2016
Academy of Marketing Science ®
19th World Marketing Congress

Marketing at the Confluence between Entertainment and Analytics

Paris

Organized by Hosted by
Dear colleagues,

We started to reach out, 18 months ago, to some of our most distinguished colleagues, who as track chairs, invited you to submit your work to the AMS 19th World Marketing Congress – and here we are, with a fabulous program of 115 sessions during which close to 450 colleagues from all over the world will present over 350 papers or facilitate special sessions.

We look forward to the many conversations the sessions will spark, and to enabling their continuation over lunch or the social events planned. We hope you get to enjoy the rather special location of the Congress, right inside the monumental Grande Arche of La Defense, and that you do get to explore the district’s cosier or artsier areas during the picnic lunches. Thursday’s luncheon will be across at the CNIT, another of La Defense’s listed buildings, under the world’s largest unsupported concrete span within an enclosed space.

The World Marketing Congress makes a special point of ensuring that delegates do not leave without having had a taste of some of what the host city has to offer. We hope you will take time before or after the Congress to enjoy Paris or sights further afield, but we have also ringfenced Thursday evening for some cultural activities in the form of a guided walk through some of Paris’s quaintest covered passages, or a cooking workshop. Registration for these is compulsory, as it is for the outing to Monet’s haven in Giverny, on Saturday. Of course, all delegates’ social and cultural plans should culminate with Friday night’s gala-dinner-cum-cruise-on-the-Seine, where we will be treated to a tour of Paris’s main historical sights from the comfort of our dinner tables.

We would like to wish a special welcome to the participants of the Doctoral Colloquium, which this year consists of six sessions, including a special session on ‘the bumpy road to academia’. We encourage our more experienced colleagues to attend some of these sessions and provide comments and guidance to the doctoral students presenting their work in progress.
To the delegates attending their very first World Marketing Congress, welcome; we hope you find many ideas, meet many new friends and enjoy the particular feel of this conference.

We are excited to present this program of papers and events to you this week. None of this would have been possible without the enthusiasm and dedication of the track chairs, the commitment of the session chairs and the presenters, the calm and constant guidance of the AMS co-directors of International Programs, Barry Babin and Jay Lindquist, and the passion of the whole program team for putting up the best possible event. We thank them all very, very much.

Bienvenue à toutes et à tous!

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IESEG School of Management
France

Jean-Luc Herrmann
University of Lorraine
France

David J. Ortinau
University of South Florida
USA
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2016 AMS WORLD MARKETING CONGRESS
TRACKS AND TRACK CHAIRS

Advertising Communication (traditional forms)
Laurie Babin, University of Louisiana at Monroe, USA
Claas Christian Germelmann, University of Bayreuth, Germany

Branding and Brand Management
Géraldine Michel, IAE de Paris, France
Julie Guidry Moulard, Louisiana Tech University, USA

Business-to-Business Marketing
Jill Attaway, Illinois State University, USA
Mitch Griffin, Bradley University, USA

Cause- and Health-related Marketing and Consumer Well-being
Karine Gallopol-Morvan, EHESP School of Public Health, France
Janet Hoek, University of Otago, New Zealand

Children, Family and/or Senior Marketing
Joël Brée, Université de Caen & ESSCA Ecole de Management, France
Bertrand Urien, Université de Bretagne Occidentale, France

Consumer Decision Making
Dipayan Biswas, University of South Florida, USA
Philippe Odou, Université de Reims Champagne Ardennes, France

Cross-cultural, Multicultural and/or International Marketing
Chris Pullig, Baylor University, USA
Katharina Zeugner-Roth, IESEG School of Management, France

Digital and/or Internet Communication
Paul Ballantine, University of Canterbury, New Zealand
Jean-Francois Lemoine, Université de Paris 1 Panthéon Sorbonne & ESSCA Ecole de Management, France
Ethics, Social Responsibility, Environmental and/or Sustainable Marketing
Ronald Hill, Villanova University, USA
Valerie Swaen, Université Catholique de Louvain, Belgium & IESEG School of Management, France

Fashion and/or Luxury Marketing
Gwarlann de Kerviler, IESEG School of Management, France
Joy Kozar, Kansas State University, USA

Marketing in Emerging Markets
Gregory Kivenzor, University of Connecticut, USA
Altaf Merchant, University of Washington, USA

Marketing Research: Methods, Measures, Analytics and/or Big Data Research
Joe Hair, Jr., Kennesaw State University, USA
Marko Sarstedt, OVGU Magdeburg, Germany

Marketing Strategy
Charles Blankson, University of North Texas, USA
Bernard Pras, Université Paris Dauphine & ESSEC Business School, France

New Product (Service) Innovations, Creativity, Pricing and/or Customer Value
Emmanuelle Le Nagard-Assayag, ESSEC, France
Sandrine Mace, ESCP Europe, France

Personal Selling and Sales Management
William Locander, Loyola University New Orleans, USA
Greg Marshall, Rollins College, USA

Relationship/Services/Customer Relationship Marketing
Diana Haytko, Florida Gulf Coast University, USA
Annie Liu, Texas State University, USA

Retailing (online - offline)
Eleonora Pantano, Middlesex University, UK
Ingrid Poncin, Université Catholique de Louvain (UCL) – LSM, Belgium
Social Media Marketing
Yuping Liu-Thompkins, Old Dominion University, USA
Karine Raîes, INSEEC Business School, France

Sponsorship-linked Communication and/or Product Placement
Bettina Cornwell, University of Oregon, USA
Pascale Quester, University of Adelaide, Australia

Supply Chain Management, Channel and/or Distribution Marketing
David Grant, University of Hull, UK
Gilles Paché, Aix Marseille Université, France

Tourism, Hospitality and/or Entertainment Marketing
Alain Decrop, Université de Namur, Belgium
Christine Petr, IMABS - Université de Bretagne Sud, France

Wine and/or Food Marketing
Kenneth Deans, La Rochelle Business School, France
Nathalie Spielmann, NEOMA-Reims Campus, France

Doctoral Colloquium
John B. Ford, Old Dominion University, USA
Marie-Hélène Fosse-Gomez, Université Lille 2, France

Special Sessions
Catherine Demangeot, IESEG School of Management, France
Jean-Luc Herrmann, University of Lorraine, France
David Ortinau, University of South Florida, USA

Proceedings Editor
Patricia Rossi, IESEG School of Management, France
Wednesday, July 20, 09:00 - 10:30 am

Session 1A. Special Session: Customer Experience
Room: PRed01
Session Chair: Claire Roederer, EM Strasbourg, France

From the “Customer Experience Management” to the “Customer Experience Memory Management” and to the Retailer – Customer Relationship
Michael Flacandji, University of Burgundy, France

Understanding Customer Experience Management and its Consequences for Customer Loyalty
Christina Kuehnl, University of Mannheim, Germany

Propositions for Better Understanding the Performing Arts Experience: The Embodiment Theory and the Mixed Methods
Charlotte Massa, EM Strasbourg, France
New Insights Regarding Consumer Experience from Communicational Devices: The Pragmatic Approach of Engagement Regimes
Françoise Simon, EM Strasbourg – Humanis, France

Session 1B. Linking Brand Strategy and Firm Performance
Room: PBlue41
Session Chair: Fabienne Berger-Remy, Sorbonne Business School, France

Branding Strategy Development through Knowledge Creation
Popy Rufaidah, Universitas Padjadjaran, Indonesia

Exploring the Role of Brand Equity and R&D as Drivers of Product Innovation and Market Performance
Nebojsa S. Davcik, ISCTE Business School, Portugal
Piyush Sharma, Curtin University, Australia
Nicholas Grigoriou, Monash University Malaysia, Malaysia

Elisabeth Albertini, Sorbonne Business School, France
Fabienne Berger-Remy, Sorbonne Business School, France

Session 1C. Export Performance and International Business Relationships
Room: PRed07
Session Chair: Aviv Shoham, University of Haifa, Israel

National-Regional Diversification Strategy and Export Performance
Itzhak Gnizy, Ono Academic College, Israel
John W. Cadogan, Loughborough University, UK
João S. Oliveira, Loughborough University, UK
Asmat Nizam, Universiti Utara, Malaysia

Cross-functional Dispersion of Export Marketing Decision-making and Export Performance: An Empirical Investigation of UK Firms
João Oliveira, Loughborough University, UK
Itzhak Gnizy, Ono Academic College, Israel
John Cadogan, Loughborough University, UK
Asmat Nizam, Universiti Utara, Malaysia
Betrayal Intention in International Business Relationships: Temporal and Contractual Moderating Effects
Leonidas Leonidou, University of Cyprus, Cyprus
Bilge Aykol, Dokuz Eylul University, Turkey
Thomas Fotiadis, Democritus University of Thrace, Greece
Paul Christodoulides, Cyprus University of Technology, Cyprus

Stability and Multinational Flexibility as Drivers of Export Performance
Tsipora Ehrlich, University of Haifa, Israel
Aviv Shoham, University of Haifa, Israel

Session 1D. Special Session: Evolution of the Luxury Industry in a Digital World
Room: PBlue20
Session Chair: Gwarlann de Kerviler, IÉSEG School of Management, France

Session 1E. Alternative Tourism
Room: PBlue16
Session Chair: Luisa Andreu, University of Valencia, Spain

Generation Y Travellers’ Intentions to Book Airbnb Accommodation
Suzanne Amaro, Polytechnic Institute of Viseu, Portugal
Luisa Andreu, University of Valencia, Spain
Shenhua Huang, University of Valencia, Spain

Holistic Tourism: Motivations, Self-Image and Satisfaction
Gabriel Rocha, Polytechnic Institute of Viseu, Portugal
Cláudia Seabra, Polytechnic Institute of Viseu, Portugal
Carla Silva, Polytechnic Institute of Viseu, Portugal

Session 1F. Strategies to Promote Healthy Eating
Room: PBlue18
Session Chair: Janet Hoek, University of Otago, New Zealand

Commercial Weight Loss Programs Changing Eating Behaviors for Good
Joy Parkinson, Griffith University, Australia
Sharyn Rundle-Thiele, Griffith University, Australia
Margaret Allman-Farinelli, University of Sydney, Australia
How Sharing Meals Influences Nutritional Risk Taking
Marie-Eve Laporte, Sorbonne Business School, France

Exploring how Young Consumers Processing Snack Packaging Cues from a Phenomenological Perspective
Khanyapuss Punjaïsri, Brunel University London, UK
David Harness, University of Hull, UK

Session 1G. Segmentation, Positioning, and Social Responsibility
Room: PRed02
Session Chair: Marvyn Boatswain, Kingston University, UK

Segmenting Small Business Customers: The Role of Socially Related Traits
Shaked Gilboa, Ruppin Academic Center, Israel
Tali Seger Guttman, Ruppin Academic Center, Israel

Strategic Management of Brand Heritage: Two Positioning Perspectives
Fabien Pécot, Aix-Marseille Graduate School of Management IAE, France
Virginie De Barnier, Aix-Marseille Graduate School of Management IAE, France

Strengthening the Position of Existing Offering Through Decoys
Marvyn Boatswain, Kingston University, UK
Stavros Kalafatis, Kingston University, UK

The Role of Corporate Social Responsibility in Influencing Brand Loyalty: Evidence from the Ghanaian Telecommunication Industry
Prince Kodua, University of Ghana Business School, Ghana
Priscilla Mensah, University of Ghana Business School, Ghana

Session 1H. Omni-Channel Retail
Room: PBlue19
Session Chair: Ingrid Poncin, Université Catholique de Louvain, Belgium

Omni-channel Retailing: Knowledge, Challenges and Opportunities for Future Research
Fanjuan Shi, Jean-Moulin Lyon 3 University, France
Consumers' Multi-channel Shopping Experiences in the UK Grocery Sector: Purchase Behaviour, Motivations and Perceptions
Patricia Harris, Kingston University Business School, UK
Helen Robinson, Kingston University Business School, UK
Francesca Dall’Olmo Riley, Kingston University Business School, UK
Chris Hand, Kingston University Business School, UK

Understanding the New Online Customer Journey: The Multichannel E-commerce Framework
Gerhard Wagner, University of Siegen, Germany
Hanna Schramm-Klein, University of Siegen, Germany
Sascha Steinmann, University of Siegen, Germany
Gunnar Mau, University of Siegen, Germany

Impact of M-commerce Website design on Consumers’ Behavioral Intentions: An Empirical Study of Age as Moderating Influence
Jean-Eric Pelet, KMCMS, ISC Paris, France
Basma Taieb, University of Cergy Pontoise, France
Monia Massarini, University of Udine, Italy
Norhene Ben Dahmane Mouelhi, University of Carthage / IHEC Carthage / NIMEC / IAE de Caen, Tunisia
Prashant Mishra, IIM Calcutta, India
Zaid Mohammad Obeidat, The University of Jordan, Jordan
Joanna Zukowska, Warsaw School of Economics, Poland

Session 11. Consumer Behavior and Morality
Room: PR0d08
Session Chair: Sonja Prentovic, Université Lyon 2, France

Fight Fire with Fire: Using one Stereotype to Overcome Another via Contingency Information
Julian Saint Clair, Loyola Marymount University, USA
Mitchell Hamilton, Loyola Marymount University, USA
Delancy Bennett, Clemson University, USA

Rethinking Consumer Vulnerability through A Multidisciplinary Approach
Sonja Prentovic, Université Lyon 2, France
Wided Batat, University Lyon 2, France
Political Ideology and Consumer Reactions to Corporate Tax Strategies  
Paolo Antonetti, Queen Mary University of London, UK  
Mattia Anesa, University of Queensland, Australia

Session 1J. Doctoral Colloquium 1: Consumer Behavior Issues  
Room: PBlue15  
Session Chair: John B. Ford, Old Dominion University, USA

Reproduction of Gender Ideology through Russian Consumer Culture: The Case of Iconography of the ‘Mother’ in Russia  
Lilit Baghdasaryan, University of Westminster, UK  
Shona Bettany, University of Westminster, UK  
Richard West, University of Westminster, UK  
Alison Rieple, University of Westminster, UK

Consumption-Related Coping Strategies of Low-Income Consumers: A Literature Review  
Shereen Ghanem, Alexandria University, Egypt  
Nadia El-Aref, Alexandria University, Egypt  
Omneya Yacout, Alexandria University, Egypt

From Bourdieu to Lahire: A Necessary Turnaround to Understand Comic Books Consumption?  
Caterina Trizzulla, Université de Lorraine, France

The Role and Importance of Egoistic Motives in the Charitable Giving Decision-making Process  
Self-interested Motives of Prosocial Behaviors: The Case of Charitable Giving  
Etienne Denis, Université Catholique de Louvain, Belgium

Session 1K. Breaking down Emotion in Customer Experience  
Room: PBlue17  
Session Chair: Jiun-Sheng Chris Lin, National Taiwan University, Taiwan

Do We Click at the First Sight? Modeling Customer-employee Instant Rapport in the First Service Encounter  
Jiun-Sheng Chris Lin, National Taiwan University, Taiwan  
Chih-Ying Chu, National Taiwan University, Taiwan  
Hawyi Liang, National Taiwan University, Taiwan
The Interaction Effect of Service Employees' Emotion Display and Gender on Customer Responses: The Service Environment's Role
Verena Hofmann, University of Innsbruck, Austria
Nicola Stokburger-Sauer, University of Innsbruck School of Management, Austria

Wednesday, July 20, 10:30 - 11:00 am

Refreshment Break
Room: PBlue45
Wednesday, July 20, 11:00 am - 12:30 pm

Session 2A. **Special session: Meet the Editors**
Room: PRed11
Session Chair: OC Ferrell, *Belmont University, USA*

Panelists:
Linda Ferrell, *AMS Review, USA*
OC Ferrell, *Journal of the Academy of Marketing Science, USA*
John Ford, *Journal of Advertising Research, USA*
Costas Katsikeas, *Journal of International Marketing, UK*
Greg Marshall, *Journal of Marketing Theory and Practice, USA*
Cleopatra Veloutsou, *Journal of Product and Brand Management, UK*
Nil Özçaglar-Toulouse, *Recherche et Applications en Marketing, France*
Barry Babin and David Ortinau, *Journal of Business Research, USA*
Doug Hughes, *Journal of Professional Selling and Sales Management, USA*
Pauline de Pechpeyrou, *Journal of Research in Interactive Marketing, France*

Session 2B. **Wrestling with Brand Resistance**
Room: PBlue41
Session Chair: Elyette Roux, *CERGAM, France*

**Queer Citizenship Branding: Brand Opportunities And Risks Of Social Movements**
Signe Elisabeth Holm, *King's College London, UK*
Kirk Plangger, *King's College London, UK*

**From Pacifists to Activists: What do Consumers Risk when they Fight against Brands**
Marine Cambefort, *CERGAM, France*
Elyette Roux, *CERGAM, France*

**Consumers’ Responses to Doppelganger Brand Images: Destabilizing Brand Authenticity**
Zoe Lee, *University of Bath, UK*
Session 2C. The Impact of Culture on Consumer Behavior  
Room: PRed07  
Session Chair: Lingjiang Tu, Baylor University, USA

How Self-construals Moderate the Self-Congruity Effect: A Cross-national Study  
Hector Gonzalez-Jimenez, The York Management School, UK  
Fernando Fastoso, The York Management School, UK  
Kyoko Fukukawa, Bradford University, UK

The Effects of Individualism and Collectivism on Brand Page Fans: A Study of Young U.S. and Chinese Consumers  
Alexander Muk, Texas State University-San Marcos, USA  
Christina Chung, Ramapo College of New Jersey, USA  
Jonghoon Kim, Inchon National University, South Korea

A New Cultural Lens to Unpack Consumers’ Judgment  
Xin Yang, Hang Seng Management College, Hong Kong

Dollar Smart and Penny Foolish? How Culture Affects Price Cognition  
Lingjiang Tu, Baylor University, USA  
Chris Pullig, Baylor University, USA

Session 2D. Co-creation  
Room: PBlue20

Session Chair: Ingrid Poncin, Université Catholique de Louvain, Belgium

Challenging Challenge: The Ambivalent Impact of Challenge on Intrinsic Motivation Effectiveness in Digital Co-creation  
Frank Huber, Johannes Gutenberg University, Germany  
Frederik Meyer, Johannes Gutenberg University, Germany  
Eva Appelmann, Johannes Gutenberg University, Germany  
Cecile Kornmann, Johannes Gutenberg University, Germany

Thomas Leclercq, Louvain School of Management, Belgium  
Ingrid Poncin, Louvain School of Management, Belgium  
Wafa Hammeci, University of Namur, Belgium
Creative Contests: Knowledge Generation and Underlying Learning Dynamics for Idea Generation
Nadia Steils, University of Namur - IAE Lille, Belgium
Salwa Hanine, Université Nice Sophia Antipolis, France

Examining the Role of Consumer Autonomy in Co-production Platforms
Triparna Gandhi, The University of Melbourne, Australia
Liliana Bove, The University of Melbourne, Australia
Anish Nagpal, The University of Melbourne, Australia

Session 2E. Service Failure, Anger, and Recovery
Room: PBlue16
Session Chair: Hyunju Shin, Georgia Southern University, USA

Investigating the Role of Power and Willpower in Service Failures
Agung Sembada, Sunway University, Malaysia
Yelena Tsarenko, Monash University, Australia
Dewi Tojib, Monash University, Australia

Must Service Recovery Justice lead to Customer Satisfaction? The Moderating Effects of Cultural Variables
Joseph L.M. Lee, Hong Kong Polytechnic University, Hong Kong
Noel Y.M. Siu, Hong Kong Baptist University, Hong Kong
Tracy J.F. Zhang, Hong Kong Baptist University, Hong Kong

Customer Responses to Service Failure in Direct and Indirect Harm Context
Hyunju Shin, Georgia Southern University, USA
Riza Casidy, Deakin University, Australia

The Two Types of Consumer Anger
Paolo Antonetti, Queen Mary University of London, UK

Session 2F. Advances in Understanding CSR, Consumer Donation, and the Role of Values
Room: PBlue18
Session Chair: Nadia Zainuddin, University of Wollongong, Australia

Cause-related Marketing and Shareholder Value
Parker Woodroof, University of Puget Sound, USA
George Deitz, University of Memphis, USA
Katherine Howie, University of Mississippi, USA
Self-interested Motivations of Charitable Giving: An Exploratory Analysis  
Etienne Denis, UCL/ Louvain School of Management, Belgium  
Claude Pecheux, UCL/ Louvain School of Management, Belgium

Do Personal Values Differentiate Support for Charitable Causes?  
Timothy Daly, United Arab Emirates University, UAE  
Joanne Sneddon, University of Western Australia, Australia  
Julie Lee, University of Western Australia, Australia  
Geoffrey Soutar, University of Western Australia, Australia

The Good Life: Exploring Value Creation and Destruction in Consumer Well-Being  
Kendall Dent, University of Wollongong, Australia  
Nadia Zainuddin, University of Wollongong, Australia  
Leona Tam, University of Wollongong, Australia

Session 2G. Product Innovation, NPD, and Customer Co-creation Effects  
Room: PRed02  
Session Chair: Charles Blankson, University of North Texas, USA

Customer Co-Creation Effects on NPD Speed Capability and the Contingent Role of Environmental Turbulence  
Todd Morgan, University of Massachusetts Lowell, USA  
Kostas Alexiou, Kent State University, USA  
Chanho Song, California State University at San Bernardino, USA

The Role of Product Innovation in Marketing Performance: Empirical Study in FMCG Market  
Nebojsa Davcik, ISCTE-IUL, Portugal  
Piyush Sharma, Curtin University, Australia

Session 2H. New Technologies and Innovation  
Room: PBlue19  
Session Chair: Eleanora Pantano, Middlesex University, UK

Adoption of Proximity M-payment Services: Perceived Values and Experience Effect  
Gwarlann De Kerviler, IÉSEG School of Management, France  
Nathalie Demoulin, IÉSEG School of Management, France  
Pietro Zidda, University of Namur, Belgium
Patent Analysis as a Measure of Innovation in Retail Settings: Some Preliminary Evidence
Stefano Sorace, University of Calabria, Italy
Eleonora Pantano, Middlesex University, UK
Constantinos Priporas, Middlesex University, UK
Gianpaolo Iazzolino, University of Calabria, Italy

Effects of Retail Innovation and Image on ‘Value-Satisfaction-Loyalty’ Chain
Beatriz Moliner-Velázquez, University of Valencia, Spain
Maria Fuentes-Blasco, Pablo de Olavide University, Spain
David Servera-Blasco, Catholic University of Valencia, Spain
Irene Gil-Saura, University of Valencia, Spain

Human Vs Synthetic Recommendations Agents’ Voice: The Effects on Consumer Reactions
Emna Cherif, Auvergne University, France
Jean-François Lemoine, Paris 1 Panthéon Sorbonne University - ESSCA School of Management, France

Session 2I. Communications about CSR, Sustainability, and More
Room: PRéD08
Session Chair: Catherine Janssen, IÉSEG School of Management, France

Using Infomercials to Communicate about CSR: A way to Enhance Credibility?
Catherine Janssen, IÉSEG School of Management, France
Valérie Swaen, Université Catholique de Louvain, Belgium, and IÉSEG School of Management, France
Pauline Munten, Université Catholique de Louvain, Belgium

The Role of Respect in Science Communication and Knowledge Transfer
Maureen Bourassa, University of Saskatchewan, Canada
Raissa Graumans, University of Saskatchewan, Canada
Loleen Berdahl, University of Saskatchewan, Canada

On the Effectiveness of CSR Communication: The Roles of Ethical Labels, Prior CSR Record, and Consumer Skepticism
Valérie Swaen, Université Catholique de Louvain, Belgium, and IÉSEG School of Management (LEM-CNRS), France
Catherine Janssen, IÉSEG School of Management, France
Shuili Du, University of New Hampshire, USA
Session 2J. Doctoral Colloquium 2: Advertising and Promotional Issues
Room: PBlue15
Session Chair: Mathieu Kacha, University of Lorraine, France

Consumers' Perceptions of and Responses to Advertising Creativity
Pinar Demir, University of Westminster, UK
J El-Murad, University of Westminster, UK
L Mai, University of Westminster, UK

Communicating Customer Empowerment Strategies to Non-participants: An Investigation of the Mechanisms and Conditions Impacting the Affective Reactions toward the Brand and the Brand Relationship
Fanny Cambier, Université Catholique de Louvain, Belgium

The Influence of Gaze Direction on Advertising Effectiveness
Safaa Adil, IGR-IAE University of Rennes 1, France

Wednesday, July 20, 12:30 - 02:00 pm

Picnic lunch – Lunchbox to be collected from PBlue45.
Consult the 'picnic spot' map for picnic areas around the Grande Arche.
Wednesday, July 20, 02:00 - 3:30 pm

Session 3A. Special session. Culture, Socialization and Publishing: Journal Requirements and Issues that Reduce the Value of Empirical Insights
Room: PRed01
Session Chair: David Ortinau, University of South Florida, USA

Panelists:
David J. Ortinau, University of South Florida, USA
Stephanie Slater, Cardiff Business School, UK
Barry J. Babin, Louisiana Tech University, USA
John B. Ford, Old Dominion University, USA
Catherine Frethey-Bentham, University of Auckland, New Zealand

Session 3B. Playing Politics: Understanding Political Brands
Room: PBlue41
Session Chair: Doug Amyx, Louisiana Tech University, USA

Has Political Brand a Meaning?
Sabine Lubrano, Panthéon Assas University, France

Investigating Political Brand Image and Reputation with Qualitative Projective Techniques
Louise Spry, Nottingham Trent University, UK
Christopher Pich, Nottingham Trent University, UK
Guja Armannsdottir, Nottingham Trent University, UK

Creating and Developing Local Political Brand Identity: A Constituency Focus
Christopher Pich, Nottingham Trent University, UK
Guja Armannsdottir, Nottingham Trent University, UK
Louise Spry, Nottingham Trent University, UK

Session 3C. Revisiting Attitudes and Purchase Intentions for Luxury and Fashion Goods
Room: PRed07
Session Chair: Taylan Urkmez, University of Kassel, Germany

An Extensive Glance at Luxury Research Domain 2000-2014: A Bibliometric Analysis
Farhad Aliyev, University of Kassel, Germany
Taylan Urkmez, University of Kassel, Germany
Ralf Wagner, University of Kassel, Germany
Purchase Intention of the Genuine Luxury Brand in Presence of Counterfeiting
Siham Mourad, ISCAE, Morocco
Pierre Valette-Florence, Grenoble Alpes University, France

Chinese Students’ Knowledge and Attitudes of Environmentally and Socially Sustainable Apparel and Sustainable Apparel Purchase Intentions
Lauren Reiter, Indiana University, USA
Joy Kozar, Kansas State University, USA

Session 3D. Innovation and Creativity
Room: PBlue20
Session Chair: Emmanuelle Le Nagard-Assayag, ESSEC Business School, France

Does New Product Combinations Affordance Make their Categorization Easy for Us?
Dhouha El Amri, Université Paris-Est, France

Managing Successful NPD Relationships
Gerard A Athaide, Loyola University Maryland, USA
Richard R Klink, Loyola University Maryland, USA

Innovation-driven Marketing
Eleonora Pantano, Middlesex University London, UK

Creative Power of Fashion that’s Unique for Yourself yet Identifiable for Others
San Young Hwang, Hongik University, South Korea
Nara Youn, Hongik University, South Korea
Min Jung Koo, Sungkyunkwan University, South Korea

Session 3E. Communication and Advertising
Room: PBlue16
Session Chair: Lucia Porcu, University of Granada, Spain

Does the Endorser’s Smile in Destination Ads Affect Consumer Response? The Case of Strong Versus Weak Destination Brands
Verena Hofmann, University of Innsbruck, Austria
Lisa Schoner-Schatz, University of Innsbruck, Austria
Nicola Stokburger-Sauer, University of Innsbruck, Austria
Modelling the Antecedents and Effects of Integrated Marketing Communication (IMC) in the Hospitality Industry
Lucia Porcu, University of Granada, Spain
Salvador Del Barrio-Garcia, University of Granada, Spain
Juan Miguel Alcántara-Pilar, University of Granada, Spain

Session 3F. Understanding Risk Behaviours I: Tobacco
Room: PBlue18
Session Chair: Sandra Jones, Australian Catholic University, Australia

Motivations for E-cigarette Use among Young Adults
Janet Hoek, University of Otago, New Zealand
Pamela Ling, University of California San Francisco, USA

Understanding the Relationship Between Smoking and Place in Private Shared Spaces through the Lens of Place Attachment
Sara Parry, Bangor University, UK
Louise Hassan, Bangor University, UK

Levels and Correlates of Awareness of Point-of-purchase Tobacco Displays and Advertising
Abraham Brown, Nottingham Trent University, UK

Session 3G. Market Orientation and Performance
Room: PRed02
Session Chair: Todd Morgan, University of Massachusetts Lowell, USA

Influence of Market Orientation on Absorptive Capacity: On the Bright and Dark Sides of Customer Participation in New Product Development
Todd Morgan, University of Massachusetts Lowell, USA
Sergey Anokhin, Kent State University, USA
Joakim Wincent, Luleå University of Technology, Sweden

The Market Orientation of Micro Organizations
Niki Hynes, Curtin University, Australia
Barbara Caemmerer, ESSCA, France

Customer Orientation and Firm Performance: Does a Different Measures Lead to Different Results?
Gavriel Dahan, Haifa University, Israel
Aviv Shoham, University of Haifa, Israel
Session 3H. Retail Patronage
Room: PBlue19
Session Chair: Sandrine Heitz-Spahn, Université de Lorraine, France

The Influence of Organic Grocery Placement Decisions on Retail Store Consumers’ Shopping Behavior
Maria Schwabe, Friedrich-Schiller-University Jena, Germany
Gianfranco Walsh, Friedrich-Schiller-University Jena, Germany

What Makes Consumers Shop at Small Retailers?
Hélène Yildiz, Université de Lorraine, France
Sandrine Heitz-Spahn, Université de Lorraine, France

Role of Marketing and Technological Innovation on Satisfaction and Word-of-mouth in Retailing
Maria Fuentes-Blasco, Pablo de Olavide University, Spain
Beatriz Moliner-Velázquez, University of Valencia, Spain
David Servera-Francés, Valencia Catholic University, Spain
Irene Gil-Saura, University of Valencia, Spain

Toward a Qualitative Understanding of Consumers’ Drivers of FMCG Retail Patronage
Julien Troiville, Université de Rennes, France
Gerard Cliquet, Université de Rennes, France

Session 3I. Sustainability and Marketing Practice
Room: PRed08
Session Chair: Elisa Monnot, Université de Cergy-Pontoise, France

What do we Mean by ‘Sustainability Marketing’? An Analysis of the Concept
Joya A. Kemper, University of Canterbury, New Zealand
Paul W. Ballantine, University of Canterbury, New Zealand

Consumers’ Eco-friendly Choices in the South African White Goods Industry
Nadine Sonnenberg, University of Pretoria, South Africa
Alet Erasmus, University of Pretoria, South Africa
Adré Schreuder, Consulta, South Africa
Is it Really Worthwhile for a Brand to Eliminate Overpackaging? New Insights from Context Effects
Elisa Monnot, Université de Cergy-Pontoise, France
Fanny Reniou, Université Paris-Est, France
Béatrice Parguel, Université Paris-Dauphine, France
Leila Elgaied, Université de Cergy-Pontoise, France

Session 3J. Doctoral Colloquium 3: Branding Issues
Room: PBlue15
Session Chair: Claas Christian Germelmann, University of Bayreuth, Germany

The Influence of Value Perceptions and Country of Origin to Luxury Purchase Intention and Brand Equity: The Case of Middle-class Consumer in Indonesia
Faranita Mustikasari Masduki, Curtin University, Australia

Brand Conversation: How Brands Can Leverage Online Interactions with Consumers
Andria Andriuzzi, IAE de Paris, France

A New Perspective on Brand-consumer Relations: The Mechanics of the Relations Seen through the Glass of Theater
Valerie Zeitoun, Université Paris Panthéon-Sorbonne IAE, France

Wednesday, July 20, 03:30 - 04:00 pm

Refreshment Break
Room: PBlue45
Wednesday, July 20, 04:00 - 05:30 pm

Session 4A. Special session. Big Data Analytics for Marketing
- Contributed Session by the IÉSEG Center for Marketing Analytics (ICMA)
Room: PRed01
Session Chairs: Koen W. De Bock, IÉSEG School of Management, France
Kristof Coussement, IÉSEG School of Management, France

Leveraging the Power of Social Influence for Customer Relationship Management: Growing the Value of a Customer Base Using Referral Network Analysis
Iris Roelens, Ghent University & Vlerick Business School, Belgium
Philippe Baecke, Vlerick Business School, Belgium
Dries F. Benoit, Ghent University, Belgium

Stijn Geuens, IÉSEG School of Management, France
Koen W. De Bock, IÉSEG School of Management, France
Kristof Coussement, IÉSEG School of Management, France

Robust Choice Modeling for Better Pricing Decisions
Dries F. Benoit, Ghent University, Belgium

Do not Take a Picture, Make a Movie! – On the Dynamic Modeling of the Customer Journey
Alex Seret, Universidad de los Andes, Chile and KU Leuven, Belgium

Session 4B. Falling From Grace: How Brands Lose their Luster
Room: PBlue41
Session Chair: Géraldine Michel, IAE de Paris, France

The Relationships Among Corporate Reputation, Brand Crisis And Customer Loyalty
Gertrude Opare, Ghana Institute of Management and Public Administration, Ghana
Charles Blankson, University of North Texas, USA
Under a Cloud: The Impact of Corporate Reputation Harm on Brand Equity and Consumer Value Perceptions
Jaywant Singh, Kingston University London, UK
La Toya Quamina, Kingston University London, UK
Stavros Kalafatis, Kingston University London, UK

Loss of Brand Iconicity: The Alfa Romeo Case
Luigi Cantone, University of Naples Federico II, Italy
Bernard Cova, Kedge Business School, France
Pierpaolo Testa, University of Naples Federico II, Italy

Session 4C. Managing Customer Experience and Therapy for Well-being
Room: PR07
Session Chair: Khaled Aboulnasr, Florida Gulf Coast University, USA

A Systematic Literature Review of Practices in Customer Experience Management
Farah Arkadan, Cranfield School Of Management, UK
Emma K. Macdonald, Cranfield School of Management, UK
Hugh N. Wilson, Cranfield School of Management, UK

Hung-Tai Tsou, Ming Dao University, Taiwan
Hsuan-Yu Hsu, Tatung University, Taiwan

Servicescape, Intercustomer Support and their Relations to Consumer Well-being
Cindy Yunhsin, Yuan Ze University, Taiwan
Lanlung Chiang, Yuan Ze University, Taiwan
Hinyung Wu, Yuan Ze University, Taiwan
Yu-Ting Huang, Yuan Ze University, Taiwan

Retail Therapy at the Train Station? Deferred and Instantaneous Perceived Values as Antecedents of Well Being - An Application to Train Station Retailing
Christine Gonzalez, Université du Maine, France
Beatrice Siadou-Martin, Université de Lorraine, France
WEDNESDAY, 04:00 – 05:30 PM

Session 4D. **Relating Brand Loyalty and Trust**  
Room: PBlue20  
Session Chair: Brian Bourdeau, *Auburn University, USA*

**Does Status Always Matter? The Effect of Brand Concept on the Effectiveness of Hierarchical and Linear Structures of Loyalty Programs**  
Aida Mimouni, *University of Cergy-Pontoise, France*  
Virginie Pez, *University of Paris II Panthéon-Assas, France*

**Service Employees as Brand Ambassadors: The Influence of Service Employees’ Branding Behaviors on Brand Outcomes**  
Jiun-Sheng Chris Lin, *National Taiwan University, Taiwan*  
Chih-Ying Chu, *National Taiwan University, Taiwan*  
Hawyi Liang, *National Taiwan University, Taiwan*

**Public Service Satisfaction, Citizen Trust and Participation**  
Barbara Caemmerer, *ESSCA, France*  
Christian Brock, *Universitaet Rostock, Germany*  
Heiner Evanschitzky, *Aston Business School, UK*  
Matthew Alexander, *University of Strathclyde, UK*

**Ladies First: Using a Loyalty Phases Model to Gain Insight into Gender Differences in Service Evaluations**  
Brian Bourdeau, *Auburn University, USA*  
Colleen Bourdeau, *Auburn University, USA*  
J. Joseph Cronin, *Florida State University, USA*

Session 4E. **Cultural Consumption**  
Room: PBlue16  
Session Chair: Dominique Renault-Bourgeon, *Université de Bourgogne, France*

**Audience in Flow: The Role of Authenticity**  
Bilge Aykol, *Dokuz Eylul University, Turkey*  
Manolya Aksatan, *Dokuz Eylul University, Turkey*  
İlayda İpek, *Dokuz Eylul University, Turkey*
Enhancing Positive Disconfirmation and Personal Identity through Customer Engagement in Cultural Consumption
Noel Yee-Man Siu, Hong Kong Baptist University, Hong Kong
Ho Yan Kwan, Hong Kong Baptist University, Hong Kong
Huen Wong, Hong Kong Baptist University, Hong Kong
Tracy Jun-Feng Zhang, Hong Kong Baptist University, Hong Kong

Stochastic Preference of Cultural Venue and Event Attendance
Giang Trinh, University of South Australia, Australia
Desmond Lam, University of Macau, Macao

Expectation and Emotion Enhancement Using Content Knowledge in Cultural Experiences
Nadia Steils, University of Namur - IAE Lille, Belgium
Zakia Obaidalahe, IAE Lille, France
Dominique Crié, IAE Lille, France
Francis Salerno, IAE Lille, France

Session 4F. Understanding Risk Behaviours II: Alcohol, Road Safety and Gambling
Room: PBlue18
Session Chair: Marie-Eve Laporte, IAE de Paris, France

Alcohol Warning Labels: A Review and Research Agenda
Louise Hassan, Bangor University, UK
Edward Shiu, Bangor Business School, Bangor University, UK

The Perceived Risks of Adopting a Responsible Gambling Behavior: Development and Validation of a Reliable Measurement Index
Anne-Claire Pin, Université de Bretagne Sud, France
Karine Picot-Coupey, Université de Rennes 1, France
Olivier Droulers, Université de Rennes 1, France

Our Community Doesn't Support Underage Drinking: Development, Implementation and Evaluation of a Community-based Social Marketing Program
Sandra Jones, Australian Catholic University, Australia

Free Will or Determinism: When Fate Attributions Affect Persuasion in Road Safety Campaigns Using Fear and Guilt
Imene Becheur, Qatar University, Qatar
Haithem Guizani, Sciences Po Grenoble, France
WEDNESDAY, 04:00 – 05:30 PM

Session 4G. **Customer Evaluation and Consumer Response**
Room: PRed02
Session Chair: Jaywant Singh, *Kingston Business School, UK*

**Purchasing Guilt: Conceptualization and Propositions for Future Research**
Samuel K. Bonsu, GIMPA, Ghana
Delphine Godefroit-Winkel, OPI, Morocco
Cristian Chelariu, Suffolk University Boston, USA

**Effects of Promotion Type on Future Purchase Intentions through Different Types of Consumer Response**
Silke Bambauer-Sachse, *University of Fribourg, Switzerland*
Laura Massera, *University of Fribourg, Switzerland*

**A Sensemaking Perspective on Big Data**
Emma Wang, *Bentley University, USA*
Pierre Berthon, *Bentley University, USA*
Sue Newell, *University of Sussex, UK*

Session 4H. **Consumer Behavior in Retailing**
Room: PBlue19
Session Chair: Constantinos Priporas, *Middlesex University, UK*

**Consumers’ Strategies to Cope with Crowding-induced Stress**
Marion Brandstaetter, Karl-Franzens-University Graz, Austria
Thomas Foscht, Karl-Franzens-University Graz, Austria
Heike Leitold, Karl-Franzens-University Graz, Austria

**Agonistic Behaviour in Marketing**
Elaine Sutrisna, *Curtin University, Australia*
Min Teah, *Curtin University, Australia*
Ian Phau, *Curtin University, Australia*

**Online Reputation Scale Development: A Customer Perspective**
Chebli Youness, *University of Grenoble Alpes, France*
Pierre Valette-Florence, *University of Grenoble Alpes, France*
Session 4I. **Strategic Uses of CSR**  
Room: PRed08  
Session Chair: Gwarlann de Kerviler, IÉSEG School of Management, France

**Investigating the Relationship between Co-creation and Corporate Social Responsibility: The Role of Co-creation Type**  
Gwarlann de Kerviler, IÉSEG School of Management, France  
Véronique Pauwels-Delassus, IÉSEG School of Management, France  
Catherine Janssen, IÉSEG School of Management, France

**Restoring Trust and Enhancing Purchase Intention after a Crisis Through a Corporate Social Responsibility Program and a Specific Response Strategy**  
Anne-Lotte Kraesgenberg, University of Twente, Netherlands  
Ardion Beldad, University of Twente, Netherlands  
Sabrina Hegner, University of Twente, Netherlands

**Every Silver Lining Has a Cloud – An Empirical Analysis of the Role of Neutralization Techniques within the Context of Moral Intensity**  
Frank Huber, Johannes Gutenberg University Mainz, Germany  
Cecile Kornmann, Johannes Gutenberg University, Germany  
Eva Appelmann, Johannes Gutenberg University, Germany  
Frederik Meyer, Johannes Gutenberg University, Germany

Session 4J. **Doctoral Colloquium 3: Health Marketing Issues**  
Room: PBlue15  
Session Chair: John B. Ford, Old Dominion University, USA

**Effects of Participating in a Virtual Health Support Community on Eating Behaviours: The Mediating Role of Susceptibility to Social Influence**  
Steffie Gallin, University of Montpellier, France

**Effects of a Biased Nutrition Knowledge Calibration on Healthy Food Choices**  
Larissa Diekmann, University of Bayreuth, Germany

**The Reinforcement of Self-efficacy in Prosocial Campaigns Promoting Organ Donation: Examining the Role of Self-construal and Mental Transportation Imagery**  
Charlotte Decorps, University of Grenoble Alpes, France
Integrating the Notion of Generativity Desire in the Elaboration of Persuasive Health Campaigns
Cynthia Assaf, University of Grenoble Alpes, France

Wednesday, July 20, 06:00 - 07:30 pm

Evening Reception at Apogé Wine Bar, Esplanade de la Défense
Make own way to Apogé, 10 minutes' walk or one metro station (Line 1) down the Esplanade.
Thursday, July 21, 09:00 – 10:30 am

Session 5A. Special Session. Multicultural Marketplaces: Theoretical and Empirical Ground Advances
Room: PRe01
Session Chairs: Eva Kipnis, Coventry University, UK
Catherine Demangeot, IÉSEG School of Management, France

The Multiracial Body in the Multicultural Marketplace
Samantha Cross, Iowa State University, USA
Robert L. Harrison III, Western Michigan University, USA
Kevin D. Thomas, University of Texas at Austin, USA

Celebrating Ramadan and the Chinese New Year in a French supermarket? Liquid retail and the challenges of ethnic inter-group tensions in multicultural marketplaces
Fatima Regany, Institut du Marketing et du Management de la Distribution, France
Julie Emonspool, University of Southern Denmark, Denmark

Sociopolitical ideologies and target marketing effectiveness
Guillaume D. Johnson, CNRS, Dauphine Recherches en Management, France
Romain Cadario, IÉSEG School of Management, France
Sonya A. Grier, American University, USA
Re-Thinking the Notion of Mobility in Multicultural Marketplace: Psychological Mobility
Cristina Galalae, Coventry University, UK
Eva Kipnis, Coventry University, UK
Catherine Demangeot, IESEG School of Management, France

Session 5B. Not the Usual Suspects: How Consumers and Employees Shape Brand Meanings
Room: PBlue41
Session Chair: Virginie De Barnier, Aix-Marseille Graduate School of Management IAE, France

The Effect of Communication on Employee Brand Understanding, Brand Commitment, and Brand Citizenship Behavior
Michael Schade, University of Bremen, Germany
Rico Piehler, Chair of Innovative Brand Management, University of Bremen, Germany
Claudius Warwitz, University of Bremen, Germany
Christoph Burmann, University of Bremen, Germany

Working Consumers as Co-creators of the Brand Identity and the Brand Community Identity
Iain Black, Heriot-Watt University, UK
Cleopatra Veloutsou, University of Glasgow, UK

Brand Identity in a Context of Co-Creation: When Consumers Drive Brand Identity Changes
Catherine Da Silveira, Nova School of Business & Economics, Portugal
Claudia Simoes, Open University, UK
Sally Dibb, Open University Business School, UK
Carmen Lages, Nova School of Business & Economics, Portugal

Session 5C. Country-of-origin’s Role in Consumer Behavior
Room: PRed07
Session Chair: Stephanie Slater, Cardiff Business School, UK

National Identity Salience Effects on WOM
Nathalie Spielmann, NEOMA Business School, France

Service Ethnocentrism: A Conceptual Model
Amro Maher, Qatar University, Qatar
Tamer Elsharnouby, Qatar University, Qatar
An Exploratory Study on Consumers’ Perceptions of Mono- and Multi-ethnic Marketing
Tana Cristina Licsandru, The University of Manchester, UK
Charles Chi Cui, The University of Manchester, UK

County of Origin Narratives of Brand Image: Japanese Cosmetics through a Consumer Lens
Stephanie Slater, Cardiff Business School, UK
Maki Umemura, Cardiff Business School, UK

Session 5D. Sales Management Perspectives
Room: PBlue20
Session Chair: Mark Johnston, Rollins College, USA

Managing Salesperson Performance through Coaching: The Moderating Role of Selling Experience
Claudio Pousa, Lakehead University, Canada
Anne Mathieu, Université de Sherbrooke, Canada
Carole Trepanier, Banque Laurentienne du Canada, Canada

Sales Team Resources for Market-driven Behavior, Norms and Performance
Daniel Bachrach, University of Alabama, USA
Ryan Mullins, Clemson University, USA
Adam Rapp, Ohio University, USA

The Effects of Hire Source on Newly Hired Salesperson Performance Growth over Time
Willy Bolander, Florida State University, USA
Alexis Allen, University of Kentucky, USA
Bryan Hochstein, Florida State University, USA
Cinthia Satornino, Northeastern University, USA

Session 5E. Organizational Perspectives in Supply Chain and Distribution Management
Room: PBlue16
Session Chair: Gilles Paché, Aix Marseille Université, France

Convincing a Supplier to be its Preferred Customer - A Case Study
Nathalie Merminod, Aix-Marseille Université, France
Jean Nollet, HEC Montréal, Canada
Claudia Rebolledo, HEC Montréal, Canada
Customer Loyalty in International Third-Party Logistics Service Providers
Ilias Vlachos, University of Leeds, UK

Out of the Channel Loop in Distribution Channels: Conceptualization and Future Research Directions
Ce Mo, University of New South Wales, Australia
Ting Yu, University of New South Wales, Australia
Ko de Ruyter, Maastricht University, Netherlands

Leveraging Omni-channel Fulfillment Operations for Stockout Recovery
Simone Peinkofer, University of Arkansas, USA
Terry Esper, University of Arkansas, USA
Ronn Smith, University of Arkansas, USA
Brent Williams, University of Arkansas, USA

Session 5F. PLS-SEM: Recent Methodological Developments and Applications
Room: PBlue18
Session Chair: Joe Hair Jr., Kennesaw State University, USA

Mediation Analyses in Partial Least Squares Structural Equation Modeling
Christian Nitzl, University of the German Federal Armed Forces, Germany
José L. Roldán, Universidad de Sevilla, Spain
Gabriel Cepeda, Universidad de Sevilla, Spain

Capturing Unobserved Heterogeneity in PLS-SEM Using Iterative Reweighted Regressions
Rainer Schlittgen, University of Hamburg, Germany
Christian M. Ringle, Hamburg University of Technology, Germany
Marko Sarstedt, Otto-von-Guericke-University, Germany
Jan-Michael Becker, University of Cologne, Germany

An Integrated Model of the Antecedents and Consequences of Touchpoints
Dennis T. Esch, University of St. Gallen, Switzerland
Hugh N. Wilson, Cranfield School of Management, UK
Emma K. Macdonald, Cranfield School of Management, UK
The Impact of Sales Demands and Task Variety on Personal Accomplishments: A Multi-group Analysis of Gender and Mentor
Lucy Matthews, Middle Tennessee State University, USA
Ryan Matthews, Kennesaw State University, USA

Session 5G. Competitive Advantage and Market-based Capabilities
Room: PRed02
Session Chair: Glenn Voss, SMU Cox Schol of Business, USA

Resolving the Market Learning-firm Competitive Advantage Debate: An Empirical Investigation
Jay Weerawardena, University of Queensland, Australia
Sandeep Salunke, Queensland University of Technology, Australia

Microfoundations of a Dynamic Market Knowledge Capability
Rajiv Kashyap, William Paterson University, USA
Raza Mir, William Paterson University, USA
Shan Feng, William Paterson University, USA
Mike Chen-Ho Chao, William Paterson University, USA

Session 5H. Online Retailing
Room: PBlue19
Session Chair: Giang Trinh, University of South Australia, Australia

Has Loyalty to Online Grocery Retailers Declined?
Giang Trinh, University of South Australia, Australia

The Faster the Better? Delivery Time Preference for Online Shopping
Yi-Fen Liu, National Kaohsiung First University of Science and Technology, Taiwan
I-Ling Ling, Kaohsiung Medical University, Taiwan

“Can I Trust the Trustmark?” An Empirical Analysis of the Impact of Trustmarks on Online Retailer Websites in Germany
Corina Braun, University of Basel, Switzerland
Sven Tuzovic, Queensland University of Technology, Australia
Session 5I. **Food Decision-making**  
Room: PRed08  
Session Chair: Francine Rodier, ESG UQAM, Canada

**What Can We Do beyond Posting Calorie Counts?**  
Engaging Millennials through Sustainable Marketing Efforts  
Juan Meng, *University of Georgia, USA*  
Po-Lin Pan, *Arkansas State University, USA*

**Spillover Effects between Categories of Responsible Food Products?**  
Francine Rodier, ESG UQAM, Canada  
Caroline Boivin, *Université de Sherbrooke, Canada*  
Fabien Durif, *University of Quebec at Montreal, Canada*  
Myriam Ertz, *University of Quebec at Montreal, Canada*

**Food Waste and Sales Promotion: State of the Art and Research Agenda**  
Maria-Eugenia Ruiz-Molina, *Universitat de Valencia, Spain*  
Mariann Nemes, *Ministry of Agriculture, Hungary*  
Irene Gil-Saura, *Universitat de Valencia, Spain*

**Hungry For Answers: Misperceptions Arising From Sustainability Labeling**  
Yoon-Na Cho, Villanova University, USA  
Jiyoung Hwang, *University of North Carolina at Greensboro, USA*

Session 5J. **Doctoral Colloquium 5: Engagement, Banking, Autos and Pragmatism**  
Room: PBlue15  
Session Chair: John B. Ford, *Old Dominion University, USA*

**Engagement Mechanics in the Value Cocreation Process: The Case of Gamification**  
Thomas Leclercq, *Louvain School of Management, Belgium*

**The Role of Mediator in Customer-Firm Relations: Case of Triple Deviation in Banking Sector**  
Anna Mardumyan, *Jean Moulin Lyon 3 University, France*
Connected Car Technology – An Empirical Study on Future Development and Selected Concepts
Moritz Joerling, RWTH Aachen University, Germany
Stefanie Paluch, RWTH Aachen University, Germany

Using Pragmatist Philosophy in Consumer Research: Influences and Prospects
Adrien Bailly, Université de Lorraine, France
Loïc Comino, Université de Lorraine, France

Thursday, July 21, 10:30am – 11:00am
Refreshment Break
Room: PBlue45
Session 6A. Special Session. Gazing into the Shadows: Contemplating the Research Agenda for the Dark Side of Brands and Branding
Room: PRed01
Session Chairs: Chris Pullig, Baylor University, USA
                Eva Kipnis, Coventry University, UK
                Mike Breazeale, Mississippi State University, USA

The Dark Side of Branding and Consumer Coping Strategies
Arnold Japutra, Tarumanagara University, Indonesia
Yuksel Ekinci, University of Reading, UK

Darker Matters: Exploring the Dark Side of Branding
Ana Canhoto, Oxford Brookes University, UK
Sally Dibb, Open University, UK
Bang Nguyen, East China University of Science and Technology, China
Lyndon Simkin, Coventry University, UK

Towards a Counter-Branding Framework: Understanding Branding in Wholesale Illicit Drug Supply Chains to Dismantle Value of Illicit Brands
Eva Kipnis, Coventry University, UK
Chris Pullig, Baylor University, USA
Gaye Bebek, Coventry University, UK

Branding Destruction: Applying a Marketing Framework to the Notoriety of Violent Extremist Organizations
Mike Breazeale, Mississippi State University, UK
Gina Ligon, University of Nebraska Omaha, USA
Erin Pleggenkuhle-Miles, University of Nebraska Omaha, USA
Mackenzie Harms, University of Nebraska Omaha, USA
Samantha Woracek, University of Nebraska Omaha, USA
Session 6B. **Darwinism in Marketing: Evolutions in Brand Management and Ownership Structure**
Room: PBlue41
Session Chair: Marie-Eve Laporte, IAE de Paris, France

**Linking Ownership Structure and Branding Strategy to Financial Performance and Stability: Case of French Wine Cooperatives**
Sandra Challita, University of Montpellier, France
Philippe Aurier, University of Montpellier, France
Patrick Sentis, University of Montpellier, France

**The Evolving Patterns of the Concept of Positioning Some Initial Findings**
Charles Blanksen, University of North Texas, USA
Bo Dai, Georgia Southern University, USA

**The Brand Manager System Twenty Years after Low and Fullerton's Critical-historical Evaluation**
Isabelle Aimé, IPAG BS, France
Fabienne Berger-Remy, Sorbonne Business School, France
Marie-Eve Laporte, Sorbonne Business School, France

Session 6C. **Emotion and Self-Efficacy in Social Marketing**
Room: PRed07
Session Chair: Sophie Lacoste-Badie, University of Rennes 1, France

**The Effect of Consumers’ Emotional States on the Interpretation of Information on Food Products**
Khaled Aboulnasr, Florida Gulf Coast University, USA

**Uncertainty and Satisfaction towards Functional Foods: Does Self Efficacy Make the Difference?**
Aina Ravoniarison, University Paris II, France
Mathilde Gollety, University Paris II, France

‘If only they Were more Careful: The Role of Counterfactuals and Emotions in Customer Coping with Health Service Failures’
Jaywant Singh, Kingston University London, UK
Benedetta Crisaulli, Cranfield University, UK
The Impact of Gym Club Servicescape on Individual Behaviour: The Mediating Role of Emotional Response
Wei Xin Yap, Sunway University Business School, Malaysia
Derek Lai Teik Ong, Sunway University Business School, Malaysia

Session 6D. Broadening the Horizons of Selling
Room: PBlue20
Session Chair: Wendy Ritz, Fayetteville State University, USA

From the Dyad to the Service Ecosystem: Broadening and Building Theory in Sales
Nathaniel Hartmann, University of Hawaii, USA
Heiko Wieland, California State University Monterey Bay, USA
Stephen Vargo, University of Hawaii, USA

Problem-Augmentation in Services: Consumer Gratitude or Frustration?
Aphrodite Vlahos, The University of Melbourne, Australia
Liliana Bove, The University of Melbourne, Australia

Promoting Salesperson Relationship Behaviors through Coaching: New Evidence from China
Claudio Pousa, Lakehead University, Canada
Timothy Hardie, Lakehead University, Canada
Xiaodi Zhang, Lakehead University, Canada

Session 6E. Sponsorship - Sport and Fan Commitment
Room: PBlue16
Session Chair: Pascale Quester, University of Adelaide, Australia

How Minority Status and Fan Commitment Affect Sponsorship Evaluation?
Marc Mazodier, Hong Kong Baptist University, Hong Kong
Conor Henderson, University of Oregon, USA

More Effective Sports Sponsorship – Combing and Integrating Key Resources and Capabilities of International Sports Events and their Major Sponsors
Ragnar Lund, Stockholm University, Sweden
Stephen A. Greyser, Harvard Business School, USA
Session 6F. **Research Design: Data Collection and Validation**  
Room: PBlue18  
Session Chair: Marko Sarstedt, OVGU Magdeburg, Germany

**The Effect of Customer Surveys on Non-respondents’ Attitudes and Behaviors**  
Kristina Schmidt, *Aston Business School, UK*  
Walter Herzog, *WHU - Otto Beisheim School of Management, Germany*  
Maik Hammerschmidt, *Georg-August-Universität Göttingen, Germany*

**An Information Theoretic Approach to Assessing Asymmetrically Shared Relationships between Variables**  
Linda Golden, *University of Texas at Austin, USA*  
Patrick Brockett, *University of Texas at Austin, USA*  
Danae Manika, *Queen Mary, University of London, UK*  
Theresa A. Kirchner, *Old Dominion University, USA*

**Consumer Engagement—Metric or Mantra? Scale Development, Validation and Application**  
Anne Mollen, *Cranfield School of Management, UK*  
Hugh Wilson, *Cranfield School of Management, UK*  
Emma Macdonald, *Cranfield School of Management, UK*

**An Assessment of Decision Making Styles**  
Hilmi Atadil, *University of South Carolina, USA*  
Ercan Sirakaya-Turk, *University of South Carolina, USA*  
Alain Decrop, *University of Namur, Belgium*

Session 6G. **Social Media**  
Room: PRed02  
Session Chair: Paul Harrigan, *The University of Western Australia, Australia*

**Customer Engagement with Tourism Brands on Social Media**  
Paul Harrigan, *The University of Western Australia, Australia*  
Uwana Evers, *The University of Western Australia, Australia*  
Morgan Miles, *University of Canterbury, New Zealand*  
Timothy Daly, *United Arab Emirates University, UAE*

“*(Don’t You) Wish You Were Here?*”: Narcissism, Envy And Sharing Of Travel Photos Through Social Media  
David Taylor, *Sacred Heart University, USA*
Social Media and Tourism: The Case of E-complaints on TripAdvisor
Teresa Fernandes, University of Porto, Portugal
Filipa Fernandes, University of Porto, Portugal

Session 6H. Shopping Experience
Room: PBlue19
Session Chair: Christopher Lee, Temple University, USA

Scarce for me and Popular for Others: The Impact of Scarcity vs. Popularity Cues on Self vs. Other Decision-making
Christopher Lee, Temple University, USA
Laurie Wu, Temple University, USA

Perceived Scarcity and Shelf Organisation: A Case of Luxury Chocolate
Siobhan Hatton-Jones, Curtin University, Australia
Min Teah, Curtin University, Australia
Isaac Cheah, Curtin University, Australia
Ian Phau, Curtin University, Australia

The Memory of the Shopping Experience: Scale Development and Validation
Michaël Flacandji, University of Burgundy, France

The In-store Location of Promotional Displays Can Alter Shoppers’ Attention and Buying Decisions
Gunnar Mau, University of Siegen, Shoppermetrics GmbH & Co. KG, Germany
Markus Schweizer, Migros Aare, Switzerland
Sascha Steinmann, Saarland University, Germany
Hanna Schramm-Klein, University of Siegen, Germany

Session 6I. Customer Engagement, Attachment and Identification
Room: PRed08
Session Chair: Christine Gonzalez, Université du Maine, France

The Development of a Fan-Relationship-Management-Framework
Paul Huiszoon, Université Claude Bernard Lyon-1, France
Guillaume Martinent, Université Claude Bernard Lyon-1, France
Guillaume Bodet, Université Claude Bernard Lyon-1, France
Exploring Consumer Attachment Predispositions and their Behavioral Effects
Heike Leitold, University of Graz, Austria
Thomas Foscht, University of Graz, Austria
Marion Brandstaetter, Karl-Franzens-University Graz, Austria

Exploring the Dynamics of Antecedents to Customer Identification with a Service Firm
Min-Hsin Huang, National Sun Yat-Sen University, Taiwan
Zhao-Hong Cheng, National Sun Yat-Sen University, Taiwan
I-Chun Chen, National Sun Yat-Sen University, Taiwan

"Who Are the Gift Receivers? A Dynamic Gift Giving Network"
Ines Branco-Illodo, Nottingham Business School, UK
Teresa Heath, Nottingham Business School, UK
Caroline Tynan, Nottingham Business School, UK

Session 6J. Doctoral Colloquium Special Panel Session: The Bumpy Road to Academia. Difficulties, Challenges, and Concerns Doctorate Students Face in the USA and Beyond
Room: PBlue15
Session Chair: David Ortinau, University of South Florida, USA
Panelists:
Nina Krey, LA Tech University, USA
Felipe Pantoja, NEOMA Business School, France
David Ortinau, University of South Florida, USA
Renaud Frazer, University of Lorraine, France

Session 6K. Emotions and Decision Making
Room: PBlue17
Session Chair: Gillian Sullivan-Mort, La Trobe University, Australia

Consumer Guilt, Online Resale, and Purchase Intention
Hsunchi Chu, Commerce Development and Research Institute, Taiwan
A Literature Review of Ambivalence in Consumer Research
Jenni Sipila, Lappeenranta University of Technology, Finland
Sanna Sundqvist, Lappeenranta University of Technology, Finland
Anssi Tarkiainen, Lappeenranta University of Technology, Finland

Sustainability Living: Role of Emotions
Menuka Jayaratne, Latrobe University, Australia
Gillian Sulliavan Mort, Latrobe University, Australia
Clare D'Souza, Latrobe University, Australia

The Emotional Side of Discount
Fanny Paris, IAE Tours, France

Thursday, July 21, 12:45 – 02:45 pm

AMS WMC Recognition Luncheon
Room: CNIT, La Defense
Thursday, July 21, 03:00 – 04:30 pm

Session 7A. Special Session. Meet with International Journal Editorial Reviewers: The Difficulties and Issues that Create a Rejection Assessment in the Journal Review Process
Room: PRed01
Session chair: David J. Ortinau, University of South Florida, USA

Panelists:
David J. Ortinau, University of South Florida, USA
Aviv Shoham, University of Haifa and Mishmar Haemek, Israel
Barry J. Babin, Louisiana Tech University, USA
Mitch Griffin, Bradley University, USA

Session 7B. Assessing Brand Origins: From Where and Whom Brands Are Created
Room: PBlue41
Session Chair: Julie Moulard, Louisiana Tech University, USA

Sojourners' Brand Origin Recognition Accuracy: The Role of Cosmopolitanism and Place Attachment
Abhirarm Chandrasen, Lancaster University, UK
Ahmad Daryanto, Lancaster University, UK
Nicholas Alexander, Lancaster University, UK

The Effect of Brand Heritage on Brand Trust, Brand Equity and Brand's Perceived Innovativeness: An Exploratory Research
Anthony Moussa, IAE Aix-en-Provence, France
Virginie De Barnier, IAE Aix-en-Provence, France

An Exploration of the Perception of Brand Management and Marketing in Craftsmanship
Jonathan Dézécot, Université du Maine, France
Nathalie Fleck, Université du Maine, France
Session 7C. **The Role of Others in Understanding Online Behavior**
Room: PRed07
Session Chair: Christophe Benavent, *University of Paris-West, France*

**Five-star Reviews: How Do Incentivized Product Reviews Impact Sales**
Maria Petrescu, *Nova Southeastern University, USA*
Kathleen O’Leary, *Nova Southeastern University, USA*
Deborah Goldring, *Stetson University, USA*
Selima Ben Mrad, *Nova Southeastern University, USA*

**The Moderating Effect of Blogger Social Influence on Loyalty toward the Blog and the Brands Featured**
Beñat Urrutikoetxea Arrieta, *University of Granada, Spain*
Ana Isabel Polo Peña, *University of Granada, Spain*
Cinta Martínez Medina, *University of Granada, Spain*

**Consumer’s Online Contents Sharing Behavior**
Jiyoung Hwang, *University of North Carolina at Greensboro, USA*
Yoon-Na Cho, *Villanova University, USA*

**Message and Source Characteristics as Drivers of Digital Review Persuasiveness: Does Cultural Context Play a Role?**
Iryna Pentina, *U Toledo, USA*
Oksana Basmanova, *People’s Ukrainian Academy, Ukraine*
David Taylor, *Sacred Heart University, USA*

Session 7D. **Enhancing Customer Relationships**
Room: PBlue20
Session Chair: Gary Frankwick, *University of Texas at El Paso, USA*

**Salesperson’s Positive Organizational Behavior Capacities and their Influence on Customer Relationship Outcomes**
Bruno Lussier, *HEC Montreal, Canada*
Nathaniel Hartmann, *University of Hawaii at Manoa, USA*

**An Examination of How Residual Relationships Shape Salespeople’s Effort and Success at Reacquiring Lost Customers**
Annie H Liu, *Texas State University, USA*
Mark P Leach, *Loyola Marymount University, USA*
Session 7E. **Sponsorship**  
Room: PBlue16  
Session Chair: Bettina Cornwell, *University of Oregon, USA*

**Does Alcohol Sponsorship in Sports Video Games Influence Alcohol Consumption?**  
Sarah Kelly, *University of Queensland, Australia*  
Michael Ireland, *University of Southern Queensland, Australia*  
Harley Williamson, *University of Queensland, Australia*  
John Mangan, *University of Queensland, Australia*

**Nature and Consequences of Social Media-based Anti-brand Activism Against Sponsors and Investors of Sport Teams**  
Bastian Popp, *University of Bayreuth, Germany*  
Chris Horbel, *University of Southern Denmark, Denmark*  
Claas Christian Germelmann, *University of Bayreuth, Germany*

**Drivers of Employees’ Organizational Identification and Commitment in the Context of Sponsorship**  
Katharina Hofer, *Johannes Kepler University Linz, Austria*  
Reinhard Grohs, *Seeburg Castle University, Austria*

Session 7F. **Possessions and Consumer Attitudes**  
Room: PBlue18  
Session Chair: Stuart Van Auken, *Florida Gulf Coast University, USA*

**The Meaning of Owning a Home to Buyers of Luxury Properties and Beneficiaries of the Minha Cases Minha Vida Program: A Comparative Study**  
Cristina Silva, *Universidade Fumec, Brazil*  
José Marcos Mesquita, *Universidade Fumec, Brazil*

**Exploring Thought Processing Similarity between Chinese Future Elites and American College Students on Validated Attitudinal Constructs**  
Stuart Van Auken, *Florida Gulf Coast University, USA*  
William Ritchie, *James Madison university, USA*  
Ludmilla Gricenko Wells, *Florida Gulf Coast University, USA*  
Daniel Borgia, *University of Idaho, USA*
Session 7G. Mobile, Blogs & Websites: New Communication Tools for Fashion
Room: PRed02
Session Chair: Girish Prayag, University of Canterbury, New Zealand

Dimensionality of Consumer Engagement in Fashion Blogs
Katie Henderson, University of Canterbury, New Zealand
Girish Prayag, University of Canterbury, New Zealand
Sussie Morrish, University of Canterbury, New Zealand

Winning over customers with mobile: a fashion industry case study
Manon Arcand, Université du Québec à Montréal, Canada
David Pauzé, Université du Québec à Montréal, Canada

Luxury Fashion Retailers and Consumers' Perceptions of Luxury Fashion Websites
Jung-Hwan Kim, University of South Carolina, USA
Minjeong Kim, Indiana University @ Bloomington, USA

Consumer Brand Relationship in the Age of Instagram
Gwarlann De Kerviler, IÉSEG School of Management, France
Alice Audrezet, ISG, France
Emmanuelle Suprin, IÉSEG School of Management, France

Session 7H. Management and Strategies
Room: PBlue19
Session Chair: Françoise Simon, EM Strasbourg Business School, France

The Influence of Branded Stories within a Store
Vishag A Badrinarayanan, Texas State University, USA
Enrique P Becerra, Texas State University, USA

Does the Presentation of Comparative Prices Matter?
Shan Feng, William Paterson University, USA
Mike Chen-Ho Chao, William Paterson University, USA
Rajneesh Suri, Drexel University, USA
Rajiv Kashyap, William Paterson University, USA
Consumer Bargaining Prevalence in Germany and the Effect of Conflict Management Preferences
Timothy M. Daly, United Arab Emirates University, UAE
Julie Lee, University of Western Australia, Australia
Geoffrey Soutar, University of Western Australia, Australia
Sarah Rasmi, United Arab Emirates University, UAE

A Typology of Decliners of No Junk Mail Stickers
Françoise Simon, EM Strasbourg Business School, France

Session 7I. Decisions and Choice
Room: PRed08
Session Chair: Bart Claus, IÉSEG School of Management, France

A Critique on Modelling of Consumers' Choice Decisions
Zoltan Veres, Pannon University, Hungary
Tamas Tarjan, BBS, Hungary

To Switch or Not? Analyzing the Question for Consumers in Turkish Mobile Telecommunications
Gonca Ulubaşoğlu, Istanbul Technical University, Turkey
Meltem Senel, Istanbul Technical University, Turkey
Şebnem Burnaz, Istanbul Technical University, Turkey

Incumbent versus Newcomer Advantages: A Fundamental Motives Explanation
Even Lanseng, BI Norwegian Business School, Norway

Examining the "Decoy" Effect in Substitute and Related Products: Evidence from Chile
Rodrigo Uribe, Business School, Universidad de Chile, Chile
Enrique Manzur, School of Business, Universidad de Chile, Chile
Maximiliano Werner, Universidad de Chile, Chile

Session 7J. Strategic Issues in Tourism
Room: PBlue15
Session Chair: Enrique Bigne, University of Valencia, Spain

Interactive Gaps in Teleological Service Encounters
Goran Svensson, Oslo School of Management, Norway
Carmen Padin, Vigo University, Spain
Bridging the gap - the web scorecard as a holistic instrument for performance measurement and strategic management of online activities of media companies
Julia Heigl, Baden-Wuerttemberg Cooperative State University Stuttgart, Germany
Frederik Schröder, Südwestrundfunk Stuttgart, Germany

@DMOs Promote Hotel Occupancy in Tourist Destinations
Enrique Bigne, University of Valencia, Spain
Luisa Andreu, University of Valencia, Spain
Enrique Oltra, University of Valencia, Spain

Market Knowledge of the Travel Industry from the Market Orientation and Knowledge-based View: A Case of Two Taiwanese Travel Agencies
Kuan-Yang Chen, Lunghwa University of Science and Technology, Taiwan
Cheng-Fei Lee, Shih Chien University, Taiwan
Chia Ling Chang, National Central University, Taiwan
Ya-Ting You, Lunghwa University of Science and Technology, Taiwan

Thursday, July 21, 06:00 - 08:00 pm

Cultural Activities
If you have registered for these in advance, you will have information in your delegate booklet on how to get there – or ask the WMC information desk.
### DAILY HIGHLIGHTS • Friday, July 22, 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>09:00 – 12:00 pm</td>
<td>Registration, La Grande Arche Reception</td>
</tr>
<tr>
<td>09:00 – 10:30 am</td>
<td>Sessions 8A to 8K</td>
</tr>
<tr>
<td>10:30 – 11:00 am</td>
<td>Refreshment Break, Room: PBlue45</td>
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<tr>
<td>11:00 am – 12:30 pm</td>
<td>Sessions 9A to 9K</td>
</tr>
<tr>
<td>12:30 – 02:00 pm</td>
<td>Picnic lunch – Lunchbox to be collected from PBlue45</td>
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<tr>
<td>02:00 – 03:30 pm</td>
<td>Sessions 10A to 10J</td>
</tr>
<tr>
<td>03:30 – 04:00 pm</td>
<td>Refreshment Break, Room: PBlue45</td>
</tr>
<tr>
<td>04:00 – 05:30 pm</td>
<td>Sessions 11A to 11K</td>
</tr>
<tr>
<td>07:45 – 12:00 am</td>
<td>Gala Dinner, Cruise on the Seine, Departure</td>
</tr>
</tbody>
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**Friday, July 22, 09:00 – 10:30 am**

Session 8A. **Special Session. Social Marketing - RAM Special Issue**  
Room: PRed01  
Session Chair: Adilson Borges, *Neoma Business School, France*

**Helping Consumers to Change their Financial Behaviour: Contributions of a Multiphase Model**  
Francis Salerno, *IAE-University of Lille 1, France*  
Amira Berriche, *IAE-University of Lille 1, France*  
Dominique Criè, *IAE-University of Lille 1, France*  
Annabel Martin, *IAE-University of Lille 1, France*

**A Proposed Integrated Model of Resistance to Anti-smoking Messages**  
Marie-Laure Mourre, *Institut Supérieur de Gestion, France*  
Patricia Gurviez, *Université Paris-Saclay, France*

**Responsible Tourist Behaviour: The Role of Social Engagement**  
Mbaye Fall Diallo, *Skéma Business School, France*  
Fatou Diop-Sall, *Université Cheikh Anta Diop de Dakar, Sénégal*  
Erick Leroux, *Université de Paris, France*  
Pierre Valette-Florence, *IAE de Grenoble, France*
Effects of Message Framing on Intentions Towards the PAP Test: Moderation by the Objective of the Recommended Behavior, Mediated by the Valence of Mental Imagery
Laurie Balbo, Montpellier Business School, France
Marie-Laure Gavard-Perret, Grenoble Alpes University, France

Session 8B. Consumer Responses to Brand Strategies
Room: PBlue41
Session Chair: Nathalie Fleck, University of Maine, France

Brand Association Patterns Driving High Brand Strengt
Oliver Koll, School of Management, University of Innsbruck, Austria
Hans Mühlbacher, International University of Monaco, Monaco
Karine Raies, INSEEC Business School, France
Reinhard Grohs, Private University Seeburg Castle, Austria

It is not the Awareness but the Familiarity! Revisiting Private Labels Brand Equity
Carmen Abril, Complutense University, Spain
Belen Rodriguez-Canovas, Complutense University, Spain

The Impacts of Dialectical Thinking and Perceived Fit between Brand Personalities on Cobrand Evaluations
Weisha Wang, University of Southampton, UK

Impact of Alignability and Size on Brand Lines and Line Extension Performance: Empirical Evidence
Philippe Aurier, University of Montpellier, France
Victor Mejia, University of Nice, France

Session 8C. Aspects of the Online Retail Experience
Room: PRed07
Session Chair: Paul Ballantine, University of Canterbury, New Zealand

The Distribution of Monastic Products: The Online Merchant Space, a Potential to Extend Physical Place Attachment.
Sophie Morin-Delerm, Université Paris-Sud, France
Marie-Catherine Paquier, Novancia Business School, France
Comparing Customer Experiences and Usage Intentions Regarding Peer-to-peer Sharing Platforms with Conventional Online Booking Websites: The Role of Social, Hedonic and Functional Values
Dorothea Schaffner, Lucerne University of Applied Sciences and Arts, Switzerland
Dominik Georgi, Lucerne University of Applied Sciences and Arts, Switzerland
Esther Federspiel, University of Basel, Switzerland

What does Regulatory Fit have to Do with the Online Customer’s Decision-making Process?
Abdul Ashraf, NEOMA Business School, France
Narongsak Thongpapanl, Brock University, Canada

Session 8D. Salesperson Effectiveness
Room: PBlue20
Session Chair: William Locander, Loyola University New Orleans, USA

Examining Negotiation Strategies in the B2C Context: Consumer Persuasion Knowledge vs. Seller Negotiation Techniques
Lauren Beitelspacher, Babson College, USA
Yvette Holmes, University of Houston Downtown, USA
Brian Hochstein, Florida State University, USA
Willy Bolander, Florida State University, USA

The Role of Reseller’s Salespeople in Price Setting within Firms
Uchenna Uzo, Lagos Business School, Nigeria
Chris Ogbechie, Lagos Business School, Nigeria

Session 8E. The Geography of Advertising: Of Languages, Places, and Dimensionality
Room: PBlue16
Session Chair: Laurie Babin, University of Louisiana -Monroe, USA

Antecedents of the Intention to Use Location-Based Advertising: Advertising Value, Privacy Concerns, and the Role of Brand Trust
Michael Schade, University of Bremen, Germany
Rico Piehler, University of Bremen, Germany
Claudius Warwitz, University of Bremen, Germany
Christoph Burmann, University of Bremen, Germany
Memory of Brand Placements in 2D, 3D and 4D Movie Clips
Ralf Terlutter, Alpen-Adria University Klagenfurt, Austria
Sandra Diehl, Alpen-Adria University Klagenfurt, Austria
Isabell Koinig, Alpen-Adria University Klagenfurt, Austria
Martin K.J. Waiguny, Auckland University of Technology, New Zealand

Session 8F. Innovativeness Across Social Class
Room: PBlue18
Session Chair: Mirella Yani-De-Soriano, Cardiff University, UK

Antecedents of Adoption of Pro-poor Innovations in the Bottom of Pyramid: An Empirical Comparison of Key Innovation Adoption Models
Md Rajibul Hasan, Kent Business School, UK
Ben Lowe, Kent Business School, UK
Dan Petrovici, Kent Business School, UK

The Varied Impacts of Impulsivity and Situation Factors on Impulse Buying in Emerging Markets
Sarah Hong Xiao, Durham University Business School, UK
Michael Nicholson, Durham University Business School, UK
Gopalkrishnan R. Iyer, Florida Atlantic University, USA

Business Groups in Emerging Markets
Aditya Gupta, University of Nebraska-Lincoln, USA
Ravipreet Sohi, University of Nebraska-Lincoln, USA

Session 8G. Innovation Technology and New Customer Experiences in Luxury and Fashion
Room: PRed02
Session Chair: Patsy Perry, The University of Manchester, UK

Fashion Tech Adoption by Micro Fashion Retailers: An Innovation Pipeline Analysis of Technology Transfer from Academia to Business
Patsy Perry, The University of Manchester, UK
Kathryn Waite, Heriot-Watt University, UK

Understanding Luxury Experiences within the Lifeworlds of Millennials
Sally McKechnie, University of Nottingham, UK
Adriana Rodriguez Valdez, University of Nottingham, UK
Examination of Students' Acceptance and Usage of the Sourcing Simulator in an Advanced-level Fashion Merchandising Class
Ui-Jeen Yu, Illinois State University, USA

Session 8H. Leisure Shopping
Room: PBlue19
Session Chair: Herbert Castéran, EM Strasbourg, France

Same Context, Same Experience? A Latent Class Segmentation of Strasbourg Christmas Market Visitors Based on the Dimensions of the Visit Experience
Herbert Castéran, EM Strasbourg, France
Claire Roederer, EM Strasbourg, France

A Study on Souvenir Purchase Behavior of Sports Tourists
Chia-Ming Chang, National Chiayi University, Taiwan
Hsiu-Chin Huang, Tatung Institute of Technology, Taiwan
Huey-Hong Hsieh, Taiwan Shoufu University, Taiwan
Chun Chen, National Chiayi University, Taiwan

Session 8I. Consumers' Responses to CSR
Room: PRed08
Session Chair: Nathalie Demoulin, IÉSEG School of Management, France

Attributions Mediate the Relationship of CSR Elements with Consumer Responses
Athanasios Krystallis, Aarhus University, Denmark
Zaharia Vlad, Aarhus University, Denmark

Studying Brand/Label Alliances: Proposition of a Model of Value Transfer
Maud Damperat, Grenoble Institute of Technology, France
Eline Jongmans, University Grenoble Alpes, France
Ping Lei, INSEEC Business School, France
Florence Jeannot, INSEEC Business School, France
Alain Jolibert, INSEEC Business School, France

The Moderating Effect of Store Category on the Relationship Between Corporate Social Responsibility and Customer Buying Intention
Zhi Pei, Texas A&M University-Commerce, USA
Ruiliang Yan, Texas A&M University-Commerce, USA
Chris Myers, Texas A&M University-Commerce, USA
Session 8J. Distance, Uncertainty, and Impulse
Room: PBlue15
Session Chair: Luis Varotto, Nove de Julho University, Brazil

How to Communicate Uncertain Information Towards Clients as a Professional Service Provider: The Role of Uncertainty Disclosure and Communication Style
Daniel G. Maar, University of Passau, Germany
Dirk Totzek, University of Passau, Germany

Franchisor-Franchisee Relationship Quality and Performance: Influence of Personality Traits
Luis Varotto, Nove de Julho University, Brazil
Juracy Parente, FGV-EAESP, Brazil
Evandro Lopes, Nove de Julho University and Federal University of Sao Paulo, Brazil

Service Environment and Impulsive Gambling
Catherine Prentice, Swinburne University, Australia
Anthony Ipkin Wong, Institute for Tourism Studies, Macao

Session 8K. The Social Dimension of Decision Making
Room: PBlue17
Session Chair: Laure Lavorata, University of Reims Champagne Ardenne, France

Feeding the 5000: The Value of Shared Objects as a Function of the Number of People Shared with
Bart Claus, IÉSEG School of Management, France

Can Power Determine Donation
Saad Alhoqail, Alfaisal University, Saudi Arabia

Food Waste and Consumption: Consumer Representations and Consequences for their Behavior
Laure Lavorata, University of Reims Champagne Ardenne, France
Ophélie Mugel, University of Paris-Est, France

Friday, July 22, 10:30 – 11:00 am
Refreshment Break
Room: PBlue45
Friday, July 22, 11:00 am – 12:30 pm

Session 9A. Special Session. Marketing & Technology: Insights and Future Directions from Italy
Room: PRed01
Session Chair: Daniele Dalli, University of Pisa, Italy

Who is the Social Coupon Shopper? Understanding the Drivers of Social Coupon Adoption
Marco Ieva, University of Parma, Italy
Francesca De Canio, University of Parma, Italy
Cristina Ziliani, University of Ferrara, Italy

Telemedicine Innovation Service: The New Role of Patient
Alessandra Tzannis, Catholic University of Milan, Italy
Chiara Cantù, Catholic University of Milan, Italy

Sharing Extreme Opinions about Controversial Topics: The Moderating Role of Online Communication Platform
Vito Tassiello, University of Bari, Italy
Matteo De Angelis, LUISS, Italy
Cesare Amatulli, LUISS, Italy
Michele Costabile, LUISS, Italy

Frustrated Consumers and the Power of Web Communities
Nicoletta Buratti, University of Genoa, Italy
Giorgia Profumo, University of Genoa, Italy

Session 9B. Innovation and Competitive Advantage in B2B Contexts
Room: PBlue41
Session Chair: Doug Amyx, Louisiana Tech University, USA

The Counterintuitive Influence of Buyer-Supplier Relationships on Disruptive Technology Adoption
Michael Obal, University of Massachusetts Lowell, USA

The Impact of Supplier Orientation on Firm Innovativeness
Abdullah Aljafari, Qatar University, Qatar
Fernando Jimenez, University of Texas at El Paso, USA
Gary Frankwick, University of Texas at El Paso, USA

Why and When Do Firm-customer Relationships Lead to Competitive Advantage?
Alexander Haas, Giessen University, Germany
Nina Stuebiger, Giessen University, Germany
Session 9C. Communication, Information, and Identity
Room: PRed07
Session Chair: Christopher Lee, Temple University, USA

The Subjective Journalist: Exploring Bias in Marketing Communication Using Language Cues
Christopher Lee, Temple University, USA
Bradley Fay, Temple University, USA

Involvement Moderates the Relationship between Evaluability and Online Information Seeking Behavior
Gilmar Casalinho, UFRGS and HEC Montréal, Brazil
Antonio Maçada, UFRGS, Brazil

Web Communication Strategy and University Public Engagement
Vittoria Marino, University of Salerno, Italy
Letizia Lo Presti, University of Salerno, Italy

Proposal of a Digital identity Scale
Romain Sohier, IAE de Caen Basse-Normandie, France
Joël Brée, IAE de Caen Basse-Normandie ; ESCCA, France

Session 9D. Behavioral Aspects of Selling
Room: PBlue20
Session Chair: Mark Johnston, Rollins College, USA

The Accidental Salesperson: Can Inexperienced Sales Professionals Get Lucky Without Working Smart or Hard?
Joël Le Bon, University of Houston, USA

Do Mobile Technology Tools Reduce Job Stress Among Salespeople?
Rocio Rodriguez, Murcia University, Spain
Sergio Román, Murcia University, Spain

The Effects of Subjective Well-being on Salesperson’s Positive-Selling Behaviours: Exploring the Moderating Role of Organisational Identification
Teidorlang Lyngdoh, IIM Khozikode, India
Sridhar Guda, IIM Kozhikode, India
Session 9E. The Inbetweeners: Mixed Emotions, Reactance, and Advertising Skepticism in Advertising
Room: PBlue16
Session Chair: Laurie Babin, University of Louisiana, USA

Consumer Reactance after Contact with Comparative Advertising – The Role of Independent Test Results and Predesposition to Show State Reactance
Silke Bambauer-Sachse, University of Fribourg, Switzerland
Priska Heinzle, University of Fribourg, Switzerland

The Mediating Role of Third-Person Perceptions in Consumers’ Response to Celebrity Endorsed Advertising
Po-Lin Pan, Arkansas State University, USA
Juan Meng, University of Georgia, USA

Mixed Emotions in TV Advertisements Are not so Bad
Cécile Colin, University of Rennes 1, France
Olivier Droulers, University of Rennes 1, France

Session 9F. Consumption Affected by Cultural Transformation
Room: PBlue18
Session Chair: Gregory Kivenzor, University of Connecticut, USA

Hedonic Motivations vs. Economic Pains: Consumption Choices in Emerging Markets
Gregory Kivenzor, University of Connecticut, USA

Dual personal culture values, dual attitudes towards purchase consequences, and green consumption commitment: Evidence from Vietnam
Angelina Nhat Hanh Le, University of Economics HCMC, Vietnam
Julian Ming-Sung Cheng, National Central University, Taiwan
Dong Phong Nguyen, University of Economics HCMC, Vietnam
Mai Dong Tran, University of Economics HCMC, Vietnam

The Cultural Transformation of Emerging Markets
Intekhab Alam, State University of New York, USA
Session 9G. Branding Strategies in Fashion and Luxury
Room: PRed02
Session Chair: Anwar Sadat Shimul, Curtin University, Australia

Luxury Brand Attachment: Conceptualisation and Research Propositions
Anwar Sadat Shimul, Curtin University, Australia
Michael Lwin, Curtin University, Australia
Ian Phau, Curtin University, Australia

The Roles of Brand Addiction in Achieving Appearance Esteem and Life Happiness in Fashion Consumption
Mona Mrad, Lebanese American University, Lebanon
Charles Chi Cui, The University of Manchester, UK

What Are the Y-Generation Consumers’ Motivations for Consuming and Purchasing Luxury Goods?
Corine Cohen, IUM, Monaco
Anna Luostarinen, IUM, Monaco

Purchase Intention toward Luxury Fashion Brands from the Social Comparison Perspective
Hyo Jin Eom, University of Georgia, USA
Yoo-Kyoung Seock, University of Georgia, USA

Session 9H. Electronic Word-of-Mouth (e-WOM) and Consumer Influence in Social Media
Room: PBlue19
Session Chair: Andrew Rohm, Loyola Marymount University, USA

Understanding the Effect of Visualized Stories in Consumer Photos on Word-of-mouth on Social Media Sites
Stefania Farace, Maastricht University, Netherlands
Tom van Laer, Cass Business School, UK
Ko de Ruyter, Maastricht University, Netherlands
Martin Wetzels, Maastricht University, Netherlands

Word of Photo: An Experimental Investigation of the Relationship between Sharing Product-Related Photo and Communicators’ Loyalty
Cheng-Hsi Fang, Chien Hsin University of Science and Technology, Taiwan
Yu Hsiang Lin, Chinese Culture University, Taiwan
Cultural Values and Their Impact on Electronic Word-of-Mouth (eWOM) Behavior
Anh Dang, Old Dominion University, USA
Girish Sreevatsan Nandakumar, Old Dominion University, USA

Using Social Media to Create Customer Value through Immersive and Satisfying Interactions
Andrew Rohm, Loyola Marymount University, USA
Velitchka Kaltcheva, Loyola Marymount University, USA
Mitchell Hamilton, Loyola Marymount University, USA

Session 9I. CSR and Corporate Social Irresponsibility
Room: PRed08
Session Chair: Jean-François Toti, Aix-Marseille University, France

Corporate Social Responsibility and Irresponsibility: How Do Consumers React to Ambivalent CSR Information?
Application in the Retailing Sector
Valérie Swaen, Université Catholique de Louvain, Belgium and IÉSEG School of Management, France
Nathalie Demoulin, IÉSEG School of Management, France
Véronique Pauwels-Delassus, IÉSEG School of Management, France

Consumers’ Response to Negative Corporate Social Responsibility Event: The Perspective of Construal Level Theory
Aihwa Chang, National Chengchi University, Taiwan
Timmy Tseng, National Chengchi University, Taiwan
Pei-Ju Tung, National Chengchi University, Taiwan

Ambivalence Attitudes toward Green Products and the Moderating Role of Green Advertisement
Hsin-Hui Sunny Hu, Ming Chuan University, Taiwan
Hsin-Yi Hu, National Cheng-Chi University, Taiwan
H.G. Parsa, University of Denver, USA
FRIDAY, 11:00 AM – 12:30 PM

Session 9J. Branding and Destination Image
Room: PBlue15
Session Chair: Catherine Prentice, Swinburne University, Australia

Developing the Food Product Indexical-iconic Authenticity Scale
Sean Lee, Curtin University, Australia
Vanessa Quintal, Curtin University, Australia
Ian Phau, Curtin University, Australia

Not Just Incredible, Positioning India as a “House of Brands”
Gurpreet Kour, MICA, India
Tinu Jain, IIM Calcutta, India

A Multilevel Investigation on Casino Service, Branding, and Impulsive Gambling
Catherine Prentice, Swinburne University, Australia
Anthony Wong, Institute for Tourism Studies, China

Session 9K. Decision Making and the Self
Room: PBlue17
Session Chair: Patrice Cottet, Reims University, France

Consumers’ Regulatory Orientation Scale: A Preliminary Test of its Validity
Patrice Cottet, Reims University, France
Jean-Marc Ferrandi, Oniris, France
Marie-Christine Lichté, Montpellier 1 University, France
Véronique Plichon, François-Rabelais Tours University, France

The Tree is Mine, the Forest isn’t: The Construal Level of Possessions
Bart Claus, IÉSEG School of Management, France
Luk Warlop, KU Leuven, Belgium

Conformity to sex-typed Design in Modern Society
Frank Huber, Johannes Gutenberg-University, Germany
Kerstin Strieder, Johannes Gutenberg-University, Germany

Friday, July 22, 12:30 – 02:00 pm

Picnic lunch – Lunchbox to be collected from PBlue45.
Consult the ‘picnic spots’ map in your delegate bag for picnic areas around the Grande Arche.
Friday, July 22, 02:00 – 03:30 pm

Session 10A. Special Session. The Effectiveness of Comparative Advertising
Room: PRD01
Session Chair: Dan Petrovici, University of Kent, UK

The Effectiveness of Comparative Advertising: The Role of Consumer Motivation and Familiarity
Dan A. Petrovici, University of Kent, UK
John Ford, University of Old Dominion University, USA
Jeryl Whitelock, University of Bradford, UK
Jean-Luc Herrmann, University of Loraine, France
Christian Dianoux, University of Loraine, France

The Effectiveness of Comparative Advertising
Fred Beard, University of Oklahoma, USA

A Cross-cultural Analysis of How Comparative Advertising Works in Online Media Delivery
Salvador Del Barrio Garcia, University of Granada, Spain
Linda L. Golden, University of Texas at Austin, USA

Session 10B. Business to Business Buyer-Seller Interface
Room: PBlue41
Session Chair: Michael Obal, University of Massachusetts Lowell, USA

Mahmoud Darrat, Auburn University, USA
Doug Amyx, Louisiana Tech University, USA
Barry Babin, Louisiana Tech University, USA

The Dynamics Between Value Co-Creation and Value Co-Destruction in Business Service Networks
Chavi C-Y Fletcher-Chen, IÉSEG School of Management, France
Loïc Plé, IÉSEG School of Management, France
Xia Zhu, Sheffield Business School, UK

Preserving the Supplier-OEM Relationship under Price Pressure
R. Mohan Pisharodi, Oakland University, USA
John Henke Jr, Oakland University, USA
Ravi Parameswaran, Oakland University, USA
Session 10C. Social Media and Online Communities
Room: PRed07
Session Chair: Brendan Keegan, Manchester Metropolitan University, UK

Creating Brand Performance with Social Media
Wolfgang Weitzl, University of Vienna, Austria
Ardion Beldad, University of Twente, Netherlands
Sabine Einwiller, University of Vienna, Austria
Robert Zniva, WU Vienna, Austria

Co-creation in Social Media Marketing Strategy: Re-evaluating the Agency-client Relationship
Brendan Keegan, Manchester Metropolitan University, UK
Jenny Rowley, Manchester Metropolitan University, UK

Structural Influences on Online Contribution Behaviours
Quying Huo, Open University ESCR, France
Adrian Palmer, Keele Management School, UK

Session 10D. Consumer Perceptions in the Food and Beverage Industries
Room: PBlue20
Session Chair: Dipayan Biswas, University of South Florida, USA

Champagne and Sensory Cues: The Influence of Haptic Sensations on Alcohol Induced Hedonic Feelings
Dipayan Biswas, University of South Florida, USA
Adilson Borges, NEOMA, France
Courtney Szocs, Portland State University, USA

The Sensory Features of Packaging and its Effects on Product Perception
Bruno Ferreira, Instituto Politécnico de Viseu, Portugal

Organic Products in Food Retailing: Explaining Consumer Behaviour with Household Panel Data
Michael Hundt, University of Hagen, Germany
Session 10E. **Children and Consumption**  
Room: PBlue16  
Session Chair: Claude Pecheux, *Catholic University of Louvain, Belgium*

**Young Children’s Digital Socialization: Which Stakes, which Motives and Barriers for the Family?**  
Pascale Ezan, *Havre University, France*  
Mathilde Gollety, *Paris II University, France*  
Valérie Hémar-Nicolas, *Paris Sud University, France*

**The Influence of Sport Practice in Federal French Sports Clubs on the Sensibility of Children to Values and Healthy Lifestyle: A Qualitative Exploratory Study**  
Ghada Khaled Ahmad Ibrahim, *University of Caen Basse Normandie, France*  
Joël Bree, IAE of Caen, *University of Caen Basse Normandie, France*  
Maya Naja, *Lebanese University, Lebanon*

**Visual Cues on Products to Induce Healthy Food Choices among Children from 8 to 12**  
Claude Pecheux, *Université Catholique de Louvain, Belgium*  
Coralie Damay, *ISC Paris Business School, France*

**Product Placement in Family TV Shows: Impact on Children from 8 To 12 - A Need for more Legal Constraints**  
Claude Pecheux, *Université Catholique de Louvain, Belgium*  
Muriel Hanot, *CSA, Belgium*

Session 10F. **Acculturation and Culture-of-Origin Effect on Marketing**  
Room: PBlue18  
Session Chair: Iryna Pentina, *University of Toledo, USA*

**Consumer Acculturation of Indigenous Minority Community to a Multicultural Expatriate Population**  
Amro Maher, *Qatar University, Qatar*  
Tamer Elsharnouby, *Qatar University, Qatar*

**Differential Consumer Adoption of Imported Products: Process, Purchase Intention, Market Development Level**  
Miguel Sahagun, *High Point University, USA*  
Arturo Vasquez-Parraga, *The University of Texas Rio Grande Valley, USA*
Is there a Shortcut for Upgrading from OEM to OBM? Lessons from Furniture Manufacturers in China
Kenneth Kwong, Hang Seng Management College, China

Session 10G. Inter-Firm Relationships and International Marketing Strategy
Room: PRed02
Session Chair: Wided Batat, University of Lyon 2, France

An Alternative Conceptualisation of the Self-reference Criterion
Adam Mills, Simon Fraser University, Canada
Albert Caruana: University of Malta, Malta
Karen Robson, Simon Fraser University, Canada
Leyland Pitt, Simon Fraser University, Canada

The ‘Marketing Flexibility-Marketing Planning’ Paradox and New Product’s Performance
Yoel Asseraf, Ruppin Academic Center, Israel
Filipe Luis Lages, Nova School of Business and Economics, Portugal
Aviv Shoham, Haifa University, Israel

Session 10H. Social Media Engagement and Brand Relationship
Room: PBlue19
Session Chair: Karine Raïes, INSEEC Business School, France

Drivers of Consumer Engagement with Sports Clubs on Facebook
Leonor Vale, University of Porto, Portugal
Teresa Fernandes, University of Porto, Portugal

What are the Combinations of Patterns of Brand Engagement Leading to High Brand Loyalty Intentions in Social Media?
Agnès Helme-Guizon, Université Grenoble Alpes, France
Fanny Magnoni, Université Grenoble Alpes, France

Key Drivers of Customer Loyalty to Web 2.0 Accommodation Services
Enrique Bigne, University of Valencia, Spain
Carla Ruiz Mafe, University of Valencia, Spain
Jose Tronch, University of Valencia, Spain
Silvia Sanz Blas, University of Valencia, Spain
Investigating Efficient Use of Instagram by Businesses
Nasser Al-Neama, HEC, Qatar
Imene Ben Yahia, ARBRE Research Centre, Tunisia

Session 10I. Consumer (Un)Ethical Decisions
Room: PRed08
Session Chair: Catur Sugiarto, IAE Aix Provence, France

Consumers’ Legitimate and Opportunistic Product Return Behavior
Zhi Pei, Texas A&M University-Commerce, USA
Audhesh Paswan, University of North Texas, USA

Lauren Reiter, Indiana University, USA
Kim Hiller Connell, Kansas State University, USA

Ethical Decision-making: Relation between Consumer Ethical Sensitivity, Ethical Judgment and Ethical Consumption Behavior
Jean-François Toti, Aix-Marseille University, France
Jean-Louis Moulins, Aix-Marseille University, France

Bypassing the Attitude-behavior Gap: Using Social Identity and Norm Effects to Engender Sustainable Consumer Behaviors
Guy Champniss, Cranfield School of Management, UK
Hugh Wilson, Cranfield School of Management, UK
Emma Macdonald, Cranfield School of Management, UK
Radu Dimitriu, Cranfield School of Management, UK

Session 10J. Information Processing and Consumer Evaluation
Room: PBlue15
Session Chair: Patricia Rossi, IÉSEG School of Management, France

Are Innovative Consumers Prone to Imitation Perception? Developing a Constructivist Innovativeness Model of Imitation perception
Lukman Aroean, University of East Anglia, UK
Label Perceptions and Consumer Decision Making: An Empirical Investigation  
Kavita Sharma, University of Delhi, India

Paying More to Save Less: The Effect of Conditional Price Bundling on Willingness to Pay  
Yi Li, IÉSEG School of Management, France  
Tatiana Sokolova, University of Michigan, USA

Friday, July 22, 03:30 – 04:00 pm

Refreshment Break  
Room: PBlue45
Friday, July 22, 04:00 – 05:30 pm

Session 11A. Special Session. Eye Tracking Insights in Consumers’ Visual Processing of Various Communication Media
Room: PRed01
Session Chair: Olivier Droulers, University of Rennes 1, France

The influence of intrusive advertisements on reading and attention on web sites
Thierry Baccino, University of Paris VIII, France
Emna Cherif, University of Auvergne, France

Eye-tracking: its use and mis(use) in Web marketing and Web site usability
Lydie Belaud, University of Lorraine, France
Christian Bastien, University of Lorraine, France

The influence of brand repetition and consumer product evaluations on attention to product catalog on search engine result page
David Brieugne, HEC Montréal, Canada
Sylvain Sénécal, HEC Montréal, Canada
Pierre-Majorique Leger, HEC Montréal, Canada
Marc Fredette, HEC Montréal, Canada

The effect of (smiling) faces on attention to advertisements in older adults
Sophie Lacoste-Badie, University of Rennes 1, France

Choose more! Influence of packaging complexity on choice and the mediating role of attention: an eye-tracking study
Morgane Minvielle, University of Rennes 1, France

Session 11B. Pricing and Customer Behaviors
Room: PBlue41
Session Chair: Emmanuelle Le Nagard-Assayag, ESSEC Business School, France

Suggested Approach to Estimating the Value of Services: The Hedonic Pricing and Discrete Choice Models
Ming-Hsiung Hsiao, Department of Information Management, Shu-Te University, Taiwan
Exploring the Moderating Role of Price Consciousness in Pay-What-You-Want Pricing  
Rajat Roy, Curtin University, Australia  
Fazlul Rabbanee, Curtin University, Australia  
Piyush Sharma, Curtin University, Australia

An Applied, Combined View of Impulse Shopping  
Don Schultz, Northwestern University, USA  
Martin Block, Northwestern University, USA  
Vijay Viswanathan, Northwestern University, USA

Session 11C. Online Services and Apps  
Room: PR07

Performance Implications of E-lancers' Market Signals in Service Clouds: Insights from a Study on Precommitment Signals  
Christian Holthaus, Technische Universität Darmstadt, Germany  
Ruth Maria Stock, Technische Universität Darmstadt, Germany

Freeloaders to Spending Players: How do Free-to-Play Gamers Truly Perceive the In-App Purchases?  
Aina Ravoniarison, Université Panthéon-Assas Paris II, France  
Cédric Benito, Groupe IFC, France

Does Color Matter? -- An Experimental Study on Icon Design for Mobile Gaming Apps  
Hanna Schramm-Klein, University of Siegen, Germany  
Sascha Steinmann, University of Siegen, Germany  
Robér Rollin, University of Siegen, Germany

Exploring the Determinants of Continuance Usage of Online Video Streaming Service  
Shing-Wan Chang, Middlesex University, UK  
Arisa Murai, Middlesex University, UK
Session 11D. **Firm Issues/considerations when Marketing Food and Wine Products**  
Room: PBlue20  
Session Chair: Kenneth Deans, *La Rochelle Business School, France*

**Applying Social Representations to Explain Public Willingness to Use GM Foods in Taiwan: The Moderating Impact of Food Technology Neophobia**  
Mei-Fang Chen, *Tatung University, Taiwan*

**Exploring the UK Micro-Brewing Industry: Factors Facilitating and Hinder Micro-firms' Growth and Internationalisation Efforts**  
Maria Karampela, *University of Strathclyde, UK*  
Nadine Waehning, *York St John University, UK*

**Exploring the Role of Wine in Destination Marketing: The Case of Verona**  
Roberta Capitello, *University of Verona, Italy*  
Lara Agnoli, *University of Verona, Italy*  
Steve Charters, *Groupe ESC Dijon Bourgogne, France*  
Diego Begalli, *University of Verona, Italy*

**Why Wine Club Members Defect -- An Exploratory Study**  
Linda Nowak, *California State University, Stanislaus, USA*  
Sandra Newton, *Sonoma State University, USA*

Session 11E. **Marketing and Generations**  
Room: PBlue17  
Session Chair: Bertrand Urien, *Université de Bretagne Occidentale, France*

**A Model of Life Satisfaction: Similarities and Differences between the 50+ and the 18-29-year old Consumers in Germany**  
Tatjana Koenig, *HTW Business School, Germany*  
Val Larsen, *James Madison University, USA*  
Beatrix Dietz, *HWR Berlin, Germany*  
Patrick Barthel, *Université de Lorraine, France*  
Anna Gitin, *HTW Business School, Germany*

**Speaking of Arts and Exhibitions with Generation Y Consumers**  
Wided Batat, *University Lyon 2, France*
Construction of Fatherhood within the Domestic Sphere: A Focus on Single Fathers
Mohamad Chour, Lille 2 University, France
Marie-Hélène Fosse-Gomez, Lille 2 University, France

Session 11F. Marketing in an Extraordinary and Dynamic Marketplace
Room: PBlue18
Session Chair: Tamer Elsharnouby, Qatar University, Qatar

Marcos Inácio Severo De Almeida, Federal University of Goiás / University of Brasilia, Brazil
Rafael Barreiros Porto, University of Brasilia, Brazil
Ricardo Limongi França Coelho, Federal University of Goiás, Brazil

Factors Influencing Arab-origin Brands to Go Global
Dalia Abdelrahman Farrag, Qatar University, Qatar
Sahar Mohammed Raafat, Northumbria University & Arab Academy for Science, Technology & Maritime Transport, Egypt

Session 11G. Luxury Across Culture
Room: PRed02
Session Chair: Joy Kozar, Kansas State University, USA

Factors affecting Consumer’s Purchase Intention of Luxury South Sea Pearls
Brian T Hart, Curtin University, Australia
Min Teah, Curtin University, Australia
Michael Lwin, Curtin University, Australia
Ian Phau, Curtin University, Australia

Tracking the Luxury Consumer Online: An Experimental Study on the Effectiveness of Site and Search Retargeting for Luxury Brands in China and The Netherlands
Shubin Yu, Ghent University, Belgium
Liselot Hudders, Ghent University, Belgium
Verolien Cauberghe, Ghent University, Belgium

Emotions in Luxury Consumption: An Exploratory Comparison between Two Cultures
Wendy H.C. Chou, UNCG, USA
Byoungho Jin, UNCG, USA
Session 11H. **Social media: The Place To Be For New and "Dead" Products**  
Room: PBlue19  
Session Chair:  Agnès Helme-Guizon, Grenoble IAE, France

**Motives of Consumers who Participate in Social Media-based New Product Idea Contests**  
Fabian A. Geise, Hochschule Niederrhein, Germany

**User-Generated Content in Product Customization: Taxonomies of Signs and Meanings and their Influence on Evaluations of Customized Products**  
Maria Antonietta Raimondo, University of Calabria, Italy  
Stefania Farace, Maastricht University, Netherlands  
Gaetano Miceli, University of Calabria, Italy

**Death Becomes Them: Examining Advertising Effects in Digital Bereavement Communities**  
Benjamin Boeuf, Montpellier Business School, France  
Jessica Darveau, HEC Montréal, Canada

Session 11I. **Social Identity, Culture, and Religion**  
Room: PRed08  
Session Chair:  Maud Damperat, Grenoble Institute of Technology, France

**An Exploration of Factors Influencing Chinese Consumers Expectations of Corporate Social Responsibility**  
Jinglu Zhang, The University of Auckland, New Zealand  
Biljana Juric, The University of Auckland, New Zealand  
Denise Conroy, The University of Auckland, New Zealand

**Does One Really Fit All? Cultural Differences Experiencing E-Mobility**  
Marc Kuhn, Cooperative State University Stuttgart, Germany  
Natalie de Jong, Cooperative State University Stuttgart, Germany

**Are Religious Customers Skeptical Towards Sexually Appealing Advertising?**  
Catur Sugiarbo, IAE Aix Provence, France  
Virginie de Barnier, IAE Aix en Provence, France
Session 11J. Consumer Happiness, Variety-Seeking, and Confidence
Room: PBlue15
Session Chair: Jenni Sipila, Lappeenranta University of Technology, Finland

High Temperature Accelerates Variety-seeking Behavior?
Hung-Ming Lin, Minghsin University of Science and Technology, Taiwan

Assessing Consumer Confidence from Online Sources
Maria Petrescu, Nova Southeastern University, USA
Costinel Dobre, West University of Timisoara, Romania
Selima Ben Mrad, Nova Southeastern University, USA

Imbalanced Spending and Happiness
I-Ling Ling, Kaohsiung Medical University, Taiwan
Yifen Liu, National Kaohsiung First University of Science and Technology, Taiwan
Jacob Y. H. Jou, Kaohsiung Medical University, Taiwan

Session 11K. Special session: Best Practices in Marketing Research Today – A Q&A Session
Room: PRed11
Session Chairs: Barry J. Babin, Louisiana Tech University, USA
Joe Hair, Jr., Kennesaw State University, USA

Best Practices and Trends in Academic Publishing Today
Barry J. Babin, Louisiana Tech University, USA

Best Practices in Marketing Research: Data Quality
David J. Ortinau, USF, USA

Best Practices in Marketing Research: Respondent/Sample Quality
Yasemin Atinc, Texas A&M Commerce, USA

Best Practices and Trends in Marketing Analytics
Joe Hair, Jr., Kennesaw State University, USA

Session 11L. AMS International Network
Room: Library
Session Chair: Nicholas G. Paparoidamis, AMS VP, International Membership
Friday, July 22, 07:45 pm – midnight

**Gala Dinner: Cruise on the Seine**
Make own way to Quai de Javel (metro Javel-André Citroën station, line 10) for 07:45 pm boarding – see delegate booklet for more information on how to get there, or ask the WMC information desk.
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