining the method to measure the intangible value of trade shows</b>	Elina Koivisto	Aalto University School of Business
		Pekka Mattila	Aalto University School of Business
		Anna Sirén	Aalto University School of Business
<b>a189</b>	<b>Asset specificity and channel integration</b>	Hidesuke Takata	Keio University
		Mark E. Parry	University of Missouri – Kansas City

## Session 09.03 Global and Cross-Cultural Marketing I

Session Chairs: Constantine S. Katsikeas (Leeds University Business School)

Stavroula Spyropoulou (Leeds University Business School)

Time: 11:10-12:40, July 28, 2018

Room: TBD

<b>a743</b>	<b>An empirical research on cross-border partnerships - Japanese companies doing business with overseas partners</b>	Masahiro Ito	Kobe University
		Lin Huang	Kobe University
<b>a432</b>	<b>On relationship value in international marketing channels</b>	Dionysis Skarmas	Athens University of Economics and Business
		Paraskevas Argouslidis	Athens University of Economics and Business
		Flora Kokkinaki	Athens University of Economics and Business
		Alexis Mavrommatis	EADA
		Ana Lisboa	Instituto Universitário de Lisboa
<b>a435</b>	<b>Always trust in your friends? Cross-cultural effects of review source and incentives on trustworthiness and purchase intention</b>	Dionysius Ang	University of Leeds
<b>a434</b>	<b>Managerial mindset effects on adaptation and entry mode decisions: An experimental investigation</b>	Christina Papadopoulou	University of Leeds
		Magnus Hultman	University of Leeds
		Aristeidis Theotokis	University of Leeds
<b>a439</b>	<b>Developments in global marketing and strategy: Empirical, methodological and theoretical challenges</b>	Giuseppe Musarra	University of Leeds

## Session 09.04 2018 KAPPS-GAMMA Joint Symposium

Session Chairs: Bongchul Kim (Chosun University)  
 Cunhyeong Ci (Kookmin University)  
 Juran Kim (Jeonju Univeristy)

Time: 11:10-12:40, July 28, 2018

Room: TBD

<b>a199</b>	<b>Effects of social platform in Advertising &amp; PR</b>	Bongchul Kim	Chosun University
		Jooah Ahn	Dongshin University
		Sung Hey Chung	Seoul Women's University
		Jin Han Ryoo	Keimyung University
<b>a201</b>	<b>Study on type of successful advertising public-relations campaign strategy in 4th industry innovation age</b>	Jei Young Lee	Catholic Kwandong University
<b>a197</b>	<b>Are parasocial interaction and brand attachment the same concept?</b>	Yang Ho Choi	Chosun University
		Kim Yu Mi	Chosun University
<b>a195</b>	<b>The impact of similarity of the Ads on consumer's attitude toward the brand and its competitor</b>	CunHyeong Ci	Kookmin University
<b>a202</b>	<b>A study on effective advertising vicarious execution commission system in digital environment</b>	Il-do Choi	Korea Press Foundation
		Jee-Hye Choi	Hankuk University of Foreign Studies
		Hyo-Bok Lee	Hankuk University of Foreign Studies
<b>a203</b>	<b>Assessing current AR marketing and research directions</b>	Sang Jun Moon	MTF Leisure
		Juran Kim	Jeonju Univeristy
		Baigali Buyantogtokh	Jeonju Univeristy
		Yalan Luo	Jeonju Univeristy
		Hyng-Jin Kim	Business Agency

## Session 09.05 Stakeholders-Brand Relationships: Multiple Online/Offline Interactions I

Session Chair: Sandra Maria Correia Loureiro (Lisbon University Institute (ISCTE-IUL))

Time: 11:10-12:40, July 28, 2018

Room: TBD

<b>a031</b>	<b>The perception of active listening practice on social networks</b>	Lídia Silveira Pina	Instituto Universitário de Lisboa (ISCTE-IUL)
		Sandra Maria Correia Loureiro	Instituto Universitário de Lisboa (ISCTE-IUL)/Business research Unit (BRU/UNIDE)/SOCIUS
		Paulo Rita	Instituto Universitário de Lisboa (ISCTE-IUL), BRU-IUL and NOVA Information Management School (NOVA IMS), Universidade Nova de Lisboa
		Eduardo Moraes Sarmiento	University Lusófona/ISEG-Universit of Lisbon
		Ricardo G. Bilro	Instituto Universitário de Lisboa (ISCTE-IUL) and Business research Unit (BRU/UNIDE), Lisbon and IPAM-Universidade Europeia
		João Guerreiro	Instituto Universitário de Lisboa (ISCTE-IUL) and Business research Unit (BRU/UNIDE)
<b>a032</b>	<b>Irritate me and i'll block you! – consumer's cognitive process leading to ad blockers</b>	Khyati Jagani	Flame University, India
		Bijal Mehta	Ahmedabad University
		Rasananda Panda	MICA, India
<b>a033</b>	<b>Exploring how brands create and maintain online relationships through their websites, Facebook and Instagram brand pages</b>	Luisa Pinto	Instituto Universitário de Lisboa (ISCTE-IUL)
		Sandra Maria Correia Loureiro	Instituto Universitário de Lisboa (ISCTE-IUL)/Business research Unit (BRU/UNIDE)/SOCIUS
		Pulo Rita	Instituto Universitário de Lisboa (ISCTE-IUL), BRU-IUL and NOVA Information Management School (NOVA IMS), Universidade Nova de Lisboa
		Eduardo Moraes Sarmiento	University Lusófona/ISEG-Universit of Lisbon
<b>a034</b>	<b>Corporate social responsibility initiatives influence customer awareness and empowerment</b>	Sandra Maria Correia Loureiro	Instituto Universitário de Lisboa (ISCTE-IUL)/Business research Unit (BRU/UNIDE)/SOCIUS
		João Lopes	Instituto Universitário de Lisboa (ISCTE-IUL)
<b>a035</b>	<b>The role of word-of-mouth and celebrity endorsement in online consumer-brand relationship: The context of Instagram</b>	Sandra Maria Correia Loureiro	Instituto Universitário de Lisboa (ISCTE-IUL)/Business research Unit (BRU/UNIDE)/SOCIUS
		Eduardo Moraes Sarmiento	University Lusófona/ISEG-Universit of Lisbon

## Session 09.06 Corporate Branding, Luxury Marketing & Identity-based Value Management I

Session Chair: Klaus-Peter Wiedmann (Leibniz University Hannover)

Time: 11:10-12:40, July 28, 2018

Room: TBD

<b>a011</b>	<b>Factors affecting millennials' attitudes and purchase intentions toward luxury fashion brands online: The role of national culture</b>	Regina Burnasheva	Sookmyung Women's University
		YongGu Suh	Sookmyung Women's University
<b>a014</b>	<b>Investigating the impact of product placement on brand attitude: A case of marvel movies</b>	George C. Shen	National Chiayi University
		Cia-Han Tsai	National Chiayi University
		Rick Lee	New Jersey City University
		Chia Ann Lai	National Chiayi University
<b>a015</b>	<b>Flagship shop strategy for brand building: — Case of Uniqlo</b>	Shin'ya Nagasawa	Waseda University
		Norihiro Suganami	Tanseisha Co. Ltd.
		Kuang-peng Hung	Ming Chuan University
<b>a012</b>	<b>Gastronomy tourists and dining at luxury restaurants</b>	Norman Peng	University of Westminster
		Annie Chen	University of Roehampton
		Regina Burnasheva	Sookmyung Women's University

**Session 09.07 2018 AEMARK-GAMMA Joint Symposium**

Session Chair: Carlos Flavian (University of Zaragoza)

Time: 17:45-19:00, July 27, 2018

Room: TBD

<b>a409</b>	<b>Dynamic Evaluation of Business Model Quality</b>	Yongfa Li	Anhui University of Finance and Economics
		Ping Wang	Anhui University of Finance and Economics
		Xiuhua Tian	Anhui University of Finance and Economics
<b>a410</b>	<b>How do Split Questionnaires Reduce Response Styles?</b>	Feray Adiguzel	LUISS Guido Carli University
<b>a411</b>	<b>Impact of perceived value on casual mobile game loyalty: The moderating effect of intensity of playing</b>	Sebastian Molinillo	University of Malaga
		Arnold Japutra	University of Western Australia
		Francisco Liébana-Cabanillas	University of Granada,
<b>a412</b>	<b>Owned media in Twitter of multinational firms: To centralize or to decentralize?</b>	Nora Lado	University Carlos III of Madrid
		Manuel Ceballos	University Carlos III of Madrid
		Angel Garcia-Crespo	University Carlos III of Madrid
<b>a413</b>	<b>"To be or not to be" is not the only question in advertising flyers: How and where being also matters</b>	Álvaro Garrido Morgado	Universidad de Salamanca
		Óscar González Benito	Universidad de Salamanca
		Mercedes Martos Partal	Universidad de Salamanca
<b>a414</b>	<b>Consistency of perceived influence of user-generated content on corporate social responsibility</b>	Marina Zanfardini	National University of Comahue
		Enrique Bigné	University of Valencia
		Luisa Andreu	University of Valencia
		Carla Ruiz	University of Valencia
<b>a415</b>	<b>How to use arousal stimuli to enhance effectiveness of different pre-roll advertising formats</b>	Daniel Belanche	University of Zaragoza
		Carlos Flavian	University of Zaragoza
		Alfredo Perez-Rueda	University of Zaragoza

## Session 09.08 Marketing in General III

Session Chair: Jong-Kuk Shin (Pusan National University)

Time: 11:10-12:40, July 28, 2018

Room: TBD

<b>a245</b>	<b>An extended protection motivation theory model of energy savings and carbon reduction behavioral intentions - the mediation role of protection motivation</b>	Mei-Fang Chen	Tatung University
<b>a246</b>	<b>The effect of virtual community codependency on virtual community addiction: Exploring the mediation effects</b>	Long-Chuan Lu	National Chung Cheng University
		Ching-Tzu Tsai	National Chung Cheng University
<b>a247</b>	<b>Brand structures matter extension spillover effects</b>	Joseph W. Chang	University of Massachusetts
<b>a248</b>	<b>The influence of frontline service employees' perception of customer injustice on their perceived psychological contract violation</b>	Lin Guo	University of New Hampshire
		Aadron Arndt	Old Dominion University
		Chuanyi Tang	Old Dominion University
<b>a249</b>	<b>One piece of information leads to another: Consumers' privacy concern, trust and the trap of willingness to share information</b>	Monica GROSSO	EMLYON Business School
		Sandro Castaldo	SDA Bocconi School of Management
		Hua Li	DRAC Business School
<b>c034</b>	<b>Survival of the quickest – investigating organizational agility enablers and outcomes</b>	Fabian P.W. Schrempf	Ludwig-Maximilians-Universität Munich
		Manfred Schwaiger	Ludwig-Maximilians-Universität Munich



## Session 09.09 Customer Engagement in Tourism and Hospitality Services IV

Session Chairs: Kevin Kam Fung So (University of South Carolina)

Xiang (Robert) Li (Temple University)

Time: 14:00-15:15, July 28, 2018

Room: TBD

<b>a653</b>	<b>A perceived service quality model in sharing economy: The case of Airbnb</b>	Murat Acar	Bogazici University
		Aysegul Toker	Bogazici University
<b>a681</b>	<b>Intrinsic motivators and psychological benefits of customer engagement in tourism social media sites</b>	Liang Wang	Zhejiang University
		Henry Tsai	The Hong Kong Polytechnic University
		Tianyu Ying	Zhejiang University
<b>a645</b>	<b>The impact of hotel employees' emotional intelligence on customer complaint handling</b>	Ningning Xing	The Hong Kong Polytechnic University
		Lingling Xu	The Hong Kong Polytechnic University
		Henry Tsai	The Hong Kong Polytechnic University
<b>a654</b>	<b>Traveling like a local: a study of the relationships among customer engagement, satisfaction and behavioral intentions of Airbnb users</b>	Jungho Suh	Dongbei University of Finance and Economics
		Soyoung An	Dongbei University of Finance and Economics
		Thomas Eck	Dongbei University of Finance and Economics
<b>a656</b>	<b>Engaging customers for value co-creation through mobile instant messaging</b>	Soey Sut Ieng Lei	The Hong Kong Polytechnic University
		Shun Ye	The Hong Kong Polytechnic University
		Dan Wang	The Hong Kong Polytechnic University
		Rob Law	The Hong Kong Polytechnic University
<b>a683</b>	<b>Investigating tourist perceptions of wireless tracking at a travel destination</b>	Sean Lee	Curtin University
		Billy Sung	Curtin University
<b>a685</b>	<b>Residents' engagement in tourism development: Self-congruity and word-of-mouth behaviour</b>	Ning (Chris) Chen	University of Canterbury
		Tina Šegota	University of Greenwich
		Tea Golja	Juraj Dobrila University of Pula

**Session 09.10 WORKSHOP**

Learning fuzzy-set Qualitative Comparative Analysis (fsQCA) for Beginners - Hands-on Workshop

Instructor: Prof. Arch G. Woodside, (Editor of Journal of Global Scholars of Marketing Science), Curtin University

Time: 11:10-12:40, July 28, 2018

Room: TBD

## Session 10 (14:00–15:15, July 28, 2018)

### Session 10.01 2018 ANZMAC–GAMMA Joint Symposium I

Session Chairs: Ian Phau (Curtin University)

Tony Garrett (Korea University Business School)

Time: 14:00–15:15, July 28, 2018

Room: TBD

<b>a343</b>	<b>The effect of anthropomorphic brand roles and implicit theories on consumer responses</b>	Bing Han	Shanghai Jiao Tong University
		Liangyan Wang	Shanghai Jiao Tong University
		Xiang (Robert) Li	Temple University
<b>a355</b>	<b>Public self-consciousness and luxury brand attachment</b>	Anwar Sadat Shimul	Curtin University
		Sean Lee	Curtin University
<b>a349</b>	<b>Live what you speak and you shall be protected: The insurance-effect of CSR positioning in the face of a CSI Crisis</b>	Matthias Jäger	Korea University Business School
		Tony Garrett	Korea University Business School
<b>a345</b>	<b>Impacts on Consumer-Based Brand Equity and Loyalty in Asia</b>	Harry Gu	SILC-UTS, Shanghai
		Ashish Sinha	University of Technology
<b>a344</b>	<b>The advertising appeal of genuinity</b>	Brian 't Hart	Curtin University
		Min Teah	Curtin University

## Session 10.02 Global Perspectives in Business-to-Business Marketing: B2B Business Relationships

Session Chair: Anthony Di Benedetto (Temple University)

Time: 14:00-15:15, July 28, 2018

Room: TBD

<b>a190</b>	<b>Examining the drivers and outcomes of purchase engagement in Australian B2B professional services</b>	Munyaradzi W. Nyadzayo	University of Wollongong in Dubai
		Riza Casidy	Deakin University
		Park Thaichon	Griffith University
<b>a191</b>	<b>Do entrepreneurship and dynamic capabilities increase business performance?</b>	Jee-Eun Bae	Addit Co.
		Yong-Ki Lee	Sejong University
<b>a193</b>	<b>How business reference content (BRC) affects B2B purchase decision?: The role of content format, transportation and content credibility</b>	Chang Mo Jung	Yonsei University/Hyundai Mobis
		Han Geun Lee	Yonsei University
		Young Chan Kim	Yonsei University
		Jeonghye Choi	Yonsei University
<b>a591</b>	<b>Matching business models through adaptation in business relationships: How do suppliers cope with fast fashion?</b>	Simone Guercini	University of Florence
		Andrea Runfola	University of Perugia

## Session 10.03 Global and Cross-Cultural Marketing II

Session Chair: Dayananda Palihawadana (Leeds University Business School)

Time: 14:00-15:15, July 28, 2018

Room: TBD

<b>a436</b>	<b>Impact of dynamic capabilities on export venture performance: A study of Turkish firms</b>	Merve U. Turgut	University of Leeds
		Constantine S. Katsikeas	University of Leeds
		Bulent Menguc	Kadir Has Caddesi
		Stavroula Spyropoulou	University of Leeds
<b>a438</b>	<b>Do cross-functional capabilities matter for the export marketing strategy implementation of emerging market firms? The moderating role of psychic distance and competitive intensity</b>	Shahin Assadinia	University of East Anglia
		Vita Kadile	University of Leeds
		Matthew Robson	University of Leeds
<b>a440</b>	<b>Exploring the effect of culture change on e-commerce adoption: The role individual characteristics and culture contact</b>	Ewelina Lacka	University of Glasgow
		Mike Williams	Swansea University
<b>a441</b>	<b>Marketplace globalization and shifting brand perceptions: The role of perceived brand globalness and cultural symbolism</b>	Timo Mandler	University of Hamburg
		Fabian Bartsch	IESEG School of Management
		C. Min Han	Hanyang University Business School

## Session 10.04 New Product Development

Session Chairs: Luigi Mario De Luca (Cardiff University)

Destan Kandemir (Bilkent University)

Time: 14:00-15:15, July 28, 2018

Room: TBD

<b>a327</b>	<b>How creativity comes out of the blue... or not!</b>	Béatrice Parguel	CNRS
		Marine Agogué	HEC Montréal
<b>a328</b>	<b>“A danger foreseen is a danger avoided.”: How the source of an idea influences managers’ evaluation behavior in open innovation</b>	Laura Braun	University of St. Gallen
		Peter Mathias Fischer	University of St. Gallen
		Sven Reinecke	University of St. Gallen
<b>a329</b>	<b>The effect of power structure in the NPD teams on NPD performance: The external control perspective</b>	Chiayang Mac Chang	Institute for Information Industry
		Lien-Ti Beiuthor	National ChengChi University
		Yung-Chien Lou	National ChengChi University
<b>a331</b>	<b>Capturing value from open product innovation: The effects of pre-launch technology in-licensing and post-launch product upgrades on new product market performance</b>	Seongsoo Jang	Cardiff Business School
		Max von Zedtwitz	Kaunas University of Technology
<b>a330</b>	<b>Deciphering successful new product launch: Finding balance between design form and function, and consumer innovativeness</b>	Tania Bucic	UNSW Sydney
		Obaid Gill	UNSW Sydney
		Liem Ngo	UNSW Sydney

## Session 10.05 Stakeholders-Brand Relationships: Multiple Online/Offline Interactions II

Session Chair: Sandra Maria Correia Loureiro (Lisbon University Institute (ISCTE-IUL))

Time: 14:00-15:15, July 28, 2018

Room: TBD

<b>a036</b>	<b>Fashion brands communicating and interacting in Instagram: A netnography approach</b>	Sandra Maria Correia Loureiro	Instituto Universitário de Lisboa (ISCTE-IUL)/Business research Unit (BRU/UNIDE)/SOCIUS
		Jessica Serra	Instituto Universitário de Lisboa (ISCTE-IUL)
		João Guerreiro	Instituto Universitário de Lisboa (ISCTE-IUL)/Business research Unit (BRU/UNIDE)
<b>a037</b>	<b>Are you in(gaged)? The importance of engagement and experience on employees and organizations' success</b>	Liliana Rodrigues da Costa	Instituto Universitário de Lisboa (ISCTE-IUL)/Business research Unit (BRU/UNIDE)/SOCIUS
		Sandra Maria Correia Loureiro	Instituto Universitário de Lisboa (ISCTE-IUL)/Business research Unit (BRU/UNIDE)/SOCIUS
<b>a038</b>	<b>The sustainable brand equity model. A retail study measuring sustainable brand equity</b>	Tony Apéria	Stockholm University
		Christian Persson	Stockholm University
<b>a039</b>	<b>Understanding negativity toward brands: A framework of antecedents of online brand derision</b>	Vishag Badrinarayanan	Texas State University
		Enrique P. Becerra	Texas State University
<b>a040</b>	<b>The effect of customer participation on e-service quality and satisfaction</b>	Thomas Fotiadis	Democritus University of Thrace

## Session 10.06 Corporate Branding, Luxury Marketing & Identity-based Value Management II

Session Chair: Klaus-Peter Wiedmann (Leibniz University Hannover)

Time: 14:00-15:15, July 28, 2018

Room: TBD

<b>a006</b>	<b>Show me your responsibility, I'll tell you who you are: Explicit and implicit effects of brand sustainability on brand reputation, perceived value and brand-related intentions</b>	Klaus-Peter Wiedmann	Leibniz University of Hannover
		Evmorfia Karampourioti	Leibniz University of Hannover
		Levke Louise Albertsen	Leibniz University of Hannover
		Steffen Schmidt	Leibniz University of Hannover
		Sascha Langner	Leibniz University of Hannover
		Michael Schießl	eye square GmbH
<b>a007</b>	<b>Corporate branding and spillover effects: The role of product brands in brand equity leverage and dilution</b>	Alexander Witmaier	Ludwig-Maximilians-Universität München
<b>a008</b>	<b>What if the face of the firm is a narcissist CEO? Corporate reputation and firm performance</b>	Feray Adıgüzel	LUISS Guido Carli University
		Karynne Turner	LUISS Guido Carli University
		Jatinder Sithu	Erasmus University Rotterdam
<b>a009</b>	<b>Creating competitive brand advantage via connecting and disconnecting historical epochs through heritage brands</b>	George C. Shen	Linnaeus University
		Olof Brunninge	Jönköping University



## Session 10.07 Consumption and Marketing of Online and Mobile Games/ Cyberpsychology and Branding

Session Chairs: Yuri Seo (University of Auckland)

Yongjun Sung (Korea University)

Time: 14:00-15:15, July 28, 2018

Room: TBD

<b>a576</b>	<b>Regaining and keeping online game defectors based on their past behavior</b>	Changsok Yoo	Kyung Hee University
		Kyoung Cheon Cha	Dong-A University
		Sang-Hoon Kim	Seoul National University
<b>a577</b>	<b>Play with friends, against machine or all alone? Social in-game mechanics as a predictor of gamer lifetime value</b>	Minna Pura	Hanken School of Economics
		Kyoung Cheon Cha	Åbo Akademi University
<b>a579</b>	<b>The recommender system for mobile Apps</b>	Joonho Bae	Korea Advanced Institute of Science and Technology
		Jinkyoo Park	Korea Advanced Institute of Science and Technology
		Jeonghye Choi	Yonsei University
<b>a389</b>	<b>The role of perceived brand traits in interactive CSR advertising and consumer endorsements on Facebook</b>	Anne-Marie van Prooijen	Vrije Universiteit Amsterdam
		Jos Bartels	Tilburg University

## Session 10.08 Marketing in General IV

Session Chair: Jong-Kuk Shin (Pusan National University)

Time: 14:00-15:15, July 28, 2018

Room: TBD

<b>a250</b>	<b>Linking customer service representatives' role stress with job performance: The role of adaptive service behavior and feedback seeking</b>	HuiPing Helena Liao	National Tsing Hua University
		Tzu Yi Lin	Decathlon
		HsiuJu Rebecca Yen	National Tsing Hua University
<b>a251</b>	<b>Influence of value added products on consumers' intention to revisit, recommend to others and future consumption plan: The case of venetian macao Resort</b>	Kerry Li	University of Macau
		Joseph Sy-Changco	University of Macau
<b>a252</b>	<b>Examining the antecedents of tweens' brand preference for mobile network choice decisions</b>	Amélia Brandão	Universidade do Porto
		Mariana Figueiredo	Universidade do Porto
		Mahesh Gadekar	International School of Business & Media
<b>a253</b>	<b>Values driving consumers to purchase ethnic apparel: The case of HanFu</b>	Zahra Pourabedin	University of Reading Malaysia
		Feng Qilin	UCSI University
		Vahid Biglari	University of Reading Malaysia
<b>a255</b>	<b>From offline product launch to digital sales performance</b>	Jiang Yan	Yonsei University
		Jeeyeon Kim	Yonsei University
		Jeonghye Choi	Yonsei University
		Moon Young Kang	Korea Advanced Institute of Science and Technology

## Session 10.09 Customer Engagement in Tourism and Hospitality Services X

Session Chairs: Kevin Kam Fung So (University of South Carolina)

Xiang (Robert) Li (Temple University)

Time: 11:10-12:40, July 28, 2018

Room: TBD

a672	Don't be a passing fad: The sustained competitive advantage of hotels' theming strategy in Chinese market	Lee Wen-Yin	Graduate Institute of Sport, Leisure and Hospitality Management, National Taiwan Normal University, Taiwan
		Wang Kuo-Ching	Graduate Institute of Sport, Leisure and Hospitality Management, National Taiwan Normal University, Taiwan
		Wu Ben	Department of Tourism, Fudan University, China
		Chuang Wan-Hua	Cathay Hospitality Management, Taiwan
		Hsiao Chia-Lin	Graduate Institute of Sport, Leisure and Hospitality Management, National Taiwan Normal University, Taiwan
a675	Examining the use of weather forecasts in differential pricing for ski resorts	Cindy Yoonjoung Heo	Ecole hôtelière de Lausanne, University of Applied Sciences Western Switzerland
		Mara Leidi	Cargill International SA
		Seob Gyu Song	N/A
a673	Transnational leisure involvement and travel motivation of contemporary migrants	Wei-Jue Huang	The Hong Kong Polytechnic University
		Chun-Chu Chen	University of Idaho
a676	How customer engagement influences user eLoyalty to online hotel-booking websites: ETrust as a mediator	Mei-Fang Chen	Tatung University

**Session 10.10 WORKSHOP**

Learning fuzzy-set Qualitative Comparative Analysis (fsQCA) for Beginners - Hands-on Workshop

Instructor: Prof. Arch G. Woodside, (Editor of Journal of Global Scholars of Marketing Science), Curtin University

Time: 14:00-15:15, July 28, 2018

Room: TBD

## Session 11 (15:30–16:30, July 28, 2018)

### Session 11.01 2018 ANZMAC–GAMMA Joint Symposium II

Session Chairs: Ian Phau (Curtin University)

Tony Garrett (Korea University Business School)

Time: 15:30–16:30, July 28, 2018

Room: TBD

<b>a346</b>	<b>Customer-based online reputation: A causal model</b>	Chebli Youness	University of Lorraine
		Pierre Valette-Florence	University of Grenoble Alps
<b>a350</b>	<b>When is customer participation effective in NPD stages: A test of two different user types and innovation</b>	Hyeyeon Yuk	Korea University Business School
		Tony C. Garrett	Korea University Business School
<b>a352</b>	<b>The effect of brand extension types on brand extension evaluations</b>	Hyo Jin Eom	Korea University
		Patricia Hunt-Hurst	University of Georgia
		Laura (Zhenqiu) Lu	University of Georgia
<b>a353</b>	<b>Exploring the dispositions of nostalgia</b>	Israel Nai	Curtin University
		Isaac Cheah	Curtin University

## Session 11.02 Global Perspectives in Business-to-Business Marketing: B2B Marketing and Social Media

Session Chair: Anthony Di Benedetto (Temple University)

Time: 15:30-16:30, July 28, 2018

Room: TBD

<b>a172</b>	<b>B-to-B relationships and co-creation of value in the digital age – quo vadis?</b>	Christine Falkenreck	Hof University
		Ralf Wagner	University of Kassel
<b>a185</b>	<b>How social media works in B2B environment: Social media effectiveness using web analytics</b>	Kacy Kim	Elon University
		Sukki Yoon	Bryant University
		Yung Kyun Choi	Dongguk University
		Younghwa Lee	Bryant University
		Lawrence Garber	Elon University
<b>a178</b>	<b>Assessing the effect of culture on social acceptability of social media in B2B context: Chinese culture perspective</b>	Ewelina Lacka	University of Glasgow
<b>a187</b>	<b>How the market driving approach utilizes a digital platform to enhance B2B relations and strengthen stakeholder relationships</b>	Yang-Im Lee	Westminster Business School
		Peter R. J. Trim	University of London
		Anthony Di Benedetto	Temple University

## Session 11.03 Developments in Global Marketing and Strategy: Empirical, Methodological and Theoretical Challenges

Session Chair: Giuseppe Musarra (Leeds University Business School)

Discussant: Vita Kadile (Leeds University Business School)

Time: 15:30-16:30, July 28, 2018

Room: TBD

<b>a442</b>	<b>Cross-cultural understanding of global consumer segments: Alienated consumers</b>	Yuliya Strizhakova	Rutgers University
		Robin Coulter	University of Connecticut
<b>a444</b>	<b>Strategic global brand management - an integrated perspective</b>	Magnus Hultman	Leeds University Business School
		Matthew Robson	Leeds University Business School
		Yeyi Liu	Leeds University Business School
		Pejvak Oghazi	Linnaeus University
<b>a445</b>	<b>Towards an alternative multi-exemplar composite measure of country image. A comparison with traditional measures of country image</b>	George Balabanis	Cass Business School
		Carmen Lopez	Plymouth University
		Anastasia Stathopoulou	International University of Monaco
<b>a446</b>	<b>A multidimensional review of culture within the international ethics and sustainability research</b>	Costantinos Leonidou	Leeds University Business School
		Charalampos Saridakis	Leeds University Business School
		Dionysis Skarmas	Athens University of Economics and Business
<b>a443</b>	<b>Strategic global brand management - an integrated perspective</b>	Christos Pitelis	Brunel University London
		Eleni Piteli	University of Sussex

## Session 11.04 Technology and Business Model Innovation for Sustainability

Session Chair: Jaesu Kim (Changwon National University)

Time: 15:30-16:30, July 28, 2018

Room: TBD

<b>a500</b>	<b>Towards a sustainable &amp; greener tomorrow: An innovative entrepreneurial approach for generation of green energy from biomass waste</b>	Neeraj Sharma	Indian Institute of Technology Roorkee
<b>a501</b>	<b>Business model of green crowdfunding: Building sustainable economy through consumer involvement</b>	Natalia Maehle	Western Norway University of Applied Sciences
		Ingeborg A. Kleppe	Norwegian School of Economics
		Natalia Drozdova	Norwegian School of Economics
<b>a502</b>	<b>Crowdfunding platform to increase the numbers of small and medium enterprises (SMEs) for vocational school in Indonesia</b>	Teresia Debby	Bandung Institute of Technology
		Ir. Mustika Sufiati Purwanegara	Bandung Institute of Technology
<b>a503</b>	<b>Product innovation and profit model innovation for marketing performance in B2B</b>	Jaesu Kim	Changwon national University
		Han-sik Yu	Changwon national University
		Sin-Geun Song	Changwon national University



## Session 11.05 Stakeholders–Brand Relationships: Multiple Online/Offline Interactions III

Session Chair: Sandra Maria Correia Loureiro (Lisbon University Institute (ISCTE-IUL))

Time: 15:30–16:30, July 28, 2018

Room: TBD

<b>a041</b>	<b>How complexity-induced construal affects the perception of promotional messages</b>	Kacy Kim	Elon University
		Sujin Kim	University of Texas at Austin
		Gabrielle Corner	Elon University
		Sukki Yoon	Bryant University
<b>a043</b>	<b>A stakeholder approach to heritage marketing strategy</b>	Angelo Riviezzo	University of Sannio
		Antonella Garofano	University of Sannio
		Maria Rosaria Napolitano	University of Sannio
<b>a044</b>	<b>Island tourism experiences</b>	Cristina Oliveira	Instituto Universitário de Lisboa (ISCTE-IUL) and ISTAR
		Ana Brochado	Instituto Universitário de Lisboa (ISCTE-IUL) and DINAMIA
		Sérgio Moro	Instituto Universitário de Lisboa (ISCTE-IUL) and ISTAR
<b>c013</b>	<b>The nature of collaboration: Production, promotion, and sustainability of traditional indigenous fabric from East Nusa Indonesia</b>	Sonny Rustiadi	Institut Teknologi Bandung
		Nina Arina	Institut Teknologi Bandung

## Session 11.06 The New Frontiers in Digital Media Services I

Session Chair: Werner Kunz (University of Massachusetts Boston)

Time: 15:30-16:30, July 28, 2018

Room: TBD

<b>a520</b>	<b>Posing for success in USA And Israel: A comparison of portraits used to attract employers in professional social networking services</b>	Iris Vilnai-Yavetz	Ruppin Academic Center
		Sigal Tifferet	Ruppin Academic Center
		Yarden Zloufe	Ruppin Academic Center
		Yair Fishbein	Ruppin Academic Center
<b>a521</b>	<b>Extending the expectation-confirmation model of is continuance: The role of emotions in users' mobile gaming application continuance intention</b>	Lili Zheng	La Rochelle Business School
<b>a522</b>	<b>Understanding customers' use and investment trajectories in access-based digital platforms</b>	Sam Van der Linden	Ghent University
		Bert Weijters	Ghent University
<b>a524</b>	<b>Indirect customer-to-customer interaction in technology-based self-service</b>	Zhongpeng Cao	Northeastern University

## Session 11.07 Managerial Decision Making in Marketing/Marketing in General V

Session Chair: Eric Shih (Sungkyunkwan University)

Time: 15:30-16:30, July 28, 2018

Room: TBD

<b>a114</b>	<b>Distributing a product line through a dominant retailer?</b>	Lu Hsiao	National Chung Hsing University
		Ying-Ju Chen	Hong Kong University of Science and Technology
<b>a115</b>	<b>“Don’t judge a book by its cover.” How big data changes decision processes of marketing managers</b>	Christoph Wortmann	University of St. Gallen
		Peter Mathias Fischer	University of St. Gallen
		Sven Reinecke	University of St. Gallen
<b>a117</b>	<b>Marketing research for managers: Revisited</b>	Shivan Sanjay Patel	IIM Rohtak
		Shivendra Kumar Pandey	IIM Rohtak
		Dheeraj Sharma	IIM Rohtak
		Rama Shankar Yadav	IIM Rohtak
<b>c007</b>	<b>Meta-analytic structural equation modeling of online trust in e-commerce</b>	Yeolib Kim	UNIST
<b>c011</b>	<b>Empirical investigation on impulsive purchase behavior: The interplay between product categories and marketing activities</b>	Sungjoon Nam	SUNY Korea
		Minki Kim	KAIST
		Sang-Hoon Kim	Seoul National University

## Session 11.08 Marketing in General VI

Session Chair: Jong-Kuk Shin (Pusan National University)

Time: 15:30-16:30, July 28, 2018

Room: TBD

<b>a256</b>	<b>Integrating travelers' heterogeneity in subscription choice processes through hybrid choice modelling: An application to the swiss railway market</b>	Salvatore Maione	the Università della Svizzera Italiana
		Lisa Maria Schiestel	University of Lucerne
		Reto Hofstetter	University of Lucerne
<b>a257</b>	<b>Determinants of adoption of female fitness products: An evidence from urban millennial women</b>	Jae Min Jung	California State Polytechnic University-Pomona
		Randy B. Stein	California State Polytechnic University-Pomona
		Cailin M. Kuchenbecker	California State Polytechnic University-Pomona
		Mahta Mirzaeiramin	California State Polytechnic University-Pomona
		Quynh T. Le	California State Polytechnic University-Pomona
		Sophia S. Jung	Bard College
<b>a258</b>	<b>Investor response to food nutrition labeling regulation in China</b>	Peng Zou	Harbin Institute of Technology
		Qiaolian Cheng	Harbin Institute of Technology
		Guofeng Li	Harbin Institute of Technology
		Yan Liu	Harbin Institute of Technology
<b>c005</b>	<b>Nutrition information disclosure: Which brand should be more nervous? McDonald's or Subway?</b>	Meeyoung Joe	Yonsei University
		Sunny Ham	Yonsei University
		Seoki Lee	The Pennsylvania State University
<b>c006</b>	<b>Regulatory focus and decision rules: Are prevention-focused consumers regret minimizers?</b>	Jooyoung Lim	KAIST College of Business
		Minhi Hahn	KAIST College of Business

## Session 11.09 Wellness as Status Symbol in Marketing / Wine Marketing and Management

Session Chairs: Maria KNIAZEVA (University of San Diego)

Benoît LECAT (California Polytechnic State University)

Time: 15:30-16:30, July 28, 2018

Room: TBD

<b>a712</b>	<b>Promoting healthy food by enhancing its social status: If it makes so many people to follow, it can't be that bad!</b>	Karine Charry	Université Catholique de Louvain
		Tina Tessitore	Iéseg School of Management
<b>a713</b>	<b>Cosmetic surgery: A catalyst for changes to the self and materialist consumption</b>	Hector Gonzalez-Jimenez	University of York
		Sujin Song	Korea University, Sejong Campus
<b>a230</b>	<b>Practice of wine importing and retailing in China: An Australian wine trade perspective</b>	Qiusshi (Cathy) Gu	Southeast University
		Songshan (Sam) Huang	Edith Cowan University
		Janelle Chan	The Hong Kong Polytechnic University
		Jin Yin	Southeast University
		Min Chen	Nanjing Normal University
<b>a231</b>	<b>How to foster wine online purchasing behavior? Empirical evidences from Italy</b>	Monica Faraoni	University of Florence
		Riccardo Rialti	University of Florence
		Lamberto Zollo	University of Florence

**Session 11.10 WORKSHOP**

Learning fuzzy-set Qualitative Comparative Analysis (fsQCA) for Beginners - Hands-on Workshop

Instructor: Prof. Arch G. Woodside, (Editor of Journal of Global Scholars of Marketing Science), Curtin University

Time: 15:30-16:30, July 28, 2018

Room: TBD

## Session 12 (16:40–17:40, July 28, 2018)

### Session 12.01 2018 ANZMAC–GAMMA Joint Symposium III

Session Chairs: Ian Phau (Curtin University)

Tony Garrett (Korea University Business School)

Time: 16:40–17:40, July 28, 2018

Room: TBD

<b>a711</b>	<b>Consumer taste preferences of several Indonesian coffee based on electroencephalography (EEG)</b>	Fitri Aprilianty	Bandung Institute of Technology
		Kartika Sarirahayu	Bandung Institute of Technology
		Mustika Sufiati Purwanegara	Bandung Institute of Technology
<b>a354</b>	<b>Brand mimicry of luxury cosmetics: A consumer evaluation and purchase intention</b>	Weiwei Zhang	Curtin University
		Min Teah	Curtin University
<b>a351</b>	<b>Coopetition capability in new product development; the paradox</b>	Sungkyu Lee	Korea University Business School
		Tony Garrett	Korea University Business School
		Jong-Ho Lee	Korea University Business School
<b>a347</b>	<b>Using a marketing VR stimulation to enhance student engagement, self-efficacy and performance</b>	Billy Sung	Curtin University
		Min Teah	Curtin University

## Session 12.02 Global Perspectives in Business-to-Business Marketing: B2B Sales

Session Chair: Anthony Di Benedetto (Temple University)

Time: 16:40-17:40, July 28, 2018

Room: TBD

<b>a176</b>	<b>Customer-oriented selling of performance-based contracts – a means end chain analysis</b>	Stefan Ruffer	TU Dortmund University
		Tobias Schaefer	TU Dortmund University
<b>a177</b>	<b>From sponsorship to partnership: In search of a partnership portfolio framework in the sports industry</b>	Sabrina C. Thornton	Huddersfield Business School
		Benjamin Dehe	Huddersfield Business School
		David R. Bamford	Huddersfield Business School
<b>a180</b>	<b>Measuring B-2-B service quality and relationship performance: Scale development and model testing</b>	Sang-Lin Han	Hanyang University
		Seong Ho Lee	Hanbat University



## Session 12.03 Consumers, Brands and Brand Management I

Session Chair: David E. Sprott (Washington State University)

Time: 16:40-17:40, July 28, 2018

Room: TBD

<b>a512</b>	<b>Are socially impressed brands loveable?</b>	Tai Anh Kieu	Independent researcher
		Tri D. Le	RMIT University/Australia & International University/VNUHCM
<b>a516</b>	<b>How wrong choices elicit joyful reactions to rival brands' failures: The role of self-threat</b>	Maximilian H. E. E. Gerrath	Leeds University Business School
		J. Joško Brakus	Leeds University Business School
<b>a517</b>	<b>The role of brand experience and brand authenticity in creating brand love: A cross-cultural comparative study</b>	Clarinda Rodrigues	Linnaeus University
		Paula Rodrigues	Lusíada University
		Soniya Billore	Linnaeus University
		Oda Tetsuhisa	Aichi Institute of Technology
<b>c008</b>	<b>Brand equity: A longitudinal analysis of mind-set metrics with panel data</b>	Alexander Witmaier	Ludwig-Maximilians-Universität

## Session 12.04 Cutting Edge Issues in Strategic Marketing

Session Chair: Christian Homburg (University of Mannheim)

Time: 16:40-17:40, July 28, 2018

Room: TBD

<b>a734</b>	<b>Marketing to the customer's customers: When does focusing on indirect customers pay-off?</b>	Sebastian Hohenberg	University of Mannheim
<b>a735</b>	<b>Machine learning in marketing. What impacts has machine learning on firms' and customers' interaction behavior?</b>	Florian Stahl	University of Mannheim
		Maximilian Beichert	University of Mannheim
		Sabrina Haas	University of Mannheim
<b>a736</b>	<b>Marketing excellence: Conceptual considerations and empirical evidence</b>	Markus Theel	University of Mannheim

## Session 12.05 Management of Intangibles I

Session Chair: Manfred Schwaiger (Ludwig-Maximilians-Universität Munich)

Time: 16:40-17:40, July 28, 2018

Room: TBD

<b>a143</b>	<b>How accurate are commercial brand valuation methods?</b>	Marc Fischer	University of Cologne
		Rex Du	University of Houston
		Tobias Hornig	Siemens AG
<b>a144</b>	<b>Managing corporate reputation: Media coverage about six different CSR facets as a key factor in the formation of reputation perceptions</b>	Tobias Morath	Ludwig-Maximilians-Universität Munich
		Manfred Schwaiger	Ludwig-Maximilians-Universität Munich
<b>a150</b>	<b>How to improve P2P sharing-service quality: The moderating role of the form of address on the effect of incongruence in gender and race on perceived social distance</b>	Juyoung Kang	Yonsei University
		Sooyun Kim	Yonsei University
		Sunmee Choi	Yonsei University
		Heejin Kim	Yonsei University
<b>a145</b>	<b>Effective communication of customer feedback metrics – how companies can attract new customers to growth</b>	Gerrit Hufnagel	Ludwig-Maximilians-Universität Munich
		Tobias Morath	Ludwig-Maximilians-Universität Munich
		Manfred Schwaiger	Ludwig-Maximilians-Universität Munich

## Session 12.06 The New Frontiers in Digital Media Services II

Session Chair: Werner Kunz (University of Massachusetts Boston)

Time: 16:40-17:40, July 28, 2018

Room: TBD

<b>a531</b>	<b>I feel you helped me: The role of emotions in eWOM adoption</b>	Carla Ruiz	University of Valencia
		Enrique Bigné	University of Valencia
		Rafael Currás	University of Valencia
<b>a529</b>	<b>Escaping the servicescape into a virtual reality: Creating customer value and satisfaction through telepresence</b>	Daniel Zimmermann	Ludwig-Maximilians-University
		Eva-Cosmea Fuhrmann	Ludwig-Maximilians-University
<b>a526</b>	<b>Customers' resource integration practices for online complaints</b>	Yean Shan Beh	University of Auckland
		Laszlo Sajtos	University of Auckland
<b>a530</b>	<b>Is an apology enough to recover from a mobile application service failure? Investigating the effect of perceived firm remorse and customer empathy on customer coping behavior</b>	Wen-Hai Chih	National Dong Hwa University
		Kai-Yu Wang	Brock University
		Li-Chun Hsu	National Taitung University
		Wei-Ching Lin	Yung Ching Rehouse Co.
<b>a528</b>	<b>Loyalty transfer in two-side markets: The case of online payment platforms</b>	So-Young Lee	Hoseo University

## Session 12.07 Retail Merchandising Strategy I

Session Chair: Changju Kim (Ritsumeikan University)

Time: 16:40-17:40, July 28, 2018

Room: TBD

265	A Study of Innovation Process of Co-Created Value Supermarkets in Japan —The relationship between Performance and “Co-Created Value and Market Orientation” based on “Highly Sticky Information”—	Shinya Nakami	Gakushuin University
		Yuji Sakagawa	Hokkaido University
a264	The impact of market orientation and supply chain orientation on business performance in Japanese retailing	Sami Kajalo	Aalto University School of Business
		Fumikazu Morimura	Kobe University
		Woonho Kim	Nihon University
a262	Enhancing consumer satisfaction and retail patronage through brand experience, cognitive pleasure, and shopping enjoyment: A comparison between lifestyle and product-centric displays	Ahmad Saquib Sina	University of Minnesota
		Hye-Young Kim	University of Minnesota
a266	Gender Matters: Examining Influence of Bollywood on Purchase of Fashion	Sanjukta Pookulangara	University of North Texas

## Session 12.08 Entrepreneurship & Innovation in Fashion and Luxury

Session Chairs: Jonas Hoffmann (SKEMA Business School)

Ivan Coste-Manière (SKEMA Business School)

Time: 16:40-17:40, July 28, 2018

Room: TBD

<b>a339</b>	<b>David versus goliath “deluxe”: Innovative approaches of niche entrepreneurs and why they flourish in the big shadow of mainstream luxury</b>	Fabio Duma	Zurich University of Applied Sciences
		Maya Gadgil	Zurich University of Applied Sciences
<b>a340</b>	<b>What is the impact of the "made in" and of innovations on behaviours of luxury consumers?</b>	Marion LE POULLEN	SKEMA Business School
		Marine NIARFAIT	SKEMA Business School
		Ivan COSTE-MANIÈRE	SKEMA Business School
<b>a341</b>	<b>How co-branding influence men's consumption behaviors in the luxury industry ?</b>	Christophe SERVENS	SKEMA Business School
		Edouard PERCY	SKEMA Business School
		Ivan COSTE-MANIÈRE	SKEMA Business School
<b>a342</b>	<b>Millennials as the catalyst of the branding revolution in fashion and luxury</b>	Julie Blanc	SKEMA Business School
		Cassandre Calleja and	SKEMA Business School
		Pauline Mercurio	SKEMA Business School
		Ivan COSTE-MANIÈRE	SKEMA Business School

**Session 12.10 WORKSHOP**

Learning fuzzy-set Qualitative Comparative Analysis (fsQCA) for Beginners - Hands-on Workshop

Instructor: Prof. Arch G. Woodside, (Editor of Journal of Global Scholars of Marketing Science), Curtin University

Time: 16:40-17:40, July 28, 2018

Room: TBD

## Session 13 (17:50-18:50, July 28, 2018)

### Session 13.01 Past, Present, and Future of Fashion Capitals for Luxury

Session Chair: Serena ROVAI (La Rochelle Business School)

Time: 17:50-18:50, July 28, 2018

Room: TBD

<b>a384</b>	<b>Opera: performing art as luxury in fashion cities. Research issues for marketing</b>	Nicola BELLINI	Scuola Superiore Sant'Anna
<b>a385</b>	<b>Luxury Brand Identity and Heritage in transition in luxury capitals: The case of Christian Dior</b>	Joelle LAGIER	La Rochelle Business School
		Silvia RAFAGNI	Università degli Studi di Firenze
<b>a386</b>	<b>From the old to the new luxury and fashion capitals: Concept stores evolution in the urban landscape</b>	Serena ROVAI	CRM La Rochelle Business School
		Cecilia Pasquinelli	Università de L'Aquila



## Session 13.02 Global Perspectives in Business-to-Business Marketing: B2B Product Innovation

Session Chair: Anthony Di Benedetto (Temple University)

Time: 17:50-18:50, July 28, 2018

Room: TBD

<b>a174</b>	<b>The relationship of network tie and breakthrough innovation: Implications of strong and weak tie position</b>	Hakil Moon	Eastern Michigan University
		C. Anthony Di Benedetto	Temple University
		Sang Kyun Kim	Sungkyunkwan University
<b>a182</b>	<b>Digitalization through international skunk works – An inter-organizational perspective</b>	Jens Eklinder-Frick	Uppsala University and University of Gävle
		Vincent Fremont	Uppsala University and University of Gävle
		Aihie Osarenkhoe	University of Gävle
		Lars-Johan Åge	University of Gävle
<b>a183</b>	<b>The mediating role of absorptive capacity on the strategic orientation — product innovativeness link in Chinese B2B SMEs</b>	Fenfang Lin	Southampton Business School
		Matti Jaakkola	Southampton Business School
		Wai-sum Siu	Hong Kong Baptist University
		Jake Ansell	University of Edinburgh Business School
<b>a186</b>	<b>Success factors in the front end of innovation</b>	Alexander Vélez	University of the Basque Country
		Jose M. Barrutia	University of the Basque Country
		Carmen Etxebarria	University of the Basque Country

## Session 13.03 Consumers, Brands and Brand Management II

Session Chair: David E. Sprott (Washington State University)

Time: 17:50-18:50, July 28, 2018

Room: TBD

<b>a515</b>	<b>The “regret-frustration model” in Masstige collaborations</b>	Monica Mendini	Università della Svizzera italiana
<b>a518</b>	<b>The dominance of brand cohesiveness and similarity on adverse extension effects</b>	Joseph W. Chang	Univof Massachusetts, Dartmouth
<b>a513</b>	<b>I don’t love this brand, actually I hate it</b>	Giulia Miniero	Università della Svizzera Italiana
		Monica Grosso	Emlyon Business School
<b>a514</b>	<b>Psychological ownership and the emergence of unintended brand meanings</b>	Daniel Dietrich	University of St. Gallen

## Session 13.04 Mobile Marketing

Session Chair: Mustika Sufiati Purwanegara (Bandung Institute of Technology)

Time: 17:50-18:50, July 28, 2018

Room: TBD

<b>a730</b>	<b>Investigating the influence of contingency factors on the acceptance of mobile advertising among millennials</b>	Reza Ashari Nasution	Bandung Institute of Technology
		Aghniadi	Bandung Institute of Technology
		Devi Arnita	Bandung Institute of Technology
<b>a731</b>	<b>Digital readiness influence on mobile advertising acceptance among young millennials</b>	Reza Ashari Nasution	Bandung Institute of Technology
		Dwine Fatimah Azzahra	Bandung Institute of Technology
		Devi Arnita	Bandung Institute of Technology
<b>a732</b>	<b>Examining the determinant of informa acceptance : E Wom on Youtube mobile apps</b>	Nurrani Kusumawati;	Bandung Institute of Technology
		Mustika Sufiati Purwanegara	Bandung Institute of Technology
		Ayu Indriani Martalegawa	Bandung Institute of Technology
<b>a733</b>	<b>Eye movement study to increase consumer attention on visual posting of pre-loved online luxury fashion brand in indonesia</b>	Vionna Angelica	Bandung Institute of Technology
		Nurrani Kusumawati;	Bandung Institute of Technology
		Mustika Sufiati Purwanegara	Bandung Institute of Technology

## Session 13.05 Management of Intangibles II

Session Chair: Manfred Schwaiger (Ludwig-Maximilians-Universität Munich)

Time: 17:50-18:50, July 28, 2018

Room: TBD

<b>a146</b>	<b>Customers' expectations of fair data collection and usage – a mixed method approach</b>	Antje Niemann	Ludwig-Maximilians-Universität Munich
		Manfred Schwaiger	Ludwig-Maximilians-Universität Munich
		Nicole Jasmin Heß	Ludwig-Maximilians-Universität Munich
<b>a149</b>	<b>The effect of ambient scent and background music on consumer perception and choice</b>	Atsuko Inoue	Seikei University
<b>a147</b>	<b>Brand image congruence through sponsorship of soccer teams: The influence of perceived brand localness</b>	Adam Langer	Ludwig-Maximilians-Universität Munich
<b>a148</b>	<b>Management of intangibles: application of the dynamic marketing capabilities concept to explanation of upward expansion trend to “hyper luxury” in Swiss watchmaking industry</b>	Maria Bashutkina	HES-SO/University of Applied Sciences Western Switzerland Neuchâtel
		François Courvoisier	HES-SO/University of Applied Sciences Western Switzerland Neuchâtel

## Session 13.06 The New Frontiers in Digital Media Services III

Session Chair: Werner Kunz (University of Massachusetts Boston)

Time: 17:50-18:50, July 28, 2018

Room: TBD

<b>a525</b>	<b>The asymmetric effects of attitude toward the brand (symbolic vs. functional) upon recommendation system (artificial intelligence vs. human)</b>	Kiwan Park	Seoul National University
		Yaeri Kim	Seoul National University
		Seojin Stacey Lee	Seoul National University
<b>a532</b>	<b>When consumers read how company handles customer complaints online: The interplay of retailer response and audience power</b>	Ran Huang	University of Tennessee at Knoxville
		Sejin Ha	University of Tennessee at Knoxville
<b>a533</b>	<b>Stickiness of mobile commerce sites</b>	Yun Jung Lee	Adelphi University
		Su Jin Yang	Sung Shin University
<b>a534</b>	<b>Consumer perceptions of the virtually-extended service encounter</b>	S. Palucha	RWTH Aachen University
		M. Joerling	RWTH Aachen University

## Session 13.07 Retail Merchandising Strategy II

Session Chair: Changju Kim (Ritsumeikan University)

Time: 17:50-18:50, July 28, 2018

Room: TBD

<b>a260</b>	<b>Co-branding between private labels and national brands: Does a co-branding strategy improve consumers' attitudes toward private labels in Japan?</b>	Wataru Kamiya	Tamagawa University
<b>a263</b>	<b>How Construal level works in the choices of online shopping mall</b>	Jin Won Lee	Jimei University
		Ji Yoon Kim	Chonnam National University
		Sang Yong Kim	Korea University Business School
		Hee Chan Park	Jinhan Trading Co.
<b>a261</b>	<b>Rethinking the retail mix? The impact of Chinese globetrotters on European luxury shops</b>	Tiziano Vescovi	Ca' Foscari University of Venice
		Charlotte Pellizzari	Ca' Foscari University of Venice
<b>a259</b>	<b>Do the different store formats of the same brand matter to Chinese shoppers? A study on a Japanese fashion brand</b>	Miao Miao	International Pacific University

## Session 13.08 Transformative Service Research

Session Chair: Mario Giraldo (Universidad Del Norte)

Time: 17:50-18:50, July 28, 2018

Room: TBD

<b>a131</b>	<b>Automated driving – creating gain or reducing pain? An empirical study of direct and mediated effects on well-being</b>	Tim Senn	Univeristy of Hohenheim
		Mareike Falter	Univeristy of Hohenheim
		Philipp Ruster	Univeristy of Hohenheim
		Karsten Hadwich	Univeristy of Hohenheim
<b>a132</b>	<b>The roles of ambivalence and perceived barriers in consumers' acceptance of personalized nutrition services</b>	Machiel J. Reinders	Wageningen Economic Research
		Emily Bouwman	Wageningen Economic Research
		Jos van den Puttelaar	Wageningen Economic Research
		Muriel C. D. Verain	Wageningen Economic Research
<b>a133</b>	<b>Changing, coping and countering: How service providers present well-being capabilities to the responsabilized consumer</b>	Hannu Tikkanen	Hanken School of Economics
<b>a134</b>	<b>Co- creating wellbeing through sports communities practices</b>	Mario Giraldo	Universidad Del Norte
		Oscar Naranjo	Naranjo Consulting
		Nohora Mercado-Caruso	Universidad de la Costa (CUC)

**Session 13.10 WORKSHOP**

Learning fuzzy-set Qualitative Comparative Analysis (fsQCA) for Beginners - Hands-on Workshop

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Room: TBD



## Multimedia Presentation

Session Chair: Jikyung (Jeanne) Kim (IE Business School)

Time: 12:40–13:40, July 27<sup>th</sup>, 2018

Room: TBD

<b>b01</b>	<b>Impact of product characteristics of limited edition shoes on perceived value, brand trust, and purchase intention: Focused on the scarcity message frequency</b>	Heeju Chae	Kyung Sung University
		Seunggwan Kim	Kyung Sung University
		Jungguk Lee	Kyung Sung University
		Kyoung hye Park	Kyung Sung University
<b>b02</b>	<b>A study on the impact of food traceability system on consumer purchase intention</b>	Chunlin Yuan	Henan University, China
		Kyunghoon Kim	Changwon National University
		Juran Kim	Jeonju University
		Jenny Weichen Ma	University of Greenwich
<b>b004</b>	<b>Brand love at the university: Antecedents and impacts</b>	Robyn Evans	University of Southern Queensland
		Anne-Marie Sassenberg	University of Southern Queensland
		Jeffrey Soar	University of Southern Queensland
<b>b008</b>	<b>Sustainability &amp; religion: Insights for international marketing from a Western vs. Eastern comparison</b>	Elizabeth A. Minton	University of Wyoming
<b>b009</b>	<b>Understanding how brand price image affects customer attitude across international markets: Evidence from Latin America</b>	Mbaye Fall DIALLO	Univ. Lille (IMMD), SKEMA Business School
		Jose Ribamar SIQUEIRA	Colegio de Estudios Superiores de Administración
<b>b012</b>	<b>The moderation of brand entitativity on brand evaluations</b>	Joseph W Chang	University of Massachusetts, Dartmouth
<b>b014</b>	<b>Planning marketing communication channel integration using marketing communication channel selector (MARCC-SEL): A case of muslim fashion brand in Bandung, Indonesia</b>	Reza Ashari Nasution	Institut Teknologi Bandung
<b>b015</b>	<b>Advertising in a developing economy: Attitudes of young consumers in egypt</b>	Mohsen Bagnied	American University of Kuwait
		Mark Speece	American University of Kuwait
		Ibrahim Hegazy	American University in Cairo
<b>b017</b>	<b>Product innovation strategies for new apparel development in bangladesh: A case study of ananta group</b>	Md Sadaqul Bari	Ohio University
		Zafar Waziha Sarker	Ohio University
		Mijeong Noh	Ohio University
<b>b019</b>	<b>Historical metaphors in insurance: A journey!</b>	Anjuman Antil	University of Delhi
		Anuj Kapoor*	University of Delhi
		Neha Saini	University of Delhi
<b>b020</b>	<b>Perfume, the art of tomorrow</b>	Katia Batoussova	SKEMA Business School
		Ivan COSTE-MANIÈRE	SKEMA Business School
<b>b021</b>	<b>To what extent does the masstige phenomenon impacts on the brand equity of french luxury Maisons ?</b>	Clara Luinaud	SKEMA Business School
		Clarisse Chambon	SKEMA Business School
		Karine Croizet	SKEMA Business School
		Ivan COSTE-MANIÈRE	SKEMA Business School

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<b>b022</b>	<b>Banished to suffer in silence? – Aomplaint behavior of calculative bound customers</b>	Maxi Bergel Christian Brock	University of Rostock
		Hyoeun Cho	Korea University Business School
		Insik Jeong	Korea University Business School
<b>b025</b>	<b>An exploratory study of speed to market</b>	Jong-Ho Lee	Korea University Business School
		Eunmi Kim	Korea University Business School
<b>b026</b>	<b>Similarities and differences of consumers’ choices of swimwear between Brazil and Israel</b>	Fabio Shimabukuro Sandes	EAESP, Fundação Getulio Vargas
		Yael Pedro	ISCTE—University Institute of Lisbon
<b>b027</b>	<b>How customer service experience deters customer switching behaviour and results in brand loyalty in a collectivist, developing market</b>	Yang-Im Lee	University of Westminster
		An Vu	Thuyloi University
<b>b030</b>	<b>Are Generation Y subculture in love with Samsung mobile phone brand?: Examining the role of consumption values</b>	Diniso Chuma	University of Rostock
		Helen Duh	University of the Witwatersrand
<b>b031</b>	<b>Consumption of city branding images: The example of Chinese replica cities</b>	Ali Yakhlef	Stockholm Business School
		Nishant Kumar	Stockholm Business School
<b>b033</b>	<b>Can longer chopsticks reduce quantity of food consumed?</b>	Hung-Ming (Peter) Lin	Minghsin University of Science and Technology
<b>b035</b>	<b>A material culture perspective: The meaning beyond consumption of migrant domestic worker</b>	Nurul Dwi Purwanti	Universitas Gadjah Mada, Indonesia
		Faye J. Kao	National Cheng Kung University
<b>b036</b>	<b>Individual cultural values and religious commitment in the understanding of generation y brand love</b>	Rodrigues, Paula	Lusíada University North
		Torres, Isabel	Lusíada University North
<b>b037</b>	<b>How can logo make an inspirational brand?</b>	Jianping Liang	Sun Yat-sen University
<b>b042</b>	<b>Marketing branding and employer branding: Friends or foes?</b>	Daria Sarti	University of Florence
		Andrea Runfola	University of Perugia
		Silvia Ranfagni	University of Florence
<b>b043</b>	<b>The importance of the third-parties on the brand incubation process: Consideration from Kaneko Optical</b>	Tetsuma Emmaru	Reitaku University
		Mitsuo Wada	Keio University
		Takashi Nikura	Hosei University
		Akihiro Nishihara	Asia University
		Kazuhiro Suzuki	Otaru University of Commerce
<b>b045</b>	<b>Cognitive and Affective brand trust: An approach to baby care category</b>	Ana Martins	Universidade do Porto
		Amelia Brandão	Universidade do Porto
		Paula Rodrigues	Lusíada University
<b>b046</b>	<b>The role of “Ambassador program” as a resource of Brand Advocates</b>	Kei Aoki	Osaka Jogakuin University
<b>b049</b>	<b>Why consumers buy “products” whose advertisements are offensive?</b>	Enav Friedmann	Bar-Ilan University

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<b>b052</b>	<b>The antecedents and consequences of consumer empowerment in social media</b>	Min-Sook Park	Busan National University
		Jong-Kuk Shin	Busan National University
		Ju Yong	Busan National University
		Jaehoon Kim	Busan National University
<b>b053</b>	<b>The effect of e-service quality on engaging in ewom: The role of customers' moral identity</b>	Alessandro Biraglia	University of East Anglia
		Shahin Assadinia	University of East Anglia
<b>b054</b>	<b>Tweeting to the world or enjoying the moment? The effects of socialmedia engagement on recall and recommendation of a service</b>	Adrian Palmer	Keele University
		Xia Zhu	Keele University
		Melisa Mete	Keele University
<b>b055</b>	<b>Corporate social responsibility and internal marketing: An analysis using regulatory focus theory</b>	Lin Lin	I-Shou University
<b>b057</b>	<b>Effectiveness of leveraged marketing communication using human and non-human elements in high and low involvement scenarios</b>	Reza Ashari Nasution	Institut Teknologi Bandung
		Saqina Qanidya Purnama	Institut Teknologi Bandung
		Devi Arnita	Institut Teknologi Bandung
<b>b060</b>	<b>Prioritizing key indicators of health and environment in smart cities as policy drivers : Perception of selected municipal authority officials</b>	Neeraj Sharma	Indian Institute of Technology RoorkeeIndia
<b>b061</b>	<b>Managing customer relationships through key account management (KAM): A case of a leading logistics &amp; supply chain service provider of India</b>	Neeraj Sharma	Indian Institute of Technology RoorkeeIndia
<b>b062</b>	<b>Water rituals in a shia muslim pilgrimage</b>	Mona Moufahim	Durham University Business School
<b>b064</b>	<b>Non-gaming amenities and integrated resorts: A case study</b>	Chan Chi Wai	University of Macau
		Joseph Sy-Changco	University of Macau
<b>b065</b>	<b>Positional advantage and performance: The influence of customer engagement and absorptive capacity in innovation entrepreneurship restaurants</b>	Sheng-Fang Chou	Ming Chuan University
		Jeou-Shyan Horng	JinWen University of Science and Technology
		Chih-Hsing Liu	Ming Chuan University
		Xinni Xiao	Fujian Normal University
<b>a600</b>	<b>The development of cultural and creative tourism: The measuring of destination attributes associated with experiences, cultural memories and contacts</b>	Yong-Quan Li	Huaqiao University
		Chih-Hsing Liu	Ming Chuan University
		Wen-Qi Ruan	Huaqiao University
<b>b069</b>	<b>The impact of web drama characteristics on reuse intention</b>	Minho Kim	Changwon National University
		Sejin Heo	Changwon National University
		Junyeong Kim	Changwon National University
		Changyong Lee	Changwon National University
		Dohyeon Lee	Changwon National University
		Mujin Kang	Changwon National University
		Kyunghoon Kim	Changwon National University
<b>b070</b>	<b>The meaning, pattern and development path of "new retail"</b>	Shumei Zhao	Changchun University of Chinese Medicine

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<b>b005</b>	<b>The use of new wave marketing to formulate marketing strategy of a new online business: Case study pamperpop.com</b>	Wisnu Murti Suryaningrat	Institut Teknologi Bandung
		Jacky Mussry	Institut Teknologi Bandung
<b>b082</b>	<b>Economic analysis of splitting store property - focusing on former multi-family houses in Hongdae area</b>	Myung Hwan Choi	Yonsei University
		Jooeun Sung	Yonsei University

***For More Information***

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[Global Fashion Management Conference\(GFMC\)](#)

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