LEUVEN | 2015 MAY 26-29

EMAC 2015

COLLABORATION IN RESEARCH

EMAC
EUROPEAN MARKETING ACADEMY

VLERICK BUSINESS SCHOOL

KU LEUVEN

TABLE OF CONTENTS

EMAC 2015 Collaboration in research	6
Program Committee and acknowledgements	9
Locations / map / conference zones	12
General information	16
28th EMAC Doctoral Colloquium	18
Doctoral Colloquium participants	20
Conference	27
Keynote speakers	28
EMAC Distinguished Scholar Award	29
2015 EMAC McKinsey Marketing Dissertation Award	30
Tracks chairs & cochairs	31
Program overview	32
Tracks & special sessions	37
Wednesday 27 May	39
Thursday, 28 May	121
Friday 29 May	181
Reviewers	243
Index of authors	263

Welcome to Leuven,

Should you find yourself strolling along the charming alleys and parks of Leuven, you are likely to encounter crowds of students. This is hardly surprising as each year, tens of thousands of Belgian and foreign students come here to attend the number one Flemish university to pursue their bachelor's or master's degree. Leuven is a true student town, created by a mix of culture, entrepreneurship, research and future-oriented thinking, creativity and lively social experiences.

Here in Leuven, you are surrounded by the rich history of a town founded in 891 AD. Leuven is home to some architectural gems such as the Town Hall and Sint-Pieterskerk, both of which are located on the Grote Markt. Marvel at the magnificent Central University Library and get lost in the dozens of cobblestone roads of the Great Beguinage. If you're looking for a taste of culture, then we highly recommend M – Leuven Museum. Catch your breath at Belgium's oldest Botanical Garden or settle down at the Abdij Van Park, which is just a stone's throw from the city center. Be sure to drop by at the Oude Markt, which is packed with restaurants and cafés.

Founded in 1425, KU Leuven is Belgium's largest and highest-ranked university and one of the oldest and most renowned universities in Europe. As a leading European research university and co-founder of the League of European Research Universities (LERU), KU Leuven offers a wide variety of programs in English, all supported by high-quality, innovative and interdisciplinary research. The university caters to more than 54,000 students, 15% of which are international students from more than 150 countries. KU Leuven's doctoral schools organize internationally oriented PhD programs for over 4,000 doctoral students. The Faculty of Economics and Business (FEB) is its largest faculty, with over 9000 students at four campuses. It is EQUIS accredited, and recognized as one of Europe's leading academies of scholarship in economics, business (economics) and related disciplines.

Founded in 1953, Vlerick Business School is a leading international school, which is consistently ranked amongst the top business schools in Europe and the world. Its fully accredited education programs are built on a strong tradition of innovation and independent research. The programs are tailored to meet the needs of over 800 MBA and Master's students as well as 6,000 executives each year, who are taught by a faculty of internationally recognized professors at campuses in Brussels, Ghent, Leuven and St Petersburg.

KU Leuven and Vlerick are proud to host the EMAC2015 in the historic and innovative, small yet global university town of Leuven!

Luk Warlop
KU Leuven

Steve Muylle
Vlerick Business School

SPONSORS

BOOKSELLERS

EMAC 2015
COLLABORATION IN RESEARCH

The main goal of the European Marketing Academy, since its inception in the early 1970s, has been to foster communication and exchange between marketing academics across institutions and countries. Over the years EMAC has become the most important network of European marketing academics, with strong ties to marketing academia in other parts of the world. With the EMAC2015 theme we wish to highlight how EMAC's role is evolving from a communication network into an active facilitator of joint academic research output, a provider of service to the business community and society and supplying more joint delivery of education programs.

We all understand the developments that are vital to this operation. One is that in our enterprise the global boundaries rapidly disappear and the number of business and marketing students who choose to study abroad is increasing. The body of PhD students, postdocs and faculty in every school is growing more diverse and international mobility is expanding for mid-career and senior academics. Ties between people in the EMAC network are driven by joint interests, rather than institutional or national identity.

Two is that current communications technology provides active collaboration on projects across many borders. The conference has progressively acted a unique role as an annual 'offline' meeting place for members who collaborate on a continuous basis.

Three is that financing for our research is being provided by more large institutions and government organizations. Bidding for these projects usually requires networked research teams, often across the academic/business/ NGO boundaries and across national boundaries, but EMAC can serve as the facilitator of such collaborations, by offering a feeding ground to get them started, information and help to get them funded, as well as an ideal forum to disseminate the knowledge they generate.

And lastly, the grant money we accept further increases our accountability to the communities we serve. For us in marketing, there is a strong push to try to merge our theoretical interests with actually helping our constituencies of buyers and sellers in the marketplace to make good decisions.

These evolutions permeate the regular program of the conference. In fact, many of the special interest groups, competitive papers and posters are produced by these collaborations. However, we believe that the conference, an annual meeting place of the European marketing community, can grow above and beyond by being an active facilitator of the entire collaboration process. This theme is reflected in several initiatives we provide within and throughout this program.

We invited Jan-Benedict Steenkamp (*University of North Carolina*) to deliver the **key-note address**. Jan-Benedict is not only one of the most eminent scholars in our community, but also a pioneer in establishing ties between industry and academia to serve the community and produce rigorous research. His keynote will address the do's and don'ts of developing such collaborations (Thursday May 28, 15:30).

Many of us want to do relevant collaborative research and get it financed, but we often lack knowledge of how to do it. This is why we have in our program **three invited sessions** with domain experts to fill this gap. Jan-Benedict Steenkamp chairs a session featuring several institutions that help facilitate industry-academia collaborations (Wednesday May 27, 14:00). Efthymios Altsistisadis (*KU Leuven*) chairs a session with key actors and decision makers in the Horizon 2020 program of the EC (Wednesday May 27, 16:00). Despina Spanou, *Director for Consumer Policy, (European Commission)*, will introduce a session and panel discussion on the European consumer policy agenda, and the potential for joint research that it generates (Friday May 28, 11:00).

Collaborative projects, especially when funded with taxpayer money, also have an obligation – often formalized in work packages – to disseminate the generated knowledge to relevant audiences. With our teaching and service we – the approximately 1,000 members of EMAC - are the gateway to many tens of thousands of future business executives, entrepreneurs and government officials. We are the ideal platform for knowledge dissemination and provide in our program two **knowledge dissemination sessions** reporting the results of collaborative and publicly funded programs. CONCORT is a Marie Curie training network studying how decision-making competence can be utilized for better consumer decisions. The session is chaired by project leader Siegfried Dewitte (*KU Leuven*) on Friday May 29, 9:00. PARIS is a multidisciplinary Flemish Science Foundation project on privacy, social media and advertising. Frank Goedertier and Steve Muylle (*Vlerick Business School*) chair the session with contributions from researchers in marketing, law and information technology (Friday May 29, 11:00).

EMAC 2015
COLLABORATION IN RESEARCH

Andrea Weihrauch (*KU Leuven*) chairs the new **Collaboration Groups initiative**, offering a platform for researchers to propose a new research idea or extensions of previously conducted research and seek collaborations to get them started and/or funded. Three accepted collaboration groups have recruited participants through the EMAC2015 Facebook page and other media outlets in the past few months. Bas Hillebrand (*Radboud University*) leads a group starting up a collaborative project on innovation in business ecosystems. Arto Rajala and Petra Berg (*Vaasa University*) organize a group to start a transformative project on energy consumption and Rod Brodie (*University of Auckland*) coordinates a group that will refine the agenda for a joint project studying consumer engagement.

Many other events at the conference foster the spirit of collaboration. The Climber community on Wednesday 27 offers a platform for collaboration among young academics. The Heads of Marketing Forum, chaired by VP Peter Verhoef, discusses how marketing can find a new place in the business training curriculum. The EMAC-GAMMA joint symposium on Wednesday May 27 celebrates the cooperation between EMAC and the Korean marketing community. McKinsey cooperates with EMAC on the marketing PhD dissertation award (finalist session on Thursday May 28, 10:30).

There is a special session highlighting the collaboration between EMAC and the French marketing association (AFM) on Friday. Finally, we have two open roundtable discussions inviting researchers with an interest in the pros and cons of relationship marketing (converners: Lisa Scheer and Lena Steinhof), and on the emergence of a positive consumer psychology (conveners: Bob Fennis and Koert van Ittersum).

Last but not least, on Tursday three industry partners run special sessions: IBM hosts a session on the proliferation of data; Holaba.com seeks collaboration for a large scale Net Promotor Score project and Stratx Simulations launches the MixPro, designed to boost the Marketing Mix Learning.

Enjoy the conference. Get your collaborations started, continue them and showcase them at EMAC2015. And have a great time in Leuven!

PROGRAM COMMITTEE AND ACKNOWLEDGEMENTS

PROGRAM COMMITTEE

Efthymios Altsitsiadis, KU Leuven

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Marion Debruyne, Vlerick Business School

Alain Decrop, University of Namur

Siegfried Dewitte, KU Leuven

Tine Faseur, KU Leuven

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Lien Lamey, KU Leuven

Steve Muylle, Vlerick Business School

Deva Rangarajan, Vlerick Business School

Tim Smits, KU Leuven

Anne ter Braak, KU Leuven

Yves Van Vaerenbergh, KU Leuven

Luk Warlop, KU Leuven
and BI Norwegian Business School

Andrea Weihrauch, KU Leuven

Very special thanks go

to Anne ter Braak, Andrea Weihrauch, Efthy Altsitsiadis, and Lien Lamey for creativity, invaluable help and a lot of patience. Let's do this again someday (kidding!),

to Iris Rademaekers, Stefanie Verbeeck, and Karin Beckers, and the entire team at the KU Leuven Conference and Events Office for expertise, planning, logistics, general management and laughs,

to Isabelle Van Geet, Nel Bruneel, Kristien Quintiens, Bea Weemaels and the entire team at the KU Leuven Marketing Office for branding, communication, merchandize, big pictures, and more laughs,

to Tine De Bock, Tine Faseur, and Yves Van Vaerenbergh for developing the future of poster sessions,

to Freya de Berti, Sabine De Ruelle, Katelijn Cornelis and Astrid De Wael for all the work behind Steve, and for the welcome pictures,

to Tim Smits and his team for the EMAC2015 social media,

to all the PhD students, postdocs, staff members and selected master students for wearing the 'crew' t-shirts,

to Anne-Laure Marteaux and Cristina Setyar, for administrating the review process and the doctoral colloquium,

to Luc Sels and Philippe Haspeslagh (Deans of FEB and Vlerick) for their flexibility and the promo-video,

to Altera for lay-out and conference logo design,

to Tom Gaens for the search program on the proceedings stick,

to Enrique Bigne and the University of Valencia for the hospitality in 2014, and for the ninot, who found a home in Leuven,

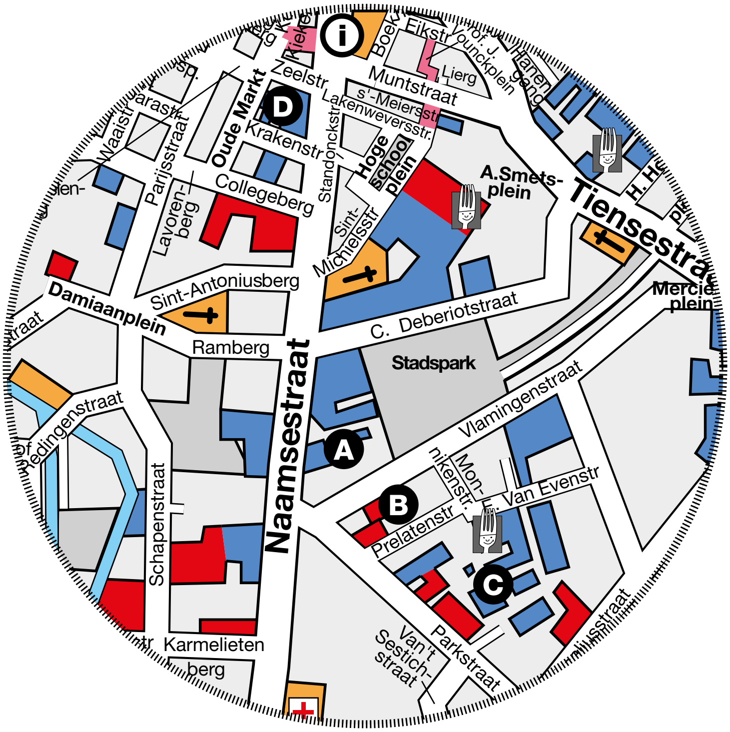
to 46 track chairs, 155 session chairs, to 850 of you who submitted papers, and to 823 reviewers and to everybody we remembered to thank after this book was printed.

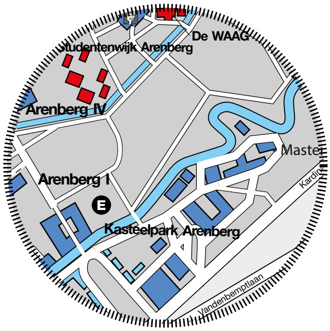
LOCATIONS MAP ZONE

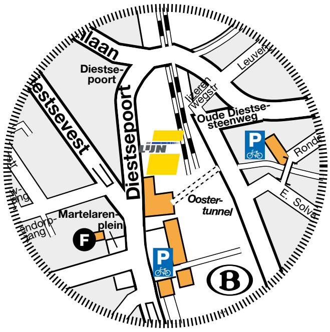
EMAC 2015
LOCATIONS / ZONES

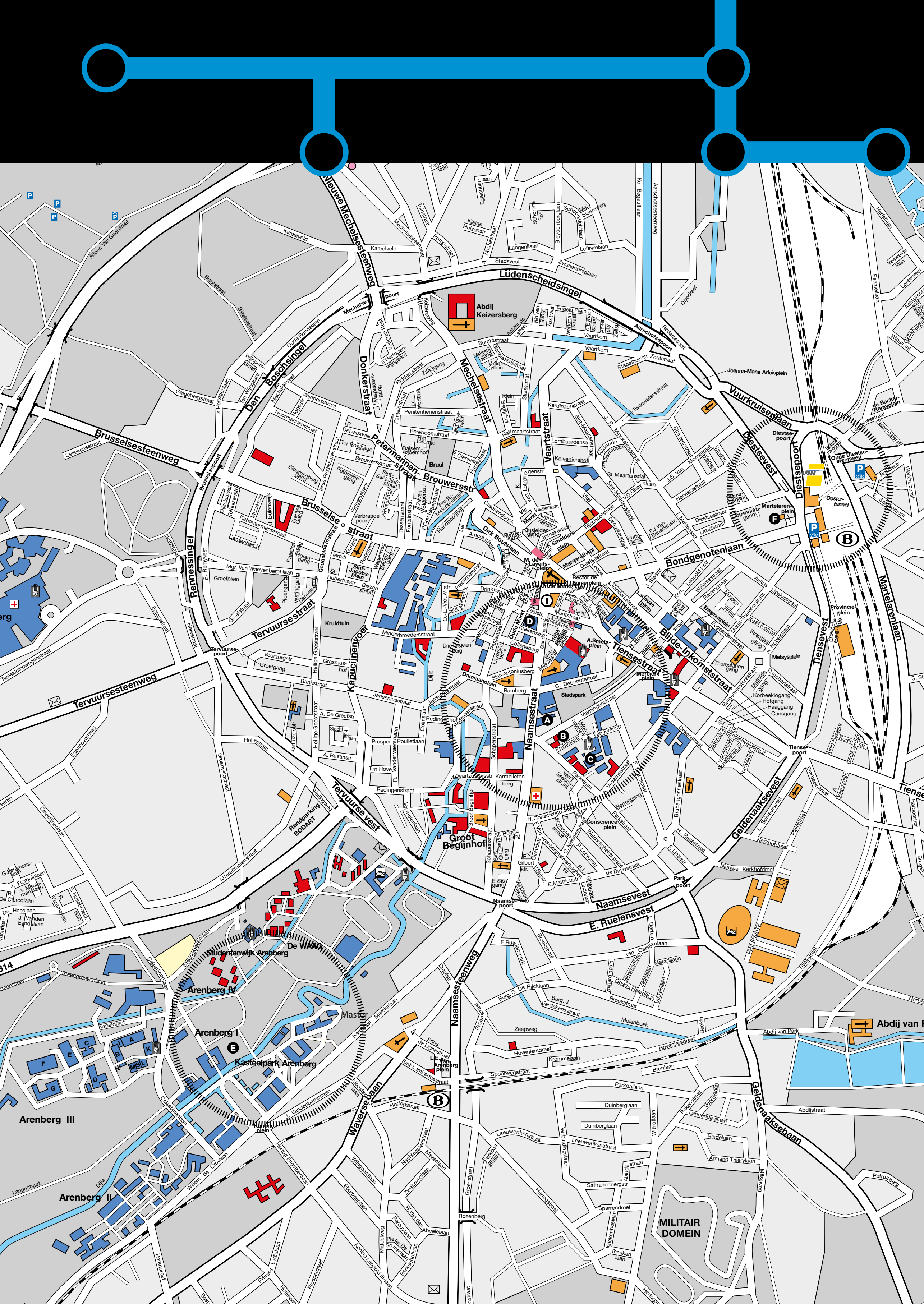
The conference will take place in 4 different zones within walking distance in the city centre of Leuven. Keep an eye on the arrows on the pavement !

- **A** Zone **A** = **Faculty of Economics and Business**, Naamsestraat 69, 3000 Leuven
- **B** Zone **B** = **Vlerick Business School**, Vlamingenstraat 83, 3000 Leuven
- **C** Zone **C** = **Faculty of Social Sciences**, Parkstraat 45, 3000 Leuven
- **D** Zone **D** = **University Hall**, Naamsestraat 22, 3000 Leuven
- **E** **Arenberg** Kardinaal Mercierlaan 94, 3001 Heverlee
- **F** **Het Depot** Martelarenplein 12, 3000 Leuven





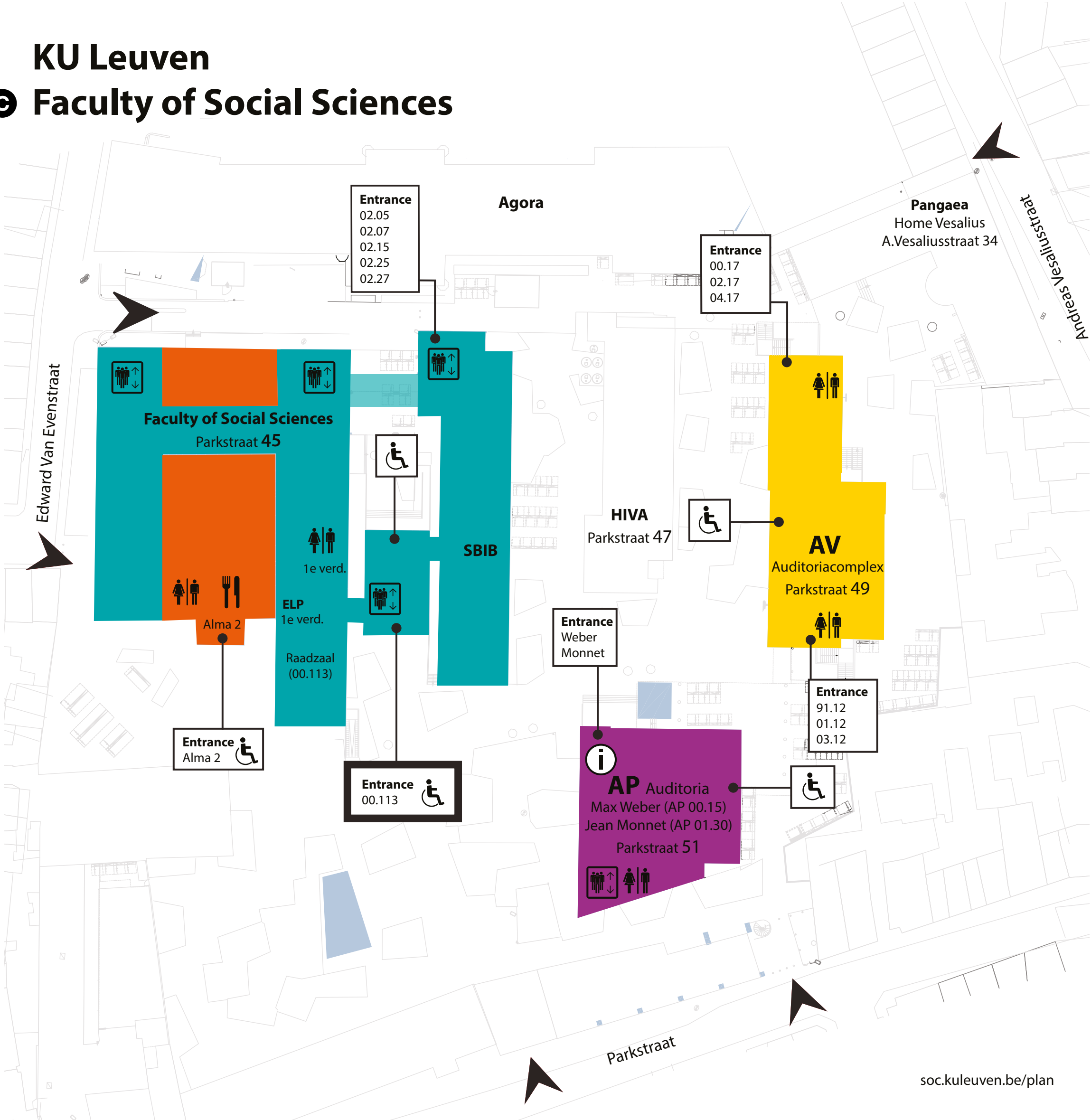




Nieuwe Mechelsesteenweg
Lüdenscheidsingel
Abdij Keizersberg
Aarschotsepoort
Joanna-Maria Artoisplein
Vuurkruisenlaan
Diestsevest
Diestsepoort
Oude Diestse-steenweg
Oostertunnel
Martelarenplein
Martelarenlaan
Bondgenotenlaan
Den Boschsingel
Brusselsesteenweg
Brusselsepoort
Rennessingel
Brusselsestraat
Donkerstraat
Mechelsestraat
Vaartstraat
Vaartkom
Petermannenstraat
Brouwersstraat
Dirk Boutslaan
Margarethaplein
Rector de Somerplein
Mgr. Ladeuzeplein
Tiensestraat
Blijde-Inkomststraat
Tiensevest
Tiensepoort
Provincieplein
Metsysplein
Tervuursestraat
Tervuursepoort
Tervuursesteenweg
Tervuurse vest
Kapucijnenvoer
Minderbroedersstraat
Damiaanplein
Naamsestraat
Groot Begijnhof
Naamsevest
Naamsepoort
E. Ruelensvest
Geldenaaksevest
Geldenaaksebaan
Naamsesteenweg
Waversebaan
Studentenwijk Arenberg
De WAAG
Arenberg IV
Arenberg I
Arenberg III
Arenberg II
Kasteelpark Arenberg
Abdij van Park
Randparking BODART
MILITAIR DOMEIN
Keizersberg
Kruidtuin
Stadspark
Hollestraat
Celestijnenlaan

EMAC
ZONE C

KU Leuven
C Faculty of Social Sciences



GENERAL INFORMATION

GENERAL INFORMATION

REGISTRATION AND INFORMATION DESK

The EMAC registration and information desk is located in the University Hall in Zone D. A coatroom will be available all week so you can safely check your belongings here. The coatroom closes on Friday at 6 p.m.

In Zone A and Zone C, an information desk will be open from Wednesday to Friday.

EXHIBITIONS

All exhibits are located in Alma 2 in Zone C.

WIFI

WiFi will be available via eduroam or via a KU Leuven – guest account. The password for the KU Leuven-guest account can be found on your badge.

APP

Please download the conference App via the i-Tunes store (EMAC 2015).

FACEBOOK AND TWITTER

Follow us on Facebook (Emac Conference) and Twitter (#emac2015) to receive the latest news about the conference or to share your thoughts with the other participants.

LUNCH AND COFFEE BREAKS

Lunches and coffee breaks will be served at Alma 2 in zone C. An extra coffee spot is located in Zone A.

SOCIAL ACTIVITIES

On Wednesday evening optional social activities are planned. You did not preregister but you are wondering if you still can participate ? Please check Facebook or go to the information desks. Those who registered will find a voucher in their conference bag with all practical details.

CONFERENCE DINNER TRANSPORTATION

On Friday Evening the conference dinner will take place in a tent in front of the Arenberg Castle. You can go by bike or by foot (a 30 minute walk from the city centre). Or you can take the bus. Busses leave at 18:30 at the Ladeuzeplein in the city centre. If you are planning to go by car, you need a special code for the parking. All information can be found in your conference bag.

AFTERPARTY INFORMATION

The afterparty will take place in Leuven's Concert Hall, the Depot, in front of the train station. The busses leaving from the conference dinner will drop you of just in front of the venue.

LIABILITY AND SAFETY

Any risk related to the participants and exhibitor's property in the conference buildings and adjoining grounds shall be borne by the participants. The organizer will not ensure said goods. The organizer shall not be considered liable for damages to property of persons deriving directly or indirectly from participation to the conference, whatever the cause of damage.

DOCTORAL COLLOQUIUM

28TH EMAC DOCTORAL COLLOQUIUM

The European Institute for Advanced Studies in Management (EIASM) and the European Marketing Academy (EMAC) in collaboration with the KU Leuven, are organizing the 28th Colloquium for doctoral students in marketing. The colloquium will be held in Leuven, Belgium from Sunday May 24 until Tuesday May 26, 2015, immediately prior to the EMAC Conference 2015.

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

The colloquium proceeds mostly in parallel tracks based on the topical and/or methodological angle of participants' work, as well as on the stage of the dissertation process. Students discuss their work with their fellow students and with three track faculty, who are renowned experts in the field.

Three tracks are for students in an intermediate or advanced stage of their dissertation process. Students in these tracks have a good knowledge of the literature in their domain of study and clear research. They benefit from the colloquium by subjecting the positioning of their research to a critical review, refining their data collection approach and/or receiving suggestions for translating their work into papers that can be submitted to excellent journals.

Three tracks are for students in an early stage of their dissertation process. Students in this track have a (tentative) proposal for the topic they want to study, the method they want to use and the potential contribution. They benefit from suggestions on how to focus and position their work. Additionally, there are faculty presentations designed to help students plan and manage their dissertation process. Next to the presentations by the students, there are plenary faculty presentations and group discussions on issues such as: planning and managing a dissertation process, writing academic papers, getting research projects published and the job market and career planning.

The doctoral colloquium is held in a collaborative, open and friendly atmosphere.

Chair:

Arnaud De Bruyn, ESSEC Business School, Paris

Co-Chairs :

Suzanne Beckmann, Copenhagen Business School
Ujwal Kayande, Melbourne Business School
Ajay Kohli, Georgia Institute of Technology
Stefano Puntoni, Rotterdam School of Management, Erasmus University
Jaap E. Wieringa, Groningen University
Stefan Wuyts, Tilburg University

Conference team liaison:

Anne ter Braak, KU Leuven

BEGINNERS TRACKS:

Consumer Behavior:

Suzanne Beckmann, Copenhagen Business School (Track chair)
Tina Lowrey, HEC Paris
Elizabeth Cowley, University of Sidney

Marketing Research:

Jaap E. Wieringa, Groningen University (Track Chair)
Wagner Kamakura, Rice University
Peter Ebbes, HEC Paris,

Marketing Strategy:

Stefan Wuyts, Koç University (Track Chair)
Steven Seggie, Özyeğin University
Kenneth Wathne, University of Stavanger

ADVANCED TRACKS:

Consumer Behavior:

Stefano Puntoni, Rotterdam School of Management, Erasmus University (Track chair)
Vicki Morwitz, New York University
Simona Botti, London Business School

Marketing Research:

Ujwal Kayande, Melbourne Business School (Track Chair)
Arvind Rangaswamy, Penn State University
Anne ter Braak, KU Leuven

Marketing Strategy

Ajay Kohli, Georgia Institute of Technology (Track Chair)
Michael Haenlein, ESCP Paris
Marion Debruyne, Vlerick Business School

DOCTORAL COLLOQUIUM PARTICIPANTS

BEGINNERS TRACK 1: CONSUMER BEHAVIOR

Dalia Bagdziunaite, Copenhagen Business School
Neuroscientific foundation of failing willpower in compulsive buying disorder

Nina Bürklin, Munich Ludwig-Maximilians University
Customer engagement in cause-related marketing - from transaction to interaction

David Colley, University of Huddersfield
A phenomenological study of brand narratives and storytelling in ethical brands

Caroline De Bondt, Ghent University
The effectiveness of implicit, sensory cues in food marketing

Alexei Gloukhovtsev, Aalto University
The roles of price and emotion in consumer decision-making: a behavioral pricing perspective

Lisa Carola Holthoff, Duisburg & Essen University, Duisburg Campus
The ad annoyance process model: negative consumer emotions and advertising effects

Elisa Maira, Erasmus University Rotterdam / ERIM
The "mere selling" effect

Valentina Nedeva, Lausanne University / HEC Lausanne
Consumer response to divine associations in brands

Nimish Rustagi, HEC Paris
Compensatory consumption: exploring key questions regarding its impact and use

Leslie Scattolin, ESCP – Europe
Differences between real and virtual experiences: a perspective from grounded cognition theory

Catharina Strahl, Hamburg University
O rly? Positive consumer reactions to adjusted health-related claims

Anika Stuppy, Erasmus University Rotterdam/ERIM
The paradoxical consequences of consumption-guilt: feeling guilty while consuming leaves desires unfulfilled and increases future consumption

BEGINNERS TRACK 2:
MARKETING RESEARCH

Andrea Baldin, University of Venice
A hedonic price model for imported wines in the chinese market

Shane Baxendale, Cranfield University/Cranfield School of Management
The impact of different communication sources on consumer behavior

Audrey Davoust, University Paris Dauphine
Analysis of the development of a market intelligence capability in a data-rich environment

Maria José Del Rio Olivares, Aalto University School of Business
The interaction effects of pricing variables and contact channels on customer retention

Lena Feider, University of Wuppertal
Pricing and product returns

Katharina-Maria Fonferek, University of Berlin
How to configure touchpoints: the influence of service design on customer service engagement

Boshuo Guo, Imperial College London
Investigating "too-much-choice effect" with search and purchase data

Feng Hu, University of Groningen/ Faculty of Economics and Business
Self-organizing innovation contest: dynamic and endogeneity

Gosia Ludwichowska, University of South Australia
Understanding the value of measuring brand's mental availability

Carla Thaper, University of St. Gallen
Marketing and it- on it-literacy in marketing management

Maren Vos, Eindhoven University of Technology
Modularity: studying the internal and external implications on marketing, sales, and the customer

Maya Vuegen, KU Leuven
Essays on mobile technologies in retail: a closer look at self-scanning and mobile in-store promotions

DOCTORAL COLLOQUIUM PARTICIPANTS

BEGINNERS TRACK 3: MARKETING STRATEGY

Ismail Erzurumlu, Koç University
Product discontinuation and firm market value

Ruxandra Elena Francu, Maastricht University
“For your ties only”: team dynamics and creativity in service co-creation

Ann-Kathrin Grötschel, University of Wuppertal
Bright and dark side effects of incentives for increasing online reviews

Ajmal Hafee, Buskerud and Vestfold University College
Radical and incremental service innovation: a framework for effective communication strategy on launching new services and consumer response

Anne-Madeleine Kranzbuehler, VU - University Of Amsterdam
Moments that matter: the impact of online social interaction on the customer journey

You-Cheong Lee, University of St. Gallen
Realizing cross-selling in business-to-business markets

Julia Marbach, Henley Business School/University of Reading
Online customer engagement - a personality and customer value perspective

Sandra Pauser, Vienna University
The effect of charisma training on non-verbal behavior in personal selling

Ilona Pitkänen, Eindhoven University of Technology
Founder capabilities as drivers of selling behavior and performance in the critical milestones of innovation selling

Xinlu Qiu, NHH Norwegian School of Economics
Alliances and individuals: role of boundary spanners on inter-firm knowledge transfer

Latoya Quamina, Kingston University London
Spill over effects of negative events in co-brand alliances

Lenka Van Riemsdijk, Wageningen University
The impact of value-based positioning strategies on consumer socially responsible product choice

ADVANCED TRACK 1: CONSUMER BEHAVIOR

Nükhet Agar, Koç University
Attention to distinctions reduces hedonic adaptation

Samuel Franssens, London University/London Business School
Dishonest conspicuous consumption leads to social costs

Yi Li, HEC Paris
Towards a comprehensive understanding of attention bias in choice process

Tobias Otterbring, Karlstad University
The abercrombie & fitch effect: physically fit frontline employees increase male conspicuous consumption

Anja Schanbacher, London University/London Business School
The effect of future changes in income on present consumption

Dieneke Van De Sompel, Ghent University
Insights in children's consumer related activities and reactions to advertising

Liesbet Van den Driessche, Ghent University
The curious case of curiosity: studies on the influence of curiosity on consumer behavior

Laure Weckx, KU Leuven
Incidental curiosity increases consumption of unrelated information in domains of expertise

DOCTORAL COLLOQUIUM PARTICIPANTS

ADVANCED TRACK 2: MARKETING RESEARCH

Gauthier Castéran, Toulouse I University of Social Sciences
A framework towards a better understanding of product category, marketing and customer related antecedents of brand loyalty

Manuel Ceballos, Carlos III University, Madrid
Impact of firm created content on user generated content: using a new social media monitoring tool to explore twitter

Sorim Chung, University of California at Riverside
Do touch screen users perceive products differently? The impact of touch interfaces on online shopping experiences

Anatoli Colicev, ESSEC Business School Paris
Valuing social media

Stefan Alexander Ferrara, Hamburg University
Consumer choice of complex products: the role of expected learning opportunities

Lars Matthias Jensen, Dortmund University
Methodological advances and perennial problems of cross-cultural research a review of reviews

Radoslaw Karpienko, Vienna University of Economics and Business
A structural analysis of marketing topics

Jisu Yi, Seoul National University
Promotional effect of mobile game application on movie performance

ADVANCED TRACK 3: MARKETING STRATEGY

Frank Beke, University Of Groningen/ Faculty of Economics and Business
The influence of privacy in a customer-firm relationship

Mariia Koval, BI Norwegian
Governing alliance portfolios: alliance termination decisions under relational risks and structural constraints

Mehdi Nezami, HEC Paris
Effect of launching new services on b2b performance: key role of relationship factors

Cathy Nguyen, University of South Australia
When are two brands better than one? Exploring the effectiveness of co-advertising

Minna Oinonen, Lappeenranta University of Technology
Customer involvement in co-development in business-to-business markets

Constant Pieters, Tilburg University
Acquiring new customers via word-of-mouth: a virtuous circle?

Rouven Seifert, Hamburg University
Timing strategies for sequential distributed products

Xiaohan Wen, Koç University
Crowdfunding success and new product launch delay: an exploratory study

Tuba Yilmaz, Koç University
Marketing alliances and firm risk

EMAC 2015

CONFERENCE

KEYNOTE SPEAKER

JAN-BENEDICT STEENKAMP

University of North Carolina at Chapell-Hill, Kenan-Flagler Business School
Knox Massey Distinguished Professor of Marketing and Area Chair of Marketing

Collaborating with marketing practitioners to produce cutting-edge academic research: Pitfalls and opportunities

Many thoughtful marketing academics and practitioners have lamented the growing gap between marketing science and marketing practice. It appears that the key success factors to make it into top journals like *IJRM*, *JM* or *JMR* are at cross-purposes with things practitioners care about and find useful. So, what should one do? To get tenure and to be promoted to full professor, you need top-level articles, but increasingly, department heads and deans care about business impact. Moreover, much research depends on willingness of companies to provide data and/or funding. While this dilemma is real, I believe that it can be misleading. I will discuss both the pitfalls as well as the opportunities that working with practitioners present to marketing academics. I will elaborate on conditions that have to be met to make it work – conditions that can largely be evaluated beforehand. I will illustrate the various points drawing on my experience having worked with companies for 30 years, which in many cases led to academic publications. I also believe that since historically, ties between business schools and companies are closer in Europe than in the U.S. and this may be an opportunity for European academics to gain an edge.

Biography

Jan-Benedict E.M. Steenkamp specializes in global marketing, branding, emerging markets and strategy. An award-winning researcher, he has written over 150 scholarly publications and his work has received over 20,000 citations. He was ranked No. 1 in the world on scholarly influence in marketing in the last decade. Professor Steenkamp is executive director of AiMark, a global center studying key marketing strategy issues, which brings together academics around the world, two of the top-four market research agencies and brand manufacturers. He has consulted with numerous multinational companies and served as an expert in international lawsuits and trade disputes involving branding and private labels. Prof. Steenkamp serves as associate editor or editorial board member of all top marketing journals and is past editor of the *International Journal of Research in Marketing*. He is a former faculty member at the KU Leuven and also held appointments at the University of Wageningen and Tilburg University before joining the University of North-Carolina. He holds an honorary doctorate from Aarhus University.

Thursday 28 May, 15:30 at the Promotion Hall, Zone D

EMAC DISTINGUISHED SCHOLAR AWARD

EMAC is proud to present the EMAC Distinguished Marketing Scholar 2015 to Professor Gary L. Lilien from Penn State University. This annual award is designed to be the highest honor that a marketing educator who has had extensive connections with the European Marketing Academy can receive. The two main criteria for the award are: (1) outstanding marketing scholarship as reflected in extensive, impactful research contributions and (2) outstanding contributions to the European Marketing Academy. Professor Lilien will receive the award during the EMAC2015 award session on Thursday May 28 (16:00), and will present a lecture on Friday May 29 (11:00) at a special session entitled **The B2B Knowledge Gap**.

The B2B Knowledge Gap

Gary L. Lilien, *Penn State University*

Roughly equal in terms of the economic value of transactions, B2B marketing sees a small fraction of the research attention that B2C marketing sees. In my presentation, I will address some of the reasons for that imbalance and some things academic leaders might do to redress it. Building on this emerging B2B Agenda, I then highlight three specific areas---B2B Innovation, B2B Buying and B2B Analytics—that have the greatest potential for yielding academically important research contributions that meet the needs of practitioners. In each area, I sketch the state of knowledge and then identify key research questions. I close with some more general comments on the importance of crafting academic research that is both rigorous and relevant and what we as a profession might do to encourage more such research.

Bio: Professor Gary L. Lilien is Distinguished Research Professor of Management Science at the Smeal College of Business, at Penn State University. He is also cofounder and Research Director of Penn State's Institute for the Study of Business Markets (ISBM). His research interests include B2B marketing, marketing engineering, market segmentation, new product modeling, marketing mix issues for business products, bargaining and negotiations, modeling the industrial buying process, the implementation of marketing science and innovation diffusion modeling. He is the author or co-author of fifteen books, as well as over 100 professional articles. He was departmental editor for marketing for *Management Science* is on the editorial board of the *International Journal for Research in Marketing* is functional Editor for Marketing for Interfaces and is Area Editor at *Marketing Science*. He was Editor in chief of *Interfaces* for six years. He is the former President as well as Vice President/ Publications for The Institute of Management Sciences. He is an Inaugural INFORMS Fellow, was honored as Morse Lecturer for INFORMS and also received the Kimball medal for distinguished contributions to the field of operations research. He is an Inaugural Fellow of the European Marketing Academy, is VP External Relations for the INFORMS Society for Marketing Science (ISMS) and is an Inaugural ISMS Fellow. He is on the Board of Directors of the American Marketing Association. He has received honorary doctorates from the University of Liege, the University of Ghent and Aston University and received the 2008 AMA/Irwin/McGraw Hill Educator of the Year award and the 2012 Gilbert Churchill Award from the AMA for career contributions to the field of Marketing Research. In 2010, the ISMS-MSI Practice Prize for the best applied work in marketing science globally was renamed the Gary Lilien ISMS-MSI Practice Prize in his honor.

Thursday 28 May, 16:00 at the Promotion Hall, Zone D

EMAC MCKINSEY MARKETING DISSERTATION AWARD

A new generation of marketing experts is developing the theories and tools that will shape the future of our field. The **Marketing Dissertation Award**, initiated by EMAC and McKinsey & Company, recognizes and encourages this emerging talent. This distinguished annual award is being presented in 2015 for the seventh time.

The top three finalists are honored with cash prizes:
1st Place: €7,000, 2nd Place: € 3,000, 3rd Place: € 1,000

The three finalists selected are:

Eva Anderl, University of Passau “Mapping the customer journey: A graph-based framework for online attribution modeling”

Olivia Petit, Aix-Marseille University “Health and pleasure in dietary food choice: brain activity, motivation and sensory simulation”

Arjen Van Lin, Tilburg University “Shopper loyalty to whom? Chain versus outlet loyalty in the context of store acquisitions”

The finalists will present at a special session on Thursday May 28, 2015 at 10:30-12:00 in 01.02 in Zone B. The winner of the 2015 McKinsey award will be announced during the award session on Thursday May 28 at 16:00.

TRACKS CHAIRS & COCHAIRS

Advertising, promotion, & marketing communication
Peeter Verlegh, University of Amsterdam
John Pracejus, University of Alberta
Maarten Gijsenberg, University of Groningen

Business-to-business marketing
Kenneth Wathne, University of Stavanger
Steven Seggie, Ozyegin University

Consumer behavior
Mario Pandelaere, Ghent University
Tina Lowrey, HEC Paris
Sandor Czellar, University of Lausanne

Innovation & new product and service developments
Andreas Herrmann, University of St.Gallen
Marion Debruyne, Vlerick Business School

International & cross-cultural marketing
John Cadogan, Loughborough University
Matthew Robson, University of Leeds

Marketing education
Suzanne C. Beckmann, Copenhagen Business School
Kerri-Ann L. Kuhn, Queensland University of Technology

Marketing in emerging and transition economies
Steven Michael Burgess, Nelson Mandela Metropolitan University
Naresh Malhotra, Georgia Institute of Technology & Nelson Mandela Metropolitan University

Marketing strategy
Christian Homburg, University of Mannheim
Dirk Totzek, University of Passau

Marketing theory & new paradigms
Rod Brodie, University of Auckland
Ajay Kohli, Georgia Institute of Technology

Modeling and marketing analytics
Tammo Bijmolt, University of Gröningen
Wagner Kamakura, Rice University

Online marketing & social media
Bernd Skiera, Goethe-Universität Frankfurt am Main
Arvind Rangaswamy, Penn State University

Pricing
Skander Esseghaier, Koç University
Marco Bertini, ESADE Business School

Product and brand management
Gilles Laurent, INSEEC
Marc Vanhuele, HEC Paris

Public sector and non-profit marketing
Patrick de Pelsmacker, University of Antwerp
Gary Warnaby, University of Manchester

Relationship marketing
Manfred Krafft, University of Munster
Javier Sese, University of Zaragoza

Retailing
Els Breugelmans, KU Leuven
Marnik G. Dekimpe, Tilburg University & KU Leuven

Sales management and personal selling
Nick Lee, Loughborough University
Deva Rangarajan, Vlerick Business School

Services marketing
Tor Andreassen, NHH Norwegian School of Economics
Anders Gustafsson, Karlstad University

Social responsibility & ethics
Minoo Fahrangmehr, University of Minho
Joëlle Vanhamme, EDHEC Business School

Tourism marketing
Enrique Bigné, University of Valencia
Alain Decrop, University of Namur

Special interest groups
Andras Bauer, Corvinus University of Budapest
Luk Warlop, KU Leuven & BI Norwegian Business School

Film festival
Alain Decrop, University of Namur

Collaboration groups
Andrea Weihrauch, KU Leuven

CONFERENCE PROGRAM OVERVIEW

SUNDAY MAY 24

TIME	SESSION/MEETING	ZONE
14:00	Doctoral colloquium	A
19:30	Guided city tour for participants doctoral colloquium	

MONDAY MAY 25

TIME	SESSION/MEETING	ZONE
09:00-17:30	Doctoral colloquium	A
14:00-17:00	Steering committee	B
19:00	Dinner at Officina Clandestina for participants doctoral colloquium	

TUESDAY MAY 26

TIME	SESSION/MEETING	ZONE
09:00-14:30	Doctoral colloquium	A
09:00-17:00	Executive committee meeting	B
14:00-19:30	Registration	D
18:00-20:00	Welcome reception	D

CONFERENCE
PROGRAM OVERVIEW

WEDNESDAY MAY 27

TIME	SESSION/MEETING	ZONE
09:00-13:30	Invited session: Spotlight on IJRM Associate editors	A
	Invited session: The journal of marketing behavior session	A
	Special interest groups	A and C
	Competitive papers	A and C
09:00-13:30	Job market	B
10:30-16:30	Booksellers market - exhibits	C
10:30-11:00	Coffee break	C
11:00-12:30	Meet the editors session	B
	Special interest groups	A and C
	EMAC – GAMMA joint symposium	B
	Competitive papers	A and C
	Collaboration group	B
12:30-14:00	Heads of marketing forum	B
	Lunch	C
14:00-15:00	Conference theme session	A
	Special interest groups	A and C
	Invited session: Coffee with the JMB editor	B
	Climber community sessions	C
	2015 EMAC – GAMMA joint symposium	B
	Competitive papers	A and C
14:00-18:30	Job market	B
15:30-16:00	Coffee break	C
16:00-17:30	Meet the editors session	B
	Conference theme session	B
	Special interest groups	A and C
	EMAC – GAMMA joint symposium	B
	Climber community sessions	C
	Competitive papers	A and C
	McKinsey workshop	B
17:30-19:00	Climber community meeting: informal gathering	STUKcafé
17:30-18:00	IJRM Board Meeting	
19:30	Optional social events	

CONFERENCE PROGRAM OVERVIEW

THURSDAY MAY 28

TIME	SESSION/MEETING	ZONE
08:00-09:00	McKinsey Breakfast Meeting	B
09:00-10:00	General assembly	A
09:30-13:00	Job market	B
09:30-16:00	Booksellers market - exhibits	C
10:00-10:30	Coffee break	C
10:30-12:00	Emac McKinsey marketing dissertation award	B
	Special interest group	A
	Sponsored session StratX: MixPRO Launch	A
	Sponsored session Holaba: How to measure the real power of influencers	B
	Competitive papers	A and C
	Film festival	B
	Collaboration group	B
12:00-13:30	Lunch	B
12:30-14:00	EMAC 2015 Fellows meeting	B
13:30-14:30	McKinsey Award Jury	D
13:30-15:00	Meet the editors session	B
	Special interest groups	A and C
	Invited session: Coffee with the IJRM editors	B
	Sponsored session IBM: Transforming industries and professions with data	B
	Competitive papers	A and C
	Film festival	B
15:00-15:30	Coffee break	C
15:30-16:10	Keynote talk J.B. Steenkamp	D
16:10-17:00	Plenary: 2015 EMAC Awards ceremony	D
17:00-18:30	Poster session and beer tasting event	D

CONFERENCE PROGRAM OVERVIEW

FRIDAY MAY 29

TIME	SESSION/MEETING	ZONE
09:00-10:30	Conference theme session	B
	Special interest groups	A and C
	Film festival	B
	Competitive papers	A and C
10:00-16:00	Booksellers market - exhibits	C
10:30-11:00	Coffee break	C
11:00-12:30	Conference theme session	B
	Roundtable discussion	C
	2015 Distinguished marketing scholar session – G. Lillien	A
	Special interest groups	A, B and C
	Competitive papers	A and C
	Film festival	B
12:30-14:00	Lunch	C
14:00-15:30	Invited session: EMAC: a global research community	A
	Special interest groups	A, B and C
	Competitive papers	A and C
	Collaboration group	B
14:00-18:00	Job market	B
15:30-16:00	Coffee break	C
16:00-17:30	Conference theme session	B
	Invited session: Association Française du marketing	B
	Special interest groups	A and C
	Competitive papers	A and C
19:00-23:00	Conference dinner at Arenberg Castle	
23:00 - ...	Afterparty in the Depot	

TRACKS & SPECIAL SESSIONS

WEDNESDAY 27 MAY 2015

PROGRAM OVERVIEW **WEDNESDAY 27/05/2015**

WEDNESDAY

TIME	SESSION/MEETING	ZONE
09:00-13:30	Invited session: spotlight on IJRM associate editors	A
	Invited session: the journal of marketing behaviour session	A
	Special interest groups	A and C
	Competitive papers	A and C
09:00-13:30	Job market	B
10:00-16:30	Booksellers market – exhibits	C
10:30-11:00	Coffee break	C
11:00-12:30	Meet the editors session	B
	Special interest groups	A and C
	2015 EMAC – GAMMA joint symposium	B
	Competitive papers	A and C
	Collaboration group	B
12:30-14:00	Heads of marketing forum	B
	Lunch	C
14:00-15:00	Conference theme session	A
	Special interest groups	A and C
	Invited session: coffee with the JMB editor	B
	Climber community sessions	C
	2015 EMAC – GAMMA joint symposium	B
	Competitive papers	A and C
14:00-18:30	Job market	B
15:30-16:00	Coffee break	C
16:00-17:30	Meet the editors session	B
	Conference theme session	B
	Special interest groups	A and C
	2015 EMAC – GAMMA joint symposium	B
	Climber community cessions	C
	Competitive papers	A and C
	McKinsey workshop	B
17:30-18:30	IJRM Board Meeting	
17:30-19:00	Climber community meeting: informal gathering – STUKcafé	
19:30	Optional social events	

Spotlight on IJRM associate editors

Chairs: Jacob Goldenberg, IDC Herzliya & Columbia University
Eitan Muller, NYU, Stern School of Business

The editors of the International Journal of Research in Marketing invite four associate editors to present their recent work.

Have private labels hit the glass ceiling? A global investigation

Katrijn Gielens*, University of North Carolina-Chapel Hill
Marnik Dekimpe, Tilburg University & KU Leuven
Anirban Mukherjee, Singapore Management University
Kapil Tuli, Singapore Management University

Traditionally, industry reports and academic studies have focused on the continued growth in private-label success. Recently, industry observers have noted that in many Western European countries (which are among the most developed PL markets globally) private-label success appears to have hit the proverbial "glass ceiling", causing their shares to stabilize. Interestingly, this ceiling level differs considerably across countries and categories. Using 14 years of private-label share data across 50+ countries and 50+ categories, we use convergence modelling to explore a variety of underlying drivers (both retailer- and manufacturer-related) for these differences in long-run private-label potential, and discuss their managerial implications.

The role of mobile devices in the online customer journey

Peter C. Verhoef*, University of Groningen
Evert de Haan, University of Groningen
PK Kannan, University of Maryland
Thorsten Wiesel, University of Münster

The penetration of mobile devices, i.e. tablets and smartphones, is increasing very rapidly. This has consequences for how consumers behave online, including the online customer journey. Customers can choose which device to use in which stage of the journey. Using clickstream data from a large online retailer we find that customers use mobile devices more frequently in the exploratory stage, while switching to fixed devices when they are in the goal-directed stage. We furthermore find that customers who go from a more mobile device to a less mobile device have a significant higher conversion rate. This switching effect is stronger when sessions are closer to each other in time and stronger for less loyal customers. For online retailers this provides opportunities to better target customers during their online customer journey; e.g. when a less loyal customer has recently visited the online retailer's website on a mobile device, it is recommended to retarget the same customer when (s)he is using his/her fixed device.

Consumer beliefs about private label supply and national brand manufacturers' reactions

Franziska Völckner*, University of Cologne
Henrik Sattler, University of Hamburg
Edlira Shehu, University of Southern Denmark
Michel Clement, University of Hamburg

Many national brand (NB) manufacturers consider supplying private labels (PLs) a profitable strategy. However, consumers believe that a NB manufacturer producing PLs may experience negative effects on the NB and its products. The authors investigate consumers' belief that specific PLs are produced by NB manufacturers and that specific NB manufacturers produce PLs, as well as how these two beliefs affect consumers' attitudes towards PLs and NBs and what drives these effects. Consumers strongly believe that NB manufacturers produce PLs, regardless of the truth. Higher belief levels significantly improve consumers' attitude toward PLs, but harm NBs only under certain conditions (e.g., high brand relevance in category). Given the high belief levels even for NB manufacturers that do not engage in dual branding, the authors also investigate alternative communications about not producing PLs. The results show, amongst others, that such information increases consumers' willingness to pay a price premium for the NB only if the message originates from reliable external sources, not advertising.

Integrating consumer brand attitudes and actions

Koen Pauwels, Özyeğin University & University of Groningen

Consumers leave online and offline traces on their road-to-purchase, which managers aim to influence. Next to traditional survey-measured attitudes, readily available online metrics now aggregate consumer actions, from searching to visiting websites and expressing brand opinions in social media. But how do survey attitudes and online action metrics relate to each other? To what extent do they explain and predict brand sales?

The journal of marketing behavior session

Chair: Klaus Wertenbroch, INSEAD

This special session, chaired by the JMB editor, features several illustrative examples of the types of research that EMAC's new Journal of Marketing Behavior is targeting: theoretically grounded, cross-disciplinary research into human behavior in the marketplace. JMB provides a forum to push the scope of behavioral research in marketing beyond prevailing publication tastes and to explore new questions and phenomena in the marketplace.

Judging good taste: True preference or pretense?

Amit Bhattacharjee, Dartmouth College
Alixandra Barasch, University of Pennsylvania
Klaus Wertenbroch*, INSEAD

Exhibiting good taste can increase consumers' standing within social groups. But how can individuals tell if others' choices reflect authentic preferences or mere pretense? Four studies show that the proportion of high-quality tastes within a set of consumption choices provides information about both taste and authenticity. Relative to simply maximizing the proportion of high-quality choices, occasional low-quality choices serve as signals of authenticity. Judgments of true good taste, or discernment, result from a mixture of choice options that indicate the ability to discern quality independently.

Are selfish motives detectable? Evidence from fundraising experiments

Alixandra Barasch, University of Pennsylvania
Jonathan Z. Berman*, London Business School
Deborah A. Small, University of Pennsylvania

Studies on "crowding out" document that monetary incentives sometimes backfire – decreasing effort and participation in prosocial behavior. In the present research, we examine how incentives affect sincerity. In three fundraising experiments, we find that incentivized individuals are less effective in persuading others to donate. That is, donors, on average, give less money to a cause when a persuader earned money for soliciting donations than when there was no monetary incentive, even though donors are unaware of the presence of incentives. Thus, paying individuals may affect prosocial outcomes in ways not previously investigated: by crowding out individuals' sincerity of expression and thus their ability to gain support for a cause.

Changing behavior, judgment and opinion through questions

Mario Pandelaere, Ghent University

The presentation provides an overview of various ways in which the use of questions can subtly shape behavior and responses. I briefly discuss the question-behavior effect (showing that answering questions may induce or strengthen intentions), the mere agreement effect (showing that agreement with questions induces compliance with unrelated requests), positive cueing (showing that questions about everyday behavior may alter attitudes and behavior), and the question-deliberation effect (showing that responding to survey questions is different from responding to survey statements). I will discuss both published work (in IJRM and in JCR) and ongoing work.

CMO and ROI

Berend Wierenga, Erasmus University Rotterdam

What is the relationship between the quality of managerial decision making in marketing and the bottom line result of a company? What percentage of the variance in the results of a company is explained by the quality of the CMO? What drives the quality of decision making of the CMO? Is it primarily expertise, knowledge, intuition, analytical capabilities, experience, mental models, or specific decision and learning styles? What are the contingencies: which qualities of marketing decision makers match with what marketing decision contexts? The presentation will deal with conceptual and methodological issues of these research questions.

Creating effective integrated online and offline marketing

Chairs: **Werner J. Reinartz,** University of Cologne
Lara Lobschat, University of Groningen
Ernst C. Osinga, Tilburg University

Today, there are many customer-firm touch points within a consumer's journey to purchase. Besides traditional media, firms now interact with consumers through mobile, social and other online channels. However, whereas tracking consumers' online response to online touch points to measure the within-channel marketing effectiveness is rather straightforward, deriving the same insights across channels is more challenging. Hence, the aim of this session is to provide a deeper understanding of the impact of online marketing activities on offline performance measures such as offline sales, brand equity and customer satisfaction. These insights are essential to efficiently allocate marketing budgets in a multichannel world.

Effectiveness of different forms of online advertising for purchase conversion in a multiple channel attribution framework

Evert de Haan, University of Groningen*
Thorsten Wiesel, Westfälische Wilhelms-Universität Münster
Koen Pauwels, Özyeğin University and University of Groningen

Conditions for owned, paid and earned media impact and synergy

Ceren Demirci, Özyeğin University
Koen Pauwels, Özyeğin University and University of Groningen
Shuba Srinivasan, Boston University School of Management
Gokhan Yildirim, Lancaster University*

What happens online stays online? – Within- and cross-campaign effects of banner advertising on offline sales

Lara Lobschat*, University of Groningen
Ernst C. Osinga, Tilburg University
Werner J. Reinartz, University of Cologne

Customer acquisition returns on channel investments: cross-channel analyses

Maik Eisenbeiß, University of Cologne
Monika Käuferle*, University of Cologne
Werner J. Reinartz, University of Cologne
Peter Saffert, McKinsey & Company

Manufacturer-retailer relationships

Chairs: **Sara van der Maelen**, KU Leuven
Els Breugelmans, KU Leuven
Kathleen Cleeren, Maastricht University

The days of dominant manufacturers dictating the game to obedient retailers are long gone. Retailers have gained power and have altered the grocery retailing landscape. In this SIG, we focus on the fascinating and constantly evolving relationship between manufacturers and retailers from different perspectives. The first paper investigates how consumer decision making patterns impact the retailer-manufacturer competition across different categories. The second paper explores what specific retail characteristics or activities influence the success of innovation initiated by the manufacturer. The third and fourth paper focus on conflict delistings, i.e. delistings that result from retailer-manufacturer negotiations turning sour. These papers investigate the consequences and the effectiveness of managerial actions to mitigate losses, respectively.

Consumer perspectives on competition between retailers and manufacturers

Els Gijsbrechts*, Tilburg University
Jonne Y. Guyt, University of South Australia

Why innovation success varies between retailers?

Lien Lamey*, KU Leuven
Barbara Deleersnyder, Tilburg University
Jan-Benedict E.M. Steenkamp, University of North Carolina at Chapel Hill
Marnik G. Dekimpe, Tilburg University & KU Leuven

The clash of the titans: On retailer and manufacturer vulnerability in a conflict delisting

Sara Van der Maelen*, KU Leuven
Els Breugelmans, KU Leuven
Kathleen Cleeren, Maastricht University

The effectiveness of managerial actions during conflict delistings

Marleen Hermans*, Maastricht University
Kathleen Cleeren, Maastricht University
Néomie Raassens, Eindhoven University of Technology
Ko De Ruyter, Maastricht University
Martin Wetzels, Maastricht University

Smile and cry and the world smiles and cries with you: the impact of emotions on evaluations, behavior and preferences

Chair: **Leonidas Hatzithomas,** Macedonia University

The effect of facial expressions on product appeal

Xuemei Bian*, University of Kent
Chang Hong Liu, Department of Psychology, Faculty of Science & Technology, Bournemouth University
Adam Morris, Department of Psychology, Faculty of Science & Technology, Bournemouth University

Although literature has long established that smiling enhances attractiveness, how a model's facial expression might affect fashion advertising remains largely unknown. This study examines the effect of models' facial expressions on female participants' product preference. The results reveal that participants rated products more preferable when the male models showed a smiling than a neutral expression; however, their preference did not vary with facial expressions of female models. Managerial and theoretical implications, limitations and future research are also discussed.

Emotions in tryvertising: The impact of emotional change on customer response behavior

Verena Hofmann*, University of Innsbruck
Manuela Oberhofer, University of Innsbruck, School of Management
Johann Füller, University of Innsbruck, School of Management
Nicola Stokburger-Sauer, University of Innsbruck, School of Management

While the role of emotions in traditional advertising has extensively been investigated in marketing research, the role of emotions in tryvertising has not received adequate attention. Drawing on emotional contagion theory, this study examines the effect of customers' emotions on their response behavior with product evaluations and perceived endorsement as mediators. Results of an experimental study reveal that customers' positive emotional change increases favorable response behavior (e.g., word-of-mouth communication and purchase intention) through positive product evaluations. This study advances our understanding of emotions' role in tryvertising. Implications for management and research are discussed.

The effects of positive emotion on consumers' evaluations of product attributes

Lewis Xinwei Liao*, Monash University
Harmen Oppewal, Monash University
Dominic Thomas, Monash University

Emotion has been an important concept in many areas of marketing such as consumer research and advertising. However, little research has investigated the effects of emotion on the evaluation of the product attributes. This study draws on insights from consumer research and psychology regarding emotion and relevancy and extends them to product attribute evaluations. It is predicted that positive emotion increases attribute importance only for image-relevant attributes compared to image-irrelevant attributes. Using a Stated Preference approach the study reveals that emotion-eliciting images influence attribute evaluations at varying degrees depending on relevancy of the image for each attribute.

Guilt appeals in social ads: Experimenting with Google Adwords

Leonidas Hatzithomas*, Macedonia University
Rania Evagorou, Cyprus University of Technology
Yorgos Zotos, Cyprus University of Technology
Christina Boutsouki, Aristotle University of Thessaloniki

This study examines the effectiveness of guilt appeals on social advertisements, displayed on Google AdWords. It investigates the impact of guilt type (reactive, anticipatory or existential), guilt intensity (low or medium), and consciousness (weak or strong) to a social cause (Down syndrome), on the advertising effectiveness. Eight advertisements were created and addressed to two different groups of users (with a strong or weak Down syndrome consciousness). The purpose of the ads promoted a Greek Down Syndrome Association. Overall, 39,645 internet users viewed the ads over a four day period and 166 users clicked on them. Effectiveness of guilt appeals seems to depend on the target audience, the type and the intensity of guilt. Highly conscious individuals were more responsive to anticipatory guilt appeals, in moderate intensity. Less conscious individuals did not respond to guilt messages.

Innovation

Chair: **Jon Charterina,** University of the Basque Country

The impact of social signals on the adoption of innovations within organizations - a multi-level-framework

Lukas Burs*, Hochschule Ruhr West
Ellen Roemer, Hochschule Ruhr West

This paper investigates the impact of social signals on the adoption of innovations within organizations. We use the case of battery electric vehicles as complex innovations to be introduced into corporate fleets. In an exploratory research design we conducted depth interviews with 16 participants responsible for the purchase of battery electric vehicles. Our data support findings from the literature such as the Theory of Reasoned Action. However, we also found strong evidence that social signals from higher hierarchical levels can foster the adoption of innovations on lower levels. Consequently, we developed a multi-level-framework, which explains the impact and mechanisms of social signals on the adoption on different hierarchical levels within an organization.

Impact of new service introduction on B2B manufacturers' firm value

Mehdi Nezami*, HEC Paris
Stefan Worm, HEC Paris
Robert W. Palmatier, University of Washington

In the face of growing competition, many B2B manufacturing firms transition toward offering new services. However, it is unclear when introducing new services is the way to go for B2B firms. The authors investigate the effectiveness of service innovation on B2B manufacturer's firm value. The results show that service innovation has a positive effect on firm value. However, among all the services, process delegation services have the largest impact. Moreover, at initial stages of service transition, this effect is negative. But, beyond a critical stage, this effect becomes increasingly positive. Results also show that market size negatively moderates this effect.

The mediation effects of trust and contracts on knowledge exchange and innovation. Evidence from the European machine-tool industry

Jon Charterina*, University of the Basque Country
Jon Landeta, University of the Basque Country
Imanol Basterretxea, University of the Basque Country

Trust and contracts are considered by the literature as vital governance mechanisms that can safeguard transactions. Some part of the literature considers trust and contracts as substitutes, suggesting that firms should concentrate on one or the other; whereas other important research finds that contracts and trust complement each other. From a survey to 202 European machine tool firms acting as buyers and sellers, we propose and evaluate a structural equation model. Results confirm the complementary thesis, and show that firms that develop high levels of trust also make a more intensive use of contracts.

Go your own way

Chair: **Marit G. Engeset,** Buskerud and Vestfold University College

Reflective solitude for creative minds

Byungik Yoon*, Hongik University
Nara Youn, Hongik University

Numerous artists, writers, and scientists have identified the need for solitude among creative individuals to evoke and actualize their creative ideas. However, there has been no empirical research examining the role of solitude on creativity. In light of this, our research investigates the relationship between solitude and creativity, and unveils the underlying processes that explain it. The findings indicate that solitude influences various outcomes of creativity such as associative ability, insight problem-solving, creative idea generation, and creative personality traits. Self-reflection mediates the effect of solitude on creativity.

Burning with curiosity? Incidental curiosity increases consumption of unrelated information in domains of expertise

Laure Weckx*, KU Leuven
Sabrina Bruyneel, KU Leuven
Siegfried Dewitte, KU Leuven

Despite the fact that consumers experience episodes of (temporarily) unsolvable curiosity on a daily basis, it is unknown how such incidental curiosity affects consumer behavior, and specifically, information seeking in unrelated domains. We argue that consumers experiencing incidental curiosity pay increased attention to new information in domains allowing for efficient processing, that is, in domains of expertise. We obtain evidence in four studies, manipulating incidental curiosity in three different ways, using proxied as well as manipulated expertise, and measuring actual consumption of information in various domains. Avenues for future research and implications for policy makers, marketers and consumers are discussed.

Follow your curiosity, you won't regret it

Liesbet Van Den Driessche*, Ghent University
Iris Vermeir, Ghent University

Previous research demonstrates that advertisements that induce curiosity stimulate product trial. However, little research has looked at post-purchase satisfaction and regret after product trials induced by curiosity. We show that higher curiosity levels are related with higher expectations regarding the product and more negative disconfirmation between expectancies and performance of the product. Contrary to what the expectancy disconfirmation paradigm would predict, this negative disconfirmation does not lead to dissatisfaction or regret about product trial. Inducing curiosity does not affect product satisfaction in a negative way and leads to less regret, even though expectancies are disconfirmed.

The impact of consumers' creative problem solving abilities on decisions to engage in self-design

Marit G. Engeset*, Buskerud and Vestfold University College
Øystein Sørebø, Buskerud and Vestfold University College
Ellen K. Nyhus, University of Agder

There is a growing body of research focusing on consumer engagement in self-design and self-production of solutions to own consumption needs. While previous research mainly focus on factors explaining when and how consumers derive value from such activities, this research investigates factors influencing the consumer to choose to self-design when ready-made options are available. In a cross sectional study of consumers who recently had planned and booked vacations for themselves, consumers' creative abilities was identified as antecedent to the choice of self-design. Moreover, creative abilities contributed to a more positive effect of self-design activities on process satisfaction.

Country of origin

Chair: **Katharina Petra Zeugner-Roth,** Lille Catholic University

This brand "sounds" Italian. Connecting partitioned country image with perceived brand origin: An experimental study on two Italian fashion brands In Sweden

Alessandro De Nisco*, University of Sannio
Anu Puusa, University of Eastern Finland

This study investigates the effect of Country of Design (COD) and Country of Manufacture (COM) on consumers' perception of brand image and behavioral intentions in the context of fashion industry. An experiment conducted on a sample of 226 Swedish females manipulated 2 different countries with opposite perceived capacity to design and manufacture (Italy and China) and two internationally unknown Italian brands with opposite levels of perceived country associations. Results revealed that for products characterized by high social meanings the COD plays a prominent role in affecting brand evaluations. Moreover, it was also found that perceived brand origin (BO) based on linguistic country associations plays a limited role in moderating the effect of COD and COM. On the basis of findings, the study discusses contribution to theory and managerial implications.

Are retail buyers impacted by product country of origin and familiarity? A multidimensional approach

Elisa Martinelli*, University of Modena and Reggio Emilia
Marina Vignola, University of Modena and Reggio Emilia
Gianluca Marchi, University of Modena and Reggio Emilia

The paper analyses the effect of Country Related Product Image (CRPI) and product familiarity (PF) on retail buyers, a type of professional actor on which the COO literature is lacking and that requires further understanding. Moreover, the study contributes to the COO literature by testing the impact of CRPI, investigated in a multidimensional approach, jointly with PF. Shoes and ceramic tiles are considered in order to verify if these effects on retail buyers purchase intentions change in relation to specific product categories. The research hypotheses are tested by conducting a survey on a sample of 257 Chinese retail buyers. Results show that the CRPI is a multidimensional construct that influences the intention of Chinese retail buyers to buy Italian products. However, when we consider PF the impact of CRPI dimensions decreases. Theoretical and managerial implications are derived.

The impact of corporate brand success on the country of origin effect and perceived quality of fashion apparel

Monali Hota*, Lille Catholic University
Mayo De Juan Vigaray, University of Alicante

There is little research on the influence of corporate brand success on country image, although this relationship is increasingly recognized. This paper studies the impact that corporate brand success can have on the country of origin effect and its impact on perceived product quality. An experiment was conducted to test these relationships in the fashion context in France, using two consumer groups, one exposed to a prime about Zara's international success, and one unexposed. The results highlight the role of Zara's success in changing French consumers' country of origin perceptions about Spain, and its impact on the perceived quality of Spanish fashion.

The role of product ethnicity in domestic country bias

Katharina Petra Zeugner-Roth*, Lille Catholic University
Peter Fischer, University of St. Gallen

Extant criticism argues that country-of-origin only matters for favorable product-country matches (also referred to as high product ethnicity) and for certain consumer segments such as ethnocentric consumers, yet little is known how these phenomena interact. Based on a controlled experiment with participants from a representative US household panel, the paper investigates consumers' preferences for cars originating from countries with varying degrees of product ethnicity depending on their level of consumer ethnocentrism. Results show that product ethnicity moderates the impact of consumer ethnocentrism on preferences towards domestic such that domestic country bias will be particularly strong when foreign products have a higher product ethnicity. Implications for research and practice are considered.

Subsistence marketplaces

Chair: **Paul Ingenbleek,** Wageningen University

Risk reduction at the base of the pyramid: The role of access-based services

Tobias Schaefers*, Dortmund University
Roger Moser, University of St. Gallen
Gopalakrishnan Narayanamurthy, Indian Institute of Management Kozhikode (IIMK) Kerala, India

At the BoP, one key challenge is affordability of products that could improve living conditions. We thus investigate the opportunities of providing BoP consumers with access to goods they could not afford to own. In an experimental study, we examined the influence of access on purchase/usage intention, the moderating role of income, and the mediating role of risk perception. The results indicate that BoP consumers exhibit a higher intention to access than to own and that this effect is explained by the higher financial risk of ownership. Additionally, intriguing findings regarding the moderation of income were found.

Social media adoption in emerging economies: An empirical study

Mihai Orzan*, Bucharest University of Economic Studies
Claudia Iconaru, Bucharest University of Economic Studies
Octav Ionut Macovei, Lumina - Southeast Europe University

Gaining acknowledged popularity among all types of users, social media has become an indispensable part of our daily lives. However, the degree of social media usage differ among its adopters, from intensive to low usage patterns. We have proposed a clustering model based on usage as a grouping variable and various psychographic variables as predictors: users' attitude towards social media, users' utilitarian and hedonic motivation, normative beliefs, perceived self-efficacy, and users' characteristics such as risk aversion and innovative lifestyle. We performed a discriminant analysis (DA) that shows three groups that differ significantly among each other based on their predictors.

Buying from the poor: Institutional arrangements for base of the pyramid producers

Paul Ingenbleek*, Wageningen University
Souleimane Adekambi, Wageningen University
Hans Van Trijp, Wageningen University

The marketing literature has expanded its focus to the so called base of the pyramid (BoP). While most work on the BoP focuses on the poor as buyers, a gap exists on buying from the poor, even though that's essential for poverty reduction. Drawing on transaction cost theory and contextual literature, this study examines the effects of institutional arrangements on the intended export market integration of BoP producers. The hypotheses are tested in a semi-experiment on a sample of West African BoP producers. The findings offer concrete recommendations for policy-makers and exporters to strengthen the procurement from BoP producers.

Developing theory

Chair: **Ajay Kohli,** Georgia Tech, Scheller College of Business

The co-created, co-generated and co-constructed brand

Andrea Hemetsberger*, University of Innsbruck
Hans Mühlbacher, IUM - International University of Monaco

Merz, He, and Vargo (2009) have introduced a new conceptual logic of brands as collaborative co–creation processes in a network of stakeholders. Picking up the thread, Mühlbacher and Hemetsberger (2013) presented a process model of brands as social representations consisting of co–creation processes of brand meaning, the co–generation of brand manifestations and the co–construction of brand interest group membership. Drawing on these previous works and based on Jovchelovitch's (1995a, 1995b) social mediation theory, this paper provides a conceptualization and extensive description of processes that mediate the making of brand meaning, the generation of manifestations and the formation of the brand interest group. The paper provides a detailed and comprehensive process perspective on brands as a basis for future research.

Front-line managers as experiencing innovators

Anu Helkkula*, Hanken School of Economics

The research to date has focused on analysing customers' service experiences. Little is known about front-line service managers' experiences of the service they develop and manage. The study analyses experiences of front-line managers in the service development projects they are part of. The paper uses the multiple case study approach with narratives. The findings reveal that service managers do not only manage by implementing rational models, but they make sense of the service and their customers by interpreting their own and others' lived and imaginary service experiences. An interesting managerial implication is that experiences affect service managers' decisions and can be seen as an asset in service innovation and development.

Theorizing in marketing using corpus-linguistics: A new methodological framework

Julia Fehrer*, Bayreuth University
Sandra Dawn Smith, University of Auckland
Roderick J. Brodie, University of Auckland

In the last decade computer based analysis of textual data has become increasingly sophisticated and is emerging as a powerful methodology to enhance theorizing in marketing. We explore how a methodological framework, using corpus-linguistic techniques can be embedded in a theorizing process. The methodology investigates language use on the basis of a text corpus, drawing on both quantitative and qualitative computer based analysis techniques. It incorporates methodological innovations for the identification of recurring lexical patterns and the comparison of different corpora, by means of managing large-scale text data. Corpus-linguistic facilitates a theorizing process that identifies relationships between emerging concepts, repeatedly used in the services and marketing literature to aid theory development in marketing.

Sharing and alternative economies – new phenomena, new theory?

Michaela Haase*, Free University of Berlin
Doreén Pick, Freie Universität Berlin

Within the recent past, the sharing economy gained a great awareness and interest in marketing management and marketing practice. However, despite this wide interest in a potential novel concept of business markets, marketing theory has yet not focused on this phenomenon. Drawing on four conjectures, we discuss characteristics of sharing economies and intend to differentiate alternative economies from them. Sharing and alternative economies are discussed in the light of our theoretical framework employing units of analysis having their origin, among others, in service-dominant logic and consumer culture theory. It is our aim to answer the question if (and in what regard) these economies are new phenomena and if the theories available to study them are able to grasp their main characteristics.

User generated content

Chair: **Efthymios Altsitsiadis,** KU Leuven

Online complaints in the eye of the beholder: Optimal handling of public consumer complaints on the internet

Frederic Nimmermann*, University of Siegen
Paul Marx, University of Siegen

Complaint management literature knows how to resolve a complaint in order to recover customer's satisfaction. However, little is known about how observation of a public complaint handling process influences the observer, i.e. a person who is involved neither with the complaint nor with the person who made the complaint. In this study, we investigate how different types of organizational response to a public complaint influence the behavior and attitudes of prospective customers seeking for information about a product and/or brand on the internet prior to making their purchase decision. We also define response strategies that are beneficial for the companies.

Don't speak! How the market halo effect harms the leaders

Anatoli Colicev*, ESSEC Business School Paris
Arnaud De Bruyn, ESSEC Business School

We propose a framework on how to assess the effect of competing brands' buzz on recommendations. The competitive scenario involves two brands: a category leader and its follower. We argue that leaders can actually harm themselves if the buzz around them is high. This is due to a halo effect present on the market. By using a Vector Autoregressive Model on 367 weeks of data we show the buzz around a leader (Coca-Cola) positively affects brand recommendations of the follower (Dr Pepper). Interestingly the impact of Coca-Cola's buzz is higher on Dr Pepper's recommendations than on Coca-Cola's recommendations.

Volatility spillovers across stock returns and user-generated content

Myrthe Van Dieijen*, Erasmus University Rotterdam - Erasmus School of Economics
Abhishek Borah, University of Washington - Foster School of Business
Gerard Tellis, University of Southern California - Marshall School of Business**,**
Philip Hans Franses, Erasmus University Rotterdam - Erasmus School of Economics

This study examines the interdependence between a company's stock returns and user-generated content (UGC) concerning (the products of) that company. We investigate this by studying the presence of shock and volatility spillover effects between returns and UGC. The daily volume of positive and negative tweets, blog posts, and Google searches are used as measures of UGC. The results show that past shocks and past volatility in the volume of UGC concerning a company significantly influence the riskiness (volatility) of that company's stock. Past shocks in the volume of positive UGC decrease the riskiness of a stock, whereas past shocks in the volume of negative UGC increase the riskiness. Hence, UGC can serve as an indicator of both consumer sentiment and a company's stock performance.

The impact of online healthcare communities on the patient – doctor relationship and attitude

Anne-Françoise Audrain-Pontevia*, University of Quebec in Montreal
Loick Menvielle, Edhec
William Menvielle, UQTR

Abstract: This preliminary research investigates the effects of healthcare information delivered and shared on Internet through online health communities on patients – physicians' relationships and patients' attitude towards their physician. To do so, we surveyed 567 e-health communities' members. Our results highlight that members who frequently visit online health communities have shown a higher trust towards their physician than other members. Additionally, our data enhance that the members suffering from a chronic disease perceive they have a better relationship with their physician and a higher trust towards their physician than the others.

Internal brand management

Chair: **Lars Erling Olsen,** Oslo School of Management

The role of communication in internal brand management

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

Communication is one of the most powerful tools of organizations to affect employees' brand understanding, brand commitment, and brand citizenship behaviour. In particular, the authors investigate the effect of internal and external communication and management behaviour as antecedents of internal brand management (IBM) outcomes. The results of an empirical study in a German service company in the tourism sector indicate that cognitive brand understanding and affective brand commitment have an effect on brand citizenship behaviour. In addition, communication in terms of internal communication usage, external communication congruence, and role modelling of management is an important antecedent of the IBM outcomes.

Serious games as recruiting tool for the millennial generation

Kristina Klein*, University of Cologne
Theresa Groh, University of Cologne

Against the background of demographic change, companies increasingly compete to attract the best potential employees. In this context, young talents of the millennial generation have become the center of attention. They have grown up with digital media and are familiar with digital games, providing the opportunity to use these in a recruitment context. We compare a serious game against a comparable (traditional) job advertisement and find a higher likelihood to apply for a job in the serious game condition depending on respondents' innovativeness. This result indicates that especially innovative applicants might be attracted when using serious games as recruiting tool.

Modeling the relationship between employee-based brand equity (ebbe) and perceived environmental uncertainty (peu) on a firm's performance: a comparative study between the Uk and UAE

Athanasios Poulis*, American University of the Middle East
Zazli (Lily) Wisker, American University of the Middle East
Ioannis Rizomyliotis, University of Brighton
Kleopatra Konstantoulaki, Westminster Business School

This study examines the impact of employee based brand equity (EBBE) and perceived environmental uncertainty PEU (government policy, macroeconomic resources and services, market and demand, competition and internal technology) on firm performance. Data were collected through e-mail surveys from FMCG firms in the UK and UAE. Quantitative data were analyzed using structural equation modeling (SEM). The results suggest that EBBE (brand allegiance, brand endorsement, and brand-consistent behavior), and part of PEU (macroeconomic resources and services, market and demand, and competition) positively affect firm performance. The theoretical and managerial implications as well as limitations and future research are discussed.

The brand champion, a double-edged sword for brand building

Fabienne Berger-Remy*, University of Paris Pantheon-Sorbonne
Géraldine Michel, University of Paris Pantheon-Sorbonne

Employees embodying the brand as much for customers as colleagues are typically qualified as brand champions. However, we know little about this organizational figure. Based on a multiple case study in five business divisions of three companies, the present research shows that brand champions are single individuals situated at an intermediate management level, self-proclaimed, and recognized as such by the rest of the organization. Brand champions display all the characteristics of charismatic authority and have a brand relationship similar to that of consumers described by Fournier (1998).

Sales leadership

Chair: **Paolo Guenzi,** Bocconi University

Sales managers' mental representations of leadership effectiveness: A cross-functional perspective

Felix Weispfenning*, Coburg FH

Sales managers face a specific environment which requires specific leadership behavior in order to adapt firm's resources to external challenges. When selecting their leadership behavior, sales managers use knowledge frameworks that reflect experience in a specific environment (= mental representation). Following a functional perspective, this study explores mental representations of effective leadership of sales and non-sales managers. Cross-functional comparisons show significant differences in terms of managers' perceptions on effective leadership behavior. Empirical results show that leaders from different functions select the same leadership behavior for achieving different objectives. In addition, the results of this study show that leaders from different functions select different leadership behaviors for achieving the same objective.

Effectiveness of sales leadership: A meta-analysis and an assessment of causal effects

Isabella Weispfenning*, Coburg FH
Felix Weispfenning, Coburg FH

Effective sales leadership has a high impact on firms' market and financial performance. Despite a vast amount of empirical studies on effective sales leadership, results on firm-related outcomes such as performance, organizational commitment, and turnover are inconclusive. Hence, the answer to the question of how sales leadership affects organizational effectiveness remains unclear. A framework depicting effects of sales leadership on individual and organizational outcomes was created. The results of the meta-analysis and structural equation modeling indicate that person-focused leadership behaviors contribute stronger to organizational effectiveness than task-focused leadership behaviors. Tests of reciprocal relationships reveal that objective performance is a driver of job satisfaction rather than vice versa. Moreover, salespersons' turnover was found to be positively influenced by person-focused leadership behaviors and objective performance. Overall, a more comprehensive understanding of the effectiveness of sales leadership is provided. The authors conclude with a discussion and implications for future research.

Which competencies for successful commercial executives: Are we missing the real points?

Paolo Guenzi*, Bocconi University
Gabriele Troilo, Bocconi University

Academics should focus on managerially relevant topics. The goal of this research is to identify concepts summarizing sales managers' perceptions about the key success factors in their professional life. Using a convenience sample of 159 commercial executives, we ran a text analysis on statements written by informants. The 7020 words we collected were summarized into 403 concepts, which were then coded and assembled into aggregate dimensions, using the big eight competencies model. Some of the most frequently cited concepts in our study have never ("Passion", "Curiosity" and "Courage") or seldom ("Optimism", "Creativity") been analyzed as key constructs in sales-related literature. Based on these findings, we suggest avenues for future, innovative and relevant research.

Trying to keep you: fostering long term service relationships

Chair: **Sara Leroi-Werelds,** Hasselt University

"feeling delightful" versus "feeling connected": Why service firms should stop focusing on delighting customers, and start befriending them

Jake An*, The University of new South Wales
Liem Ngo, The University of new South Wales
Mathew Chylinski, The University of new South Wales

This study is motivated by the inconsistency of findings of the impact of customer delight on loyalty in a services context. The authors seek to reconcile the conflicting advices regarding customer delight by developing a framework that incorporates human connections and relationships. A broader but parsimonious view of the effect of customers' emotions on loyalty is illustrated using empirical data in the educational services context. The results offer guidance for service firms on how the strategy of delighting customers can be best implemented to enhance loyalty by shifting the focus from delighting customers to connecting customers.

Understanding the boomerang effect of articulating word of mouth on the communicator's own commitment and loyalty

Rahul Chawdhary*, Kingston University / Kingston Business School
Dr. Francesca Dall' Olmo Riley, Kingston University

Little research has examined the impact of articulating WOM on the communicator; a key participant in any WOM communication dyad. This paper contributes to the WOM literature by investigating the impact of articulating positive and negative WOM on the communicator's commitment and loyalty to the focal services firm. Scenario-based experimental research design is used to test the model. Results suggest that articulation of P-WOM and N-WOM can impact the communicator's affective commitment. However, there is a differential impact of P-WOM and N-WOM on the communicator's loyalty. N-WOM impacts the loyalty of the communicator both directly and via affective commitment, whilst P-WOM impacts the communicator's loyalty only indirectly via affective commitment.

Going beyond the service exchange: Investigating an engagement platform for customer learning

Sara Leroi-Werelds*, Hasselt University
Sandra Streukens, Hasselt University

Current service research emphasizes that a pressing new challenge for firms is to support customer learning. This study examines engagement platforms for customer learning. Given the voluntary nature of these platforms, their effectiveness strongly depends on customers' willingness to engage. A conceptual model is presented that discerns between an economic and social route to engagement. Preliminary qualitative findings confirm the existence of these two routes. A large scale quantitative study will be conducted to test the hypothesized relationships. Besides an in-depth theoretical understanding of engagement platforms for customer learning, our study offers practical implications for the effectiveness of such platforms.

Sustainable consumption 1

Chair: **Natalina Zlavetska,** Bond University

The moderating effect of product category type on consumer reactions towards health warnings

Catharina Strahl*, Hamburg University
Isabel Victoria Villeda, Hamburg University
Oliver Schnittka, University of Southern Denmark
Henrik Sattler, Hamburg University

The implementation of health warnings on potentially harmful products has soared over the last years. Prior research has focused on consumer reactions towards health warnings in product categories of rather obvious health risk of consumption such as tobacco and alcohol. This paper is first to empirically analyse consumer reactions to health warnings for product categories that differ in the perceived health risk of consumption (unhealthy foods vs. alcohol). The results reveal that consumers show higher levels of reactance towards marketing regulations for product categories of low health risk of consumption.

The negative footprint illusion - Perceptual bias in sustainable consumption

Karen Gorissen*, Ghent University
Bert Weijters, Ghent University

In an attempt to encourage consumers to make more sustainable choices, various measures and labels are developed. However, as long as the perceptual biases of consumers are not considered, these initiatives are not sufficient and may unintentionally pave the way for green-washing. We show that while adding a low-footprint to a high-footprint option necessarily increases the total footprint, consumers erroneously believe that this combination decreases the total environmental impact. This misperception is referred to as the negative footprint illusion. This research contributes to our understanding of how consumers deal with sustainability information and which perceptual biases occur in this process.

Can container size help reduce obesity? A meta analysis of the effect of container size on consumption

Stephen Holden*, Bond University
Natalina Zlatevska, Bond University
Chris Dubelaar, Bond University

To curb consumption volume, consumers are often advised to reduce the size of the plate or bowl that the food is served in. While the portion-size effect is unequivocal, the effect that the size of the container has on consumption is less clear. The present research used a meta-analysis to quantify the effect of container size on amount consumed. We find that changes in the size of the plate has no effect on consumption, however, a doubling of the size of the container volume (bowl or package size) results in a 57% increase in consumption.

General marketing journals

Chair: **Lien Lamey,** KU Leuven

In this session, each editor or representative will explain the mission, editorial process, recent submission trends, and other topics of interest for scholars looking to publish their work in their journal. The aim of the session is to help prospective authors understand what it takes to be published in each journal, and why papers get rejected. There will be extensive opportunity for Q&A.

Journal of Marketing

V. Kumar, Georgia State University

Journal of Marketing Research

Speaker to be announced.

International Journal of Research in Marketing

Eitan Muller, Leonard N. Stern School of Business

Jacob Goldenberg, IDC Herzliya & Columbia University

Roland Rust, University of Maryland

Marketing Science

Christophe Van den Bulte, University of Pennsylvania, Wharton School

European Journal of Marketing

Nick Lee, Aston University

Getting Europe into the Turk: conducting high-quality research using Amazon mechanical Turk samples

Chair: **Gabriele Paolacci,** Erasmus University Rotterdam

Crowdsourcing marketplaces, and in particular Amazon Mechanical Turk (MTurk), have revolutionized how marketing researchers in Europe and in the world collect data from human participants. In this workshop, I will explain the basics of MTurk as a data collection tool and address the challenges of crowdsourcing survey and experimental research. Workshop attendants can post questions in advance on social media using the hashtag #mturkEMAC, and via email. These questions will serve as a starting point for a discussion on crowdsourcing data collection that will involve all workshop participants.

Impact of age on consumer behavior: new evidence on the mediating role of cognitive variables

Chair: **Gilles Laurent,** INSEEC Business School Paris

Three experiments and a critical incident study analyze the impact of chronological age on consumer behavior from different angles, but with a common focus on cognitive mediators. What is the influence of aging on the visual scanning (assessed by eye tracking) and memorization of FMCG packages? How do memory and emotions (assessed by psychophysiological measures) interact to mediate the nostalgic effect of consumer age on the evaluation of old vs. recent stimuli? How does priming old consumers with stereotypes of old age impact the quality of their decision making? How should food retailing environments be adapted to ageing consumer groups?

Influence of aging on visual scanning and memorization of fast-moving consumer good packaging

Morgane Minvielle*, University of Rennes 1,
Sophie Lacoste-Badie, University of Rennes 1
Olivier Droulers, University of Rennes 1
Gilles Laurent, INSEEC Business School Paris

When memory and emotions interact as mediators of “nostalgic” assessments: A study using psychophysiological measures

Raphaëlle Lambert-Pandraud*, ESCP Europe,
Bernard Gourvennec, Telecom Bretagne,
Gilles Laurent, INSEEC Business School Paris
Lydie Belaud, Université de Lorraine Metz,

My dearest Walter – Age stereotypes in marketing

Andrea Groeppel-Klein, Saarland University, Saarbrücken

Does ageing change the marketplace – Empirical evidence from U.S. and Europe

Robert Zniva*, Vienna University of Economics and Business
Eva Lienbacher, Vienna University of Economics and Business
Peter Schnedlitz, Vienna University of Economics and Business

Quantifying the long-term benefits of strategic action

Chair: **Koen Pauwels,** Özyeğin University & University of Groningen

Marketing is not just about tactics such as price promotions; it also concerns strategic action such as new product launch, competitive response and adjusting advertising to the business cycle. This session brings together three papers that quantify the long-term consequences of such strategic action using modern time series techniques such as spectral analysis, structural vector autoregression and vector error correction. You will learn how marketing a new green product increases the umbrella brand's equity and its brown product sales, why advertising should break versus ride seasonal business cycle waves, and how managers can use personal selling to deter competitive attacks.

Competitive reactions to personal selling: The difference between strategic and tactical actions

Niels Holtrop*, University of Groningen
Jaap E. Wierenga, University of Groningen
Maarten Gijsenberg, University of Groningen
Philip Stern, Exeter Business School

Going green to sell brown? Quantifying the spill-over of green products on consumer attitudes and purchase of brands under the same umbrella

Başar Özcan*, Özyeğin University
Koen Pauwels, Özyeğin University & University of Groningen

Riding or breaking the waves? Long-term consequences of seasonal volatility in advertising and pricing decisions

Maarten Gijsenberg, University of Groningen

Sports sponsorship as a consumer relationship

Chairs: **Darin W. White,** Samford University
Simon Chadwick, Coventry University Business School

The importance of understanding the sports sponsorship platform as a means of accomplishing consumer marketing objectives cannot be overstated. IEG projects $40.4 billion in global sports sponsorship spending in 2014, up $8.8 billion over the past five years, and more than double what it was a decade ago. Global marketers have increased overall sponsorship spending to 23% of their budgets (compared to 16% a decade ago). This special session examines various ways that sponsors establish, activate and evaluate sponsorship programs from a consumer perspective.

Cosmopolitan consumer behavior: Exploring football supporters' awareness, interests, and motivations around the FIFA World Cup

Cheri Bradish*, Ryerson University, Canada
Nicholas Burton, Ryerson University, Canada
Melanie Dempsey, Ryerson University, Canada

The fine line of sponsorship activation: An experimental investigation about design factors of sales-driven sponsorship activations

Jan Dreisbach*, Technische Universität Braunschweig
David M. Woisetschläger, Technische Universität Braunschweig
Christof Backhaus, Newcastle University Business School

How brands establish associations with sport events

Reinhard Grohs*, Private University Seeburg Castle
Elisabeth Wolfsteiner, University of Vienna

What is my sponsorship worth? An attitudinal approach to determining sponsorship ROI

David Nickell, University of West Georgia

Fashion and cultural marketing

Chair: **Eunju Ko,** Yonsei University

Consumer confusion and coping behavior in a multi-channel environment: Focusing on sports fashion lifestyle

Kyu Seok Han, Yonsei University
Eunha Chun, Yonsei University
Eunju Ko, Yonsei University

Recently, more and more consumers are becoming multi-channel shoppers. The diffusion of multi-retail channel is rapidly expanding by the development of internet technology, bringing increasing amounts of decision relevant information in the purchasing environment, and also the potential for more consumer confusion. Still, empirical research on consumer confusion and coping behaviors during the information searching process related to sports fashion industry is fairly inadequate. The purposes of this study are 1) to empirically investigate the effects of information search types on consumer confusion and coping behavior in a multi-channel environment, and 2) to examine group differences for sports fashion lifestyle in relationships between consumer confusion and coping behavior.

Questioning the 'one size fits all' approach to cultural advertising: Investigating between and within cultural variations in information processing styles

Benjamin Voyer, ESCP Europe
Ann-Kristin Rhode, ESCP Europe

Cross-cultural research suggests that consumers' perception of advertising varies across cultures. Previous research found that East Asians pay more attention to contextual information than Westerners do. The present research challenges the assumption of a unified pan-Asian holistic attentional bias, by investigating intra-Asian differences. While Chinese and Korean participants both reported more contextual information than English participants in a picture description task, Koreans provided significantly more contextual information in their descriptions than Chinese. The findings suggest that the development and implementation of international advertising strategies for specific geographic regions, such as East Asia, might be problematic due to variations between culturally related countries that are usually grouped together.

Luxury or necessity? Inclarity still exists

Taylan Ürkmez, University of Kassel
Ralf Wagner, University of Kassel

Luxury is a relative feature of goods and services. Despite the many empirical studies that have been conducted, marketing scholars have not agreed on a common definition or interpretation of the term 'luxury' so far. This deficit causes improper interpretations and, thus, evokes a kind of growing conceptual confusion. Additionally, the increasing interest in luxury in recent years has contributed unintentionally to the ambiguity of the term. Advertising agencies consciously or unconsciously aim to take advantage of the confusion around the concept and propose the 'attribute' of luxury for all kinds of trading up purposes. This article aims to contribute to a clarification of the concept of luxury by going deep into the relativity of this attribute and the related characteristics of luxury products. We present a scheme summarizing previous conceptual contributions.

The nexus of advertising and WOM: experience, satisfaction and conversation

Chair: **Matteo De Angelis,** Luiss University

How do multi-touchpoint experience affect consumer satisfaction and behavior: a real-time experience tracking approach

Jing Li*, Eindhoven University of Technology
Umut Konus, University of Amsterdam
Emma Macdonald, Cranfield University
Hugh Wilson, Cranfield University
Fred Langerak, Eindhoven University of Technology

A customer experiences various touchpoints during the shopping trip with a brand, (i.e., traditional advertising, online and WOMs). However, it is still unknown how satisfaction and behavior are affected by customers' instant touchpoint experiences during the shopping process. Therefore we investigate the effects of holistic and real-time touchpoint experiences on satisfaction, and the instant impacts of multiple touchpoints on customer shopping and WOM over time. We apply a new real-time experience tracking method to track experiences from various touchpoints, incl. mass media, direct channels, store, online, publicity and WOM. Our results reveal that the effect of customers' touchpoint experiences on satisfaction mainly comes from the valences of touchpoints, and not from their volumes. And these effects vary across touchpoints' types and categories.

How everyday conversation promotes wom-marketing campaign reach: a mixed methods investigation

Lars Groeger*, Macquarie University / Graduate School of Management
Francis Buttle, Macquarie Graduate School of Management

Word-of-mouth marketing agencies typically report campaign results in terms of the numbers of people receiving the brand message from campaign participants. These reports say nothing about the types of conversation in which the WOMM message is embedded. Using a custom-developed Facebook app and Social Network Analysis we reveal that half of offline campaign-related conversations are deliberately initiated by the campaign participant and half emerge in everyday conversation. Implications for agencies and clients are explored.

How and why audience's expertise shapes word-of-mouth valence

Matteo De Angelis*, Luiss University
Jonah Berger, Wharton School - University of Pennsylvania
Chezy Ofir, The Hebrew University of Jerusalem

Consumers often craft their WOM messages to the audience they talk to. We investigate one relevant but overlooked dimension of WOM audience, i.e., its expertise on the topic the conversation is about. In particular, we focus on how audience's expertise shapes WOM valence. In two experiments we show that individuals are more likely to share negative rather than positive WOM with expert audiences, while they are more likely to share positive rather than negative WOM with less expert audiences. We argue and show that this interaction between audience's expertise and WOM valence is explained by consumer's desire to appear competent.

My generation

Chair: **Dieneke Van De Sompel,** Ghent University

Symbolic & aesthetic aspects of Laskar Pelangi movie (Rainbow Warriors): an exploratory study

Bernardinus M. Purwanto*, Gadjah Mada University
Lukman Aroean, Bournemouth University
Widya Paramita, Gadjah Mada University
Rokhima Rostiani, Gadjah Mada University

The paper investigates symbolic and aesthetic meanings of Laskar Pelangi (Rainbow Warriors), an internationally recognized movie, using ZMET method over fourteen university students who have watched it. Four themes rich witch symbolic and aesthetic values have emerged explicating how the movie has won her viewers' heart. The first unveils the secret power of poverty in generating dream that energizes action for success. The second distinguishes how happiness differs from success, whereas happiness is related to religious and naturalistic perspective, something that is easily overlooked from success nowadays. The third is concerned with the purity of romance, which is getting less common in modern movies and implies a latent desire of romantic image of Indonesian young people. The last signifies education that enables dream to success.

"You always learn better by watching someone else doing something": Consumer e-learning processes and (boundary) conditions of use

Nadia Steils*, University of Namur
Alain Decrop, University of Namur
Dominique Crié, IAE Lille

This research provides evidence for the usefulness and the boundary conditions of consumer e-learning as a marketing tool in consumption situations through the understanding of consumers' e-learning processes. Using thematic and trace analysis on a multi-method data collection (i.e. extant e-learning courses, in-depth interviews and non-participant observations), emerging findings give light on customized and iterative e-learning processes in which self-directedness is driven by consumers' initial motivation (learnability vs. usability) and cognitive capacities. We provide evidence for the interplay between internal and external factors and find that consumer e-learning offered by brands is most demanded and credible in direct post-purchase situations.

Playing by the book. Identifying determinants of children's play behaviour and subsequent toy preferences

Dieneke Van De Sompel*, Ghent University
Iris Vermeir, Ghent University

There is only a limited amount of research that looks at interdisciplinary insights across the domains of consumer behaviour and child development. With four studies, this paper attempts to fill this gap and distinguishes between two types of play behaviour, replicating and originating (study 1) that relate to the concept of constrained creative experiences, identifies situations in which these play types occur (study 2), goes into the determinants for the preference for both play types (study 3) and shows that both play types can lead to children's consumer preferences (study 4).

Narrative pace control practices in the digital age: how do people consume television (tv) series?

Stephanie Feiereisen*, Cass Business School – City University London
Dina Rasolofoarison, Aston Business School, Aston University
Cristel Russell, Kogod School of Business, American University Washington D.C.
Hope Jensen Schau, Eller College of Management, University of Arizona

Digital devices are profoundly changing the way individuals consume media entertainment, and in particular television (TV). Our research contributes to prior work on narratology and narrative processing by advancing a more comprehensive theorization of narrative pacing when control is in the hands of story receivers as opposed to storytellers. Using the empirical context of TV series viewing, we draw on in-depth interviews to uncover 1) consumer narrative pace control practices along the dimensions of narrative speed (acceleration vs. deceleration) and narrative locus (within vs. between episodes) and 2) the factors that drive the adoption of such practices, including the countervailing forces of narrative satiation and need for closure, as well as curiosity and enjoyment of mystery.

Price tag

Chair : **Bert Weijters,** Ghent University

The denomination-spending mismatching effect: when the magnitudes do not match, it feels more painful

Yi Li*, Groupe HEC, Graduate Business School

Prior research on behavioral pricing has been investigating the influence of payment method on purchase decisions. The current study is interested in a finding that consumers are reluctant to use large denominations (i.e., $100 bill) to pay for small purchases. Extending this finding, we propose that consumers are also reluctant to use small denominations (i.e., $20 bill) to pay for large purchases. Moreover, in two experiments, we show that when the magnitude of the denomination mismatches the magnitude of the purchase, it increases the pain of paying associated with the purchase. We term it "denomination-spending mismatching effect".

Muscular male employees make men spend more money

Tobias Otterbring*, Karlstad University
Nancy J. Sirianni, Northeastern University
Christine Ringler, Rutgers University
Anders Gustafsson, Karlstad University

This research shows that muscular male employees motivate men to spend more money. Study 1 illustrates that both men and women believe that such athletic-looking employees should have a stronger positive influence on female customers' purchase behavior. Study 2 demonstrates that this lay theory is directly contradictory to customers' actual purchase behavior: The presence (vs. absence) of a muscular male employee increases money spent in-store for male customers, but decreases the amount spent for female customers. Study 3 shows that this effect is mitigated if the employee is non-muscular, and only applies to conspicuous, but not inconspicuous, products.

Money and shape preference: an impression management mechanism

Yuwei Jiang*, The Hong Kong Polytechnic University
Lei Su, Hong Kong Baptist University
Rui (Juliet) Zhu, Cheung Kong Graduation School of Business

This research examines the effects of financial resources on product shape preference. Specifically, five studies show that consumers who had higher monthly income or perceived themselves having more financial resources exhibited more favorable attitude towards angular-shaped products, compared with their relatively poorer peers. This effect is mediated by a heightened desire for competence among more financially-resourceful consumers, and moderated by whether the product was believed to be used in public or private occasions. These results are consistent with an impression management account of consumer behavior.

Generic price terms and their negations: why cheap isn't the same as not expensive

Bert Weijters*, Ghent University
Elke Cabooter, IESEG (LEM CNRS-8179)
Hans Baumgartner, Smeal College of Business at The Pennsylvania State University
Kristof Geskens, Medialaan

Generic price terms (cheap, not expensive, not cheap, expensive) are ubiquitous in marketing (e.g., in online customer reviews), but it is unclear how consumers interpret these terms. Drawing on psycholinguistic theorizing, we demonstrate that, generally, not cheap is equivalent to expensive, whereas not expensive is associated with higher prices than cheap. This asymmetry is due to consumers' preference for lower prices and the fact that the negation of a positive adjective (cheap) has negative valence, whereas the negation of a negative adjective (expensive) has more neutral valence. When higher prices are desired, not expensive is equivalent to cheap, whereas not cheap is associated with lower prices than expensive.

Facets of globalization

Chair: **Adamantios Diamantopoulos,** Vienna University

Predicting global brand ownership: an empirical investigation of positive consumer dispositions towards globality

Fabian Bartsch*, Vienna University
Adamantios Diamantopoulos, Vienna University

This paper investigates the predictive validity of several positive consumer dispositions towards globality on global-domestic and global-foreign brand ownership. Based on two studies of US consumers, results show that several dispositions conceptually and empirically overlap and that their predictive validity is limited at best. These surprising findings have several implications for understanding how dispositions towards globality impact global brand purchase behavior.

How product category shapes preferences towards global and local brands: the role of decision justifiability and normative expectations

Vasileios Davvetas*, Vienna University
Adamantios Diamantopoulos, Vienna University

This paper investigates the role of product category on global and local brand preference. The authors develop a short scale to measure consumer perceptions of global brand superiority within a product category and, drawing on global branding literature, propose a set of drivers and consequences. An empirical study subsequently tests these propositions by exposing consumers to (fictitious) global and local brand stimuli across five product categories. Results show that consumers perceive global brands as superior in utilitarian (vs. hedonic) and publicly (vs. privately) used product classes. Furthermore, superiority perceptions strengthen behavioral intentions towards global brands, by making global brand purchases more justifiable and weaken behavioral intentions towards local brands by making local brand purchases less normatively expected. Implications for theory and practice are discussed and future research directions identified.

Does being global pay off? An analysis of leading mncs in India, Japan, and The United States

Johannes Hirschmann, Trier University
Bernhard Swoboda, Trier University

While multinationals are increasingly forced to adapted offered value in foreign markets little is known whether they can use their advantage of being global and how consumer perceptions of global corporations drives their behavior. To expand on this issue, this study utilizes consumer data from India, Japan, and the U.S.A. regarding the evaluation of leading foreign and domestic multinationals. Results show that perceived brand globalness only enhances loyalty by affecting consumers' functional and psychological value. These value creation routes change according to firms' origin but also differ between countries. Further insights follow from segmenting consumers concerning their level of ethnocentrism.

WEDNESDAY

Marketing education

Chair: **Suzanne C. Beckmann,** Copenhagen Business School

Pedagogical principles in online teaching: opportunities and challenges

Suzanne C. Beckmann*, Copenhagen Business School
Thyra Uth Thomsen, Copenhagen Business School / Department of Marketing
Sylvia Von Wallpach, Copenhagen Business School / Department of Marketing

In this paper, we describe the distinct features of fully online courses, explain their rationale and usefulness within a diverse offer of courses and corresponding teaching methods in undergraduate and graduate university study programmes. We then discuss opportunities and challenges in light of the seven pedagogical principles that govern the teaching at our university. We also present a case study that illustrates how both opportunities and challenges were met in two "first-mover" fully online courses during Fall 2014. The experiences from this case study are discussed in terms of to what extent they met the pedagogical principles and observations unrelated to the pedagogical principle are shared.

Explaining continuance intention in online education: a composite view

Gisela Ammetller*, Universitat Oberta de Catalunya
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Student's continuance is a major goal in online higher education. We investigate how the student's state of flow, their feeling of telepresence, and their perceptions about two fundamental components of online education environments (professor attitude, didactic resource quality), trigger continuance intention in online education. We design a composite theoretical model, and we validate it with a large sample of online university students. The results offer strong support to our theoretical model, and suggest that professor attitude and didactic resource quality are connected with continuance intention, throught the mediating link of student's perceptions and subjective experiencies in the online environment.

Non-response bias and future response behavior in sets

Liane (J.A.) Voerman*, University of Groningen / Faculty of Economics & Business
Mieke K. Schuurman, University of Groningen / Faculty of Economics & Business

This study aims to assess the non-response bias in Student Evaluations of Teaching (SETs) and to find indicators of future response behavior. The results show that students who always, sometimes, or never fill in SETs do differ significantly in their perception of survey design characteristics, and in their demographics, attitudes and behavior. Yet, these differences barely lead to a non-response bias in the course ratings, implying that official SETs can be a useful tool, even if the response rates are selective. Next, using the Theory of Planned Behavior, we find that normative beliefs, i.e. social norm and moral obligation, strongly indicate future response behavior. Besides, attitudes concerning course quality, the faculty, and SETs are significant indicators, as well as the perceived behavioral control measured by perceived survey length.

Negotiations – a blank spot in marketing education? An empirical analysis of negotiation teaching

Markus Voeth*, University of Hohenheim
Uta Herbst, University of Potsdam / Negotiation Academy Potsdam
Aline Lenzing, University of Hohenheim / Chair of Marketing & Business Development, **Sarah Stief,** University of Hohenheim / Chair of Marketing & Business Development

Negotiation skills are of prime importance for marketing and sales representatives. Therefore, the question arises if marketing teaching is an essential part of marketing education as well. Knowledge concerning this question is lacking but greatly needed. This paper contributes to closing this gap by applying two descriptive studies that analyze the status quo of marketing education concerning negotiations. We analyzed the curriculums of 73 universities showing that only few of them consider negotiation teaching. However, a survey with 342 practitioners demonstrates the importance and necessity of negotiation teaching. In addition, it revealed that only a minority receives adequate negotiation education. Hence, marketing education with regards to negotiation needs to be improved. The current paper suggests possible starting points.

People matter!

Chair: **Alexander Leischnig,** University of Bamberg

The chief marketing officer matters!

Frank Germann*, University of Notre Dame
Peter Ebbes, HEC Paris
Rajdeep Grewal, University of North Carolina at Chapel Hill

Marketing academics and practitioners alike remain unconvinced about the Chief Marketing Officer's (CMO's) performance implications. While some propose that firms benefit financially from having a CMO on board, others conclude that the CMO has little or no effect on firm performance. Accordingly, strong calls for additional academic research regarding the CMO's performance implications exist. We respond to these calls and, employing various model specifications and studying up to 155 publically traded firms over 12 years (i.e., 2000 – 2011), find that firms can indeed expect to benefit financially from having a CMO at the strategy table. Both marketing academics and practitioners should be intrigued by this finding given the existing uncertainty surrounding the CMO's performance implications.

Middle management's role clarity in marketing strategy change: the moderating effect of management trainings

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Carla Thaper, University of St. Gallen
Dennis Herhausen, University of St. Gallen
Marcus Schögel, University of St. Gallen

Recent studies show that the middle management's role clarity increases the success of a marketing strategy change. However, scholars have neglected the antecedents of role clarity. Thus, we investigate how firms can strengthen the role clarity of middle managers during a marketing strategy change. Based on a framework derived from qualitative interviews and observations, a survey among 116 middle managers shows that an increase in leader-member exchange and strategy commitment leads to an increase in role clarity. These effects are stronger if middle managers receive marketing trainings about the new strategy. Hence, firms might invest in trainings to foster the effect of leader-member exchange and strategy commitment on role clarity during a marketing strategy change.

A Configurational Perspective Of The Marketing Function

Alexander Leischnig*, University of Bamberg
Catherine Pardo, EMLYON Business School
Bjoern Ivens, University of Bamberg
Stephan Henneberg, Queen Mary University of London

Extant research has suggested several factors that companies should consider when organizing their marketing efforts. However, companies typically face resource constraints and diverse environmental situations. This article adopts a configurational perspective on the marketing function and links dimensions of marketing organization with environmental factors. The authors examine how structural and functional characteristics of the marketing function combine into configurations for superior effectiveness and efficiency. The results from a fuzzy set qualitative comparative analysis (fsQCA) indicate the existence of alternative, equifinal configurations of factors for achieving marketing effectiveness and efficiency. These configurations differ to the extent to which structural and functional factors are present, and markets are characterized by frequent changes.

Conjoint models

Chair: **Felix Eggers,** University of Groningen

Separating the wheat from the chaff? - Analyzing the impact of respondents' cognitive abilities on predictive validity in conjoint studies

Philip Sipos*, University of Hohenheim
Markus Voeth, University of Hohenheim
Jennifer Onat, University of Hohenheim

While popular, conjoint analysis is a cognitively laborious methodology. The required cognitive effort depends on task complexity. If respondents differed in their ability to cope with task complexity and their suitability as study participants, pre-screening for participation suitability and pre-selection could improve study results. This choice-based conjoint study investigates the impact of respondents' cognitive abilities on predictive validity in the context of varying degrees of task complexity. It tests cognitive ability as a selection criterion to distinguish between low and high-performing respondents in terms of predictive validity. Results indicate that high cognitive abilities are desirable when task complexity is high; thus, pre-selecting respondents and screening their participation suitability deserve further attention in marketing research and practice.

What fuel-types to offer in a car line-up? A differential evolution approach

Charalampos Saridakis*, University of Leeds
Stelios Tsafarakis, Technical University of Crete

Although environmental concern is on the rise across Europe, current market data indicate that adoption rates of environmentally friendly vehicles remain extremely low. Against this background, the aim of this paper is to a) assess preferences of European consumers for clean-fuel cars and their characteristics and b) design car lines that optimize the combination of fuel types among models in the line-up. In this direction, the authors introduce a new evolutionary mechanism and implement it to stated-preference data derived from a large-scale choice-based conjoint experiment that measures consumer preferences for various factors affecting clean-fuel vehicle (CFV) adoption. The proposed two-step methodology provides interesting insights into how new and existing fuel-types can be combined in a car line that maximizes customer satisfaction.

The number of choice sets in conjoint choice experiments: an analysis of willingness-to-respond

Felix Eggers*, University of Groningen

A weakness of analyzing choices in conjoint analysis is that choosing an alternative from a set of products conveys less information than, e.g., rating each one of them so that a robust estimation requires a multitude of choices. However, little is known about how many choice sets can be established without invoking respondent fatigue. The presented study examines this research question with a procedure in which answering choice sets is voluntary. The number of sets answered then serves as an indicator of respondents' willingness-to-respond (WTR). The voluntary procedure is applied to an experiment with a 3 x 3 between-subjects design that varies the number of stimuli per task and the number of attributes per stimulus. The results identify drivers of WTR and provide a benchmark for the number of choice sets that are acceptable to consumers.

Opinion leaders and seekers

Chair: **Vijay Viswanathan,** Northwestern University

Modeling the dynamics of virality: A nonlinear state-space specification tested on Youtube video ads

Yanwei Zhang*, University of Southern California
Gerard Tellis, USC

The diffusion of digital information products is characterized by fast spread and with intense competition from rival products. We employ a nonlinear state-space model that captures many distinct features of the adoption of a new digital information product. Our empirical application to the hourly views of YouTube video ads obtains several new findings. Notably, the speed of diffusion is very fast, where most video ads completely diffuse within the first three weeks. The estimated innovation and imitation coefficients of a modified Bass model are much smaller than those of durable goods. Viral video ads have a larger imitation coefficient, smaller innovation coefficient, higher peak, slower wearin, and faster wearout than non-viral ads. Moreover, the hourly-level diffusion exhibits strong intra-day seasonality, with higher views after noon than before noon and a peak around 4-6 PM Pacific Time. Further, our model estimates that one share generates about 1.4 views, which corresponds to $0.04.

Electronic word of behavior: the mediating role of social media in disclosing otherwise non-observable product-related behavior

Katrine Kunst*, Copenhagen Business School

It is widely recognized that the transition from Word-of-mouth (WOM) to electronic word-of-mouth (eWOM) allows for a wider and faster spread of information. However, little attention has been given to how digital channels expand the types of information consumers share. In this paper, we argue that recent years have seen a social media-facilitated move from opinion-centric eWOM (e.g. reviews) to behavior-centric (e.g. information about friends' music consumption on Spotify). A review of the concepts of WOM and eWOM and a netnographic study reveal that the current definitions and understandings of the concepts do not capture this new kind of consumer-to-consumer information transfer about products and services. Consequently, we suggest an extension of those concepts: Electronic Word of Behavior.

The characteristics and information search behavior of opinion leaders and opinion seekers

Vijay Viswanathan*, Northwestern University
Mototaka Sakashita, Keio University

This study attempts to understand the nature of information e., product or promotion related, that opinion leaders and

opinion seekers consume from a company's brand website. The study first understands their characteristics and then analyses whether there are significant differences in these segments search behavior. Using a combination of clickstream and trait data provided by a popular sports nutrition firm in Japan, the study finds that while opinion leaders do not view product related content, those with high brand commitment view more promotional related content. Conversely, opinion seekers do not view promotional related content, those with high brand commitment view more product related content. The study provides managers with a better understanding of how different segments consume different content.

i.

How consumers process prices

Chair: **Marc Vanhuele,** HEC Paris

Keeping track of in-store spending: the role of computational strategy switching and price simplification

Marc Vanhuele*, Groupe HEC
Tatiana Sokolova, HEC Paris

Staying within available budgets and monitoring expenses while shopping are critical for many consumers, yet little is known about the process of total basket price estimation. Two studies show that computational strategy switching is prevalent in basket price estimation and that switching between dissimilar strategies reduces accuracy (Studies 1 and 2). Furthermore, a field study (Study 3) shows that when relying on a single rule, consumers are better off using exact addition for baskets with fewer items, but are better off using simplification strategies for baskets with many products. This research offers actionable recommendations for budget-constrained consumers.

It's all relative? The effect of number format on relative thinking in numerical judgments

Tatiana Sokolova*, HEC Paris

To process numerical information consumers can focus on relative or absolute magnitudes and should choose between relative and absolute thinking. In this paper we argue that consumers' tendency to rely on relative (versus absolute) thinking will depend on the format of the numbers being evaluated. Two studies indicate that relative thinking becomes weaker for multi-digit numbers (Study 1) and decimals (Study 2) since such numbers are not automatically converted into mental quantity representations underlying relative thinking. This research contributes to behavioral economics and numerical cognition research and offers practical implications for managers and policy makers.

Keep it simple – how retailers can use round prices to increase convenience

Anika Kolberg*, Ruhr-University Bochum
Laura Schons, Ruhr-University Bochum
Jan Wieseke, Ruhr-University Bochum

Retailers are increasingly using round prices. While this is at odds with the belief in the superiority of just-below prices, conclusive evidence on the effectiveness of price endings is missing. Addressing this void, this paper presents four studies revealing the central role of convenience in the context of price endings: Consumers perceive round prices as more convenient due to their high cognitive accessibility. Accordingly, round prices prove to be advantageous if purchase situations or customers' preferences foster the importance of convenience. Challenging traditional marketing beliefs, this study shows that retailers can use round prices to respond to customers' convenience consciousness.

Product and brand management

Chair: **Peter Jarnebrant,** BI Norwegian Business School

Hunting for brands, browsing for private label: understanding the customer's path to online purchase

Marius Rosenberg*, RWTH Aachen University

Clickstream analysis is a powerful tool to analyze online in-store search behavior of customers. The growing literature on clickstream analysis strongly focuses on differentiating between different types of customers, thus neglecting the product as the subject of interest. In contrast, this study sheds light on the question how people search for brands by analyzing the browsing behavior including the use of recommendation systems and "last-seen" categories. Using clickstream and transaction data from a major European e-commerce platform we contrast the search behavior for branded and private label products and initial analyses find significant differences in browsing behavior based on the product type and the product category.

Towards a typology of consumer–brand interactions on Facebook

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Azar Salim, Cergy-Pontoise University and THEMA Research Center
Leonor Vacas-De-Carvalho, CEFAGE and Escola de Ciências Sociais, Universidade de Évora
Ana Mendes, School of Economics and Management, Unversidade Católica Portuguesa
Susana Silva, School of Economics and Management and CEGE, Unversidade Católica Portuguesa (Porto)

Facebook has become a key player in branding activities. However empirical research on consumer–brand interaction on Facebook is still in its infancy. The aim of this research is to provide additional insights to brand managers on how to increase consumers' interaction with brands on Facebook. We develop a new typology of consumers based on consumer motivations to interact with brands on Facebook and explore these interactions. Building on the five motivations that influence consumers' interactions, a classification using clustering techniques reveals four different groups of consumers: "brand detached", "brand profiteers", "brand companions" and "brand reliants". Our results provide valuable insights, assisting brand managers in developing strategies for effectively reaching the most desirable groups of consumers.

The effects of (in)congruent package colors on emotions, attitude, product quality perceptions and purchase intention

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Romana Puchegger, University of Applied Sciences Burgenland

Despite the relevance of product packaging for product success, literature on the influence of package color on consumer behavior is scarce. Studies in related research fields indicate that congruity perceptions determine to a large extent consumer responses. In line with this argumentation, the current research investigates the influence of small deviation from product category color norms on consumer response variables. Drawing on processing fluency and categorization theory, a conceptual framework is developed which is tested by an online experiment. Results from MANOVAs and path analysis reveal that even small deviations from product category color norms result in moderate incongruity perceptions, that decreases favorable attitude, perceived product quality and purchase intention. This relationship is mediated by skepticism and interest.

Challenge your customer! When atypical package designs make meaning

Nathalie Fleck*, University of Maine
Virginie Maille, Skema Business School-Univeristé de Lille, Mercur Research Center

While a rich body of research investigated how atypical product or package designs are perceived, the impact of such designs on the product evaluation has been much less studied. Moreover, the results from this past research look somehow contradictory. As typicality is a particular kind of congruence between a product and its category, we propose to throw another light on the topic by considering the literature dedicated to the effect of congruence. Thanks to two studies, we show that product evaluations are more favorable (1) for relevant-atypical package designs compared to irrelevant-atypical or typical ones and (2) for irrelevant-atypical package designs compared to typical ones.

Customer engagement

Chair: **Christian Brock,** Rostock University

Customer value anticipation, loyalty and word-of-mouth – a cross-cultural study

Matthias Rüfenacht*, University of St. Gallen
Philipp Hendrik Steiner, University of St. Gallen
Tobias Schlager, University of St. Gallen
Peter Maas, University of St. Gallen

Fierce global competition urges the requirement for companies to excel. As an effective strategic rationale, the customer value (CV) concept has been considered by researchers and practitioners alike. In this paper we relate the perceived customer value anticipation (CVA) to loyalty and favorable word-of-mouth (WOM) in an international service environment. Further, we investigate the process by mediation analysis, finding cognitive and conative loyalty as pivotal constructs. By including power distance (PD) as a moderator we delineate the effect of cross-cultural differences regarding our proposed framework. We find PD amplifying the indirect effect of CVA on WOM through the loyalty constructs.

Psychological and behavioural consequences of co-production task design

Anne Merken*, Hasselt University
Sandra Streukens, Hasselt University
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Co-production, which implies customers' active participation in the firm's production process, has increased substantially over the years. However, to be successful, customers must participate effectively. But how should you design the co-production task to elicit effective customer participative behaviours? As co-producing customers can be considered as partial employees of the organization, the JD-R model is used to answer this question. More specifically, we investigate how co-production demands and resources interact to influence customers' psychological states and subsequently their in- and extra-role behaviour. The findings of this study are helpful for firms to design effective co-production initiatives.

Goal-role integration as driver for customer engagement behaviors across touch-points

Helle Haurum*, Copenhagen Business School
Suzanne C. Beckmann, Copenhagen Business School

Customers and firms interact at many different touch-points that enable customer engagement behaviour. By adopting a customer-centric approach we investigated through 20 in-depth interviews what drives service customers' CEB manifestations in touch-points, which the firm either manages, monitors, or manoeuvres between. The key findings are that (a) CEBs are driven by different forms of goal-role integration across touch-points, (b) customers' goal-directedness determines the touch-points where CEBs are manifested, (c) customers' role-playing behaviours determine the nature of CEBs, and (d) customers' role-playing behaviours can change across touch-points, contingent upon goal-directedness. Hence, this study provides rich insights into customer-firm encounters at touch-points, which subsequently define and shape the relation over time.

The relevance of positive word-of-mouth effects on calculation of customer lifetime values in start-ups

Christian Brock*, Rostock University
Manuel Grossmann, Zeppelin University
Marco Hubert, Zeppelin University

The paper investigates the importance of positive word-of-mouth effects (WOM) on the calculation of customer-lifetime-value (CLV) in start-ups. Based on prior research with regard to CLV and WOM we assume that the CLV is underestimated by managers and investors, due to neglecting WOM effects. To examine this assumption, self-collected word-of-mouth-data is integrated into the calculation of the CLV of a one year old online-grocery start-up. The study shows the high relevance of WOM for young start-ups in a non-contractual setting thereby calling for consequent integration of WOM in the calculation of the CLV.

Online and mobile shopping

Chair: **Gwarlann De Kerviler,** IÉSEG School of Management

Internet kills the physical store? – Empirical investigation of a contingency framework on the financial performance of multi- versus single-channel strategies

Julia Vogel*, University of Augsburg
Michael Paul, University of Augsburg

The growth of Internet retailing forms a recent debate in marketing research and practice: Experts either consider a pure Internet or a multichannel strategy to be the future of retailing. Thereby, they often expect stores to disappear as a single channel. Our study compares the financial performance in the short (i.e., cash flow) and long run (i.e., Tobin's q) of multichannel and single-channel strategies (i.e., pure Internet and pure store strategy) using a 3C theory contingency approach (Ohmae, 1991). We analyze data on 191 U.S. retailers over a time period of 19 years. Applying time-series cross-sectional analysis, we find that Internet retailers are more successful in the long run, but a multichannel strategy is recommendable in several conditions. A single store strategy can also be feasible, albeit the necessary conditions are rare.

How cannibalistic are brick-and-mortar stores: a study of the internet company Mymuesli

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Christian W. Scheiner, University of Erlangen Nuremberg
Milena Goranova,
Kai-Ingo Voigt, University of Erlangen Nuremberg

In practice, internet companies have increasingly started to offer their products through own physical stores. This development has not been yet fully taken into account in the business management and marketing research. Only few studies analyze the effect of multichannel strategies from the internet companies' point of view. The present paper aims to shed further light on this topic by projecting the state of research in multichannel management onto a practical example of the internet company mymuesli. The results of the study demonstrate that there are only negligible cannibalization effects. Together with available research findings, these results emphasize that the introduction of a brick-and-mortar store could be a promising strategy option for an internet company.

From couch potato to couch purchaser: Consumers' motivations to shop online through internet-enabled tv

Hanna Schramm Klein*, University of Siegen
Gerhard Wagner, University of Siegen
Sascha Steinmann, University of Siegen

This study investigates consumers' motivations to use a specific technology to shop online in the atmosphere of the living room. A quasi-experimental field setting was employed in a real living room to explore Internet-enabled TV (IETV) shopping behavior across two shopping formats: an IETV shopping app and the standard Web browser shop. Findings indicate that the attitude toward IETV shopping is primarily influenced by hedonic and less by utilitarian motivations. Furthermore, motivational factors are determined by the characteristics of the technology as well as by the environmental context. Implications for marketing research and practice are derived.

Drivers of smartphone adoption as a shopping assistant

Gwarlann De Kerviler*, IÉSEG School of Management
Nathalie Demoulin, IÉSEG School of Management
Pietro Zidda, University of Namur

With the increasing number of shoppers using smartphones while shopping, retailers need to understand how it impacts their customers' shopping process. This article investigates motivations to and barriers of smartphone usage for shopping activities. Building on various consumer behavior theories, we identify three stages on the path to an in-store purchase: pre-shopping, pre-purchase and purchase. Based on survey data, our analyses highlight that in a retail setting the drivers of attitude towards smartphone usage vary across shopping stages and that social influences, shopper experience and facilitating conditions play differing roles in each stage.

I am (not) coming back: service recovery or not

Chair: **Yves Van Vaerenbergh,** KU Leuven

An empirical examination of customer disengagement strategies, perceived justice and negative behaviours

Amin Nazifi*, The University of Edinburgh
Dahlia El-Manstrly, The University of Edinburgh

Termination of business relationship with undesirable customers is becoming increasingly popular among firms, although they are still having difficulties dealing with its negative consequences. This study will look at direct firm-oriented and customer-oriented disengagement strategies and will evaluate the effectiveness of the two strategies using a multi-dimensional perceived justice lens. The study will also look at different service recovery tools such as monetary compensation, explanation, and apology to find out if these tools can help to improve disengaged customers' fairness perceptions and in turn reduce their subsequent negative behavioural responses such as negative WoM, complaint and vengeance.

Jumping at the chance: how damage values trigger opportunistic customer claiming behavior after service failure

Hartmut Holzmüller*, Dortmund University
Sören Köcher, TU Dortmund University
Sarah Küsgen, RWTH Aachen University

Many firms feel obliged to reply to customer complaints and even knowingly unjustified high claims after service failures with generous compensations to keep customer satisfaction on a maximum level. Although previous research has investigated several determinants of such opportunistic claiming behavior, the effects of the actual value of damage caused by service failures remain unexplored. The results of three experiments detect a seemingly paradoxical behavior: The likelihood of engaging in opportunistic claiming declines with increasing damage values, whereas the magnitude of opportunistic claims rises. Further analysis reveals that these opposing effects can be ascribed to perceived risk of opportunistic claiming.

The role of service employees' emotion displays in service recovery

Lisa Schatz*, University of Innsbruck
Verena Hofmann, University of Innsbruck
Nicola Stokburger-Sauer, University of Innsbruck

Drawing on the confirmation-disconfirmation paradigm, this study is one of the first to examine the impact of service employees' emotion display and service recovery management on customer response. Results of an experimental study reveal that a successful service recovery can lead to even higher customer satisfaction, quality perception and loyalty if service employees display positive emotions. In unsuccessful service recovery contexts, customer responses are not affected by service employees' emotion display. The study advances our understanding of emotion displays' role during service recoveries. Implications for management and research are discussed.

Mr. nice guy or politician? Contrasting the effects of customer stewardship and political skill on frontline employees' service recovery performance

Yves Van Vaerenbergh*, KU Leuven
Annelies Costers, KU Leuven
Anja Van Den Broeck, KU Leuven

Employees play an important role in customer complaint handling. Previous research identified various drivers of service recovery performance, with customer orientation being one of the strongest antecedents. This paper examines the role of two other personal resources: Customer stewardship and political skill. The results show that only political skill is significantly related to service recovery performance; the relationship between customer stewardship and recovery performance was not significant. These results challenge the idea that fostering customer stewardship, considered as a more encompassing construct than customer orientation, is not enough: Frontline employees possessing political skill perform better in a service recovery context.

Sustainable consumption 4

Chair: **Anna Paola Codini,** University of Brescia

Regulatory focus and green consumption: the controversial role of prevention

Anna Paola Codini*, University of Brescia
Giulia Miniero, Università della Svizzera Italiana
Michelle Bonera, Università degli Studi di Brescia

Despite the increasing attention to personal values in environmental-friendly consumption, not many studies focused on the role of regulatory focus. This paper investigates the controversial role that regulatory focus might have on influencing green consumption both for tangible and intangible products. Two experimental studies, one referred to a tangible product and one referred to an intangible product, were conducted aimed at measuring the effect of regulatory focus on green and not green consumption. The study empirically verifies which of the two orientations (promotion/prevention) takes discriminant value in the decision to purchase a green product and, more generally, the comparative analysis of the two studies confirms that this effect can be considered both for tangible and for intangible products.

Examining drivers of electric vehicle adoption: the influence of opinion leadership and ecological attitudes

Johan Jansson*, Umea University / Umea School of Business and Economics
Annika Nordlund, Umea University
Kerstin Westin, Umea University

Existing research on environmental, ethical and social consumer behavior has focused on pro-environmental and pro-social attitudes but less on marketing factors such as opinion leadership and opinion seeking. In contrast, the main aim here is to analyze how non-adopters, potential adopters and early adopters of electric vehicles (EVs) differ concerning traditional environmental psychology attitudinal factors and opinion leadership/seeking. Data from a questionnaire survey is used (N = 1,192). Results show significant differences between the groups and that early adopters exhibit opinion leadership traits as well as more pro-environmental personal norms. Implications of these and other findings are discussed.

Consumer sense of guilt and cause related marketing: how charity could facilitate hedonic purchase intention

Ilaria Baghi*, University of Modena and Reggio Emilia

Scholars suggested that sense of guilt affects people's shopping behavior. This research examines how a CRM strategy linked to the purchase of an hedonic product may be considered as a valid justification to reduce consumer guilt and improve intention to buy. The study consists of an experimental 2 (CRM vs no CRM) x 2 (hedonic vs. utilitarian) with the last factor within subjects design. Results propose a significant model that shows the mediation role played by the reduction of the sense of guilt on CRM capability to improve hedonic purchase intention.

Online reviews in tourism

Chair: **Enrique Bigne,** University of Valencia

Emotions and cognitions when reading online reviews: impact on destination image

Carmen Hidalgo-Alcazar*, Catholic University of the North
María Sicilia, University of Murcia
Salvador Ruiz de Maya, University of Murcia

Destination image is recognized by academics and destination managers/marketers as a key factor in destination choice. It involves a combination of cognitive and affective components, through which consumers develop an overall image about a specific destination. Technological advancement and increased international competition are affecting the way tourism destinations are imagined, perceived and consumed. In this study, we show how online reviews from other users in a destination website generate emotions and cognitions that contribute to the formation of destination image. Our results show that a correspondence exists between consumers' thoughts and the cognitive dimension of image, as well as between the emotions expressed by subjects and the affective dimension of image. Results also confirm that the image of a destination is an important predictor of destination preferences. While contributing to the body of knowledge on image formation process, our results are also relevant for public administrations and tourism marketing managers.

Determining service quality for the lodgings rented via social networking service industry: the case of Airbnb

Constantinos Priporas*, Middlesex University
Nikolaos Stylos, University of Wolverhampton
Lakshmi Narasimhan Vedanthachari, Middlesex University
Pruit Santiwatana, Middlesex University

Airbnb is an innovative example of a new type of accommodation that has emerged into the lodging industry the last few years. The purpose of this study was to investigate the significance of each specific service quality dimensions for the Airbnb customers. A self-administered questionnaire with 25 service quality attributes, based on Akbaba (2006) was distributed to a non- probability sample of 200 international repeat tourists in Thailand. The results show that assurance, adequacy of service supply and tangibles were the most critical contributors of the service quality. Discussion of findings and practical implications are included.

Tell me who you are! The effectiveness of personalising online customer reviews

Bastian Popp*, University of Bayreuth
Chris Horbel, University of Southern Denmark
Bradley Wilson, RMIT University / University of Bayreuth

Online review sites are successful platforms for customer interaction about products, services, or places. This paper investigates personalisation of online customer reviews as a strategy to increase the influence of reviews on readers. An experimental study (N=587) manipulating age and travel purpose was conducted. A moderated mediation analysis revealed that personalisation of age information is useful for increasing personal relevance and perceived influence of reviews on the reader's final decision. However, a significant interaction effect of age and travel purpose has not been found. Review sites are advised to disclose the reviewers' characteristics and match reviews to information seeker characteristics.

The importance of cognitive, sensory and affective attributes in hotel online reviews

Irene T.M. Roozen*, KU Leuven
Mariet Raedts, KU Leuven

This paper reports on an experimental study to measure the impact of positive and negative descriptions of cognitive, sensory and affective attributes of online hotel reviews. Eight scenarios were created by studying more than 80 hotel reviews on Tripadvisor, Agoda and Booking.com. Overall, the description of positive sensory and cognitive and, to a much lesser extent affective, attributes in a hotel review increases the attitude towards the hotel, the intention to book the hotel and the intention to recommend the hotel to a friend. Our findings highlight the significance of positive sensory attributes which are given less prominence in the literature than cognitive attributes describing the basic objective and tangible qualities of a hotel. This suggests that the hotel management should pay close attention to how sensory attributes can enhance customer experience.

Research agenda for customer engagement

Organiser:
Roderick J. Brodie, University of Auckland

Primary Collaborators:
Jodie Conduit, University of Adelaide
Linda D. Hollebeek, University of Waikato

The initiative to be undertaken by this collaborative group is part of a broader initiative in advancing research in the emerging area of customer engagement. This will involve bringing together a group of leading international researchers to develop and refine a research agenda for advancing the research about customer engagement. The article will be published in 2015 as the lead article a Special Issue of the Journal of Marketing Management "Strategic Drivers, Anticipated & Unanticipated Outcomes of Customer Engagement" that is being edited by the organizers and primary collaborators. In the next month 4-5 leading international researchers will be invited to join the collaboration group. Prior to meeting at EMAC a structured interactive process will be used to develop the agenda. The meeting at EMAC aims to refine this work and finalize the article.

Heads of marketing forum

Chair: **Peter Verhoef,** University of Groningen

Since a couple of years, EMAC organizes the Marketing Department Head Forum at the annual conference. In this forum, experiences of marketing department heads are shared.

The theme of this year's Forum is "Marketing's Impact in Business Schools". Marketing has changed substantially in the last decades, due to for example the ongoing digitalization. At the same time our discipline has become more scientific, which might limit its impact on practice and executive education. Other disciplines, such as strategic management, information systems and operations research are also embracing marketing topics. Eminent US scholars, such as David Reibstein and Yoram Wind have warned us for a declining impact of our discipline. Four eminent EMAC scholars will reflect on this presumed development and come up with potential solutions:

Gary Lilien, Pennsylvania State University
Werner Reinartz, University of Cologne
Stefan Stremersch, Erasmus School of Economics and IESE Business School
Kenneth Wathne, University of Stavanger and BI Norwegian Business School

Bridging the gap between marketing academia and marketing practice: how can we help you with research ideas and data? (1)

Chair: **Jan-Benedict E.M. Steenkamp,** University of North Carolina-Chapel Hill

Many marketing academics are turning to marketing practitioners for new research ideas and data. Yet, they may not always know what is out there, what is being offered, and how to get in touch with the relevant parties. In response to those needs, several institutions with a global reach have been established. In this special session, four important institutes that assist academics to bridge the gap with marketing practice will be presented. Each presenter will briefly describe their institution, what it offers and how marketing academics, from anywhere in the world, can work with them. After a presentation of each institute, there will be ample time for Q&A. This special session offers a unique opportunity to researchers to establish first contacts with these institutes.

AiMark

Bernadette van Ewijk, Director Executive Program & Member

AiMark was founded 15 years ago to bridge the gap between FMCG industry and marketing academics in Europe and beyond. The goal of AiMark-sponsored research is to provide insights to FMCG companies that are novel and stand the test of time, rather than being the latest fad. In this spirit, AiMark has led the way on issues like innovation, branding & private labels, business cycles, promotions, and retailing, to name but a few. AiMark supports academic projects with global FMCG market and consumer data from the research companies GfK, Kantar Worldpanel and IRI, covering data from a large number of European countries, from the US, and from China. Currently AiMark has 55+ academic projects running and has the ambition to grant at least 15 new projects. AiMark accepts proposals from all over the world and has an efficient Call for Proposal procedure including a clear set of criteria for acceptance and support. AiMark provides data, submission support and advice, but does not provide cash support. The most important criterion is that the applicant demonstrates that the proposal and the researchers have the potential to get the results published in an A-journal.

For more information, please visit the website:
https://www.aimark.org/ResearchProposals/Pages/default.aspx
or contact Bernadette.van.Ewijk@AiMark.org.

Institute for the study of business markets

Gary Lilien, Penn State & Research Director ISBM

Founded at 1983, The Institute for the Study of Business Markets (ISBM), headquartered at Penn State, is a global network of researchers and Member firm practitioners focused on advancing the state of the art and profitability of the practice of B2B marketing. Its mission is to expand research and teaching in B2B marketing and sales in academia and to improve the practice of business-to-business marketing and sales in industry. The ISBM is currently sponsored by more than 70 B2B firms and connects to over 1200 academic associates worldwide.

For more detail see isbm.org.

CONFERENCE THEME SESSION

Bridging the gap between marketing academia and marketing practice: how can we help you with research ideas and data? (2)

Chair: **Jan-Benedict E.M. Steenkamp,** University of North Carolina-Chapel Hill

Many marketing academics are turning to marketing practitioners for new research ideas and data. Yet, they may not always know what is out there, what is being offered, and how to get in touch with the relevant parties. In response to those needs, several institutions with a global reach have been established. In this special session, four important institutes that assist academics to bridge the gap with marketing practice will be presented. Each presenter will briefly describe their institution, what it offers and how marketing academics, from anywhere in the world, can work with them. After a presentation of each institute, there will be ample time for Q&A. This special session offers a unique opportunity to researchers to establish first contacts with these institutes.

Marketing science institute

Jacob Goldenberg, IDC Herzliya, Columbia University & Academic Trustee MSI

Founded in 1961, the Marketing Science Institute is a nonprofit, membership-based organization dedicated to bridging the gap between academic marketing theory and business practice. MSI is unique as the only research-based organization with an expansive network of practically-minded marketing academics from the best business schools all over the world as well as thoughtful practitioners from 70+ leading companies. The MSI mission is to bring the best of science to the complex world of marketing. Through high-quality events and activities, cutting-edge content and publications, and productive networking opportunities, MSI members stay on the forefront of marketing thought and practice. MSI is an indispensable means to enhance professional development and improve marketing decision making for each of its members and member organizations.

Learn more at http://www.msi.org/

Wharton customer analytics initiative

Gary Lilien, Penn State & Research Director ISBM
Colleen O'Neill, Executive Director WCAI

The Wharton Customer Analytics Initiative (WCAI) is the world's preeminent academic research center focusing on the development and application of customer analytics methods. Through our innovative Research Opportunity program and R&D "crowdsourcing" approach, WCAI enables academic researchers from around the world to help companies understand how to better monetize the individual-level data they collect about customers through the development and application of new predictive models. We marry our work with companies and researchers around the world with a range of co-curricular student programs that foster talent development and recruitment.

Learn more at http://wcai.wharton.upenn.edu/

Price setting strategies and price fairness in service industries

Chairs: **Doreén Pick,** Freie Universitaet Berlin
Stephan Zielke, Aarhus University

In this SIG, we bring together work on price setting and communication practices of firms and analyze their impact on consumer responses, in particular price fairness perception. The practices we analyze are customized service tariffs, overages (charges for going over a threshold of individual consumption units), communicated reasons of price increases, complex pricing schemes and minimum and billing increments (rounding up to a price per minute in telecommunication tariffs). Our SIG further integrates a wide area of data (surveys, experiments, transaction data) and methods. With the five papers, we intend to broaden the understanding of effects of price setting and communication practices.

Is there a toolkit pricing bias? How assembling the service tariff impacts consumer perceptions and intentions

Sabine Moser*, Universitaet Passau
Jan H. Schumann, Universitaet Passau

An integrated model of price fairness: a case study based on overages in the communications industry

Kalyan Raman*, Northwestern University
Vijay Viswanathan, Northwestern University

The role of individualism for price increase fairness perception

Doreén Pick, Freie Universitaet Berlin
Stephan Zielke, Aarhus University

Perception of complexity in pricing schemes – a conjoint-based approach

Monika C. Schuhmacher*, University of Mannheim
Sven Feurer, Karlsruhe Institute of Technology
Christoph Holthusen, University of Mannheim
Sabine Kuester, University of Mannheim

Investigating hidden profits through minimum and billing increments

Bernd Skiera, University of Frankfurt
Sebastian Ötzel, University of Frankfurt
Christian Schlereth*, WHU Koblenz / Vallendar

Sports sponsorship as a business relationship

Chairs: **Darin W. White,** Samford University
Simon Chadwick, Coventry University Business School

The importance of understanding the sports sponsorship platform as a means of accomplishing organizational objectives cannot be overstated. IEG projects $40.4 billion in global sports sponsorship spending in 2014, up $8.8 billion over the past five years, and more than double what it was a decade ago. Global marketers have increased overall sponsorship spending to 23% of their budgets (compared to 16% a decade ago). This special session examines various ways that both entities (sports property and corporate sponsor) can maximize the effectiveness of this unique B2B relationship.

The evolution of B2B sponsorship activation: from corporate hospitality to experiential sponsorship activation

Leah Donlan*, Manchester Business School
Philip Crowther, Sheffield Business School
Dominic Medway, Manchester Business School

Building CSR image through sport sponsorship: a multi-study investigation

Francois Carrillat*, University of Technology Sydney
Marc Mazodier, Hong Kong Baptist University
Carolin Plewa, The University of Adelaide
Pascale Quester, The University of Adelaide

Team survival by sponsorship network embeddedness: results from Formula One motor racing

Joe Cobbs*, Northern Kentucky University
B. David Tyler, Western Carolina University

Understanding consumers and the consumption of financial services

Chairs: **Jonas Nilsson,** University of Gothenburg
Tina Harrison, Edinburgh University

This SIG provides insight into the specific challenges and practices of marketing in the financial services industry, examined through the lens of financial consumer behavior. For consumers, financial decision-making carries large consequences for personal welfare, but due to various personal and contextual factors, consumers frequently make poor decisions. This session takes an interdisciplinary approach bringing together four papers authored by scholars in both marketing and finance, each focusing on a specific aspect of consumer decision making for various financial services offerings. The papers provide important research and managerial implications for financial services marketing initiatives.

The influence of experiences with trading a company's stock on shareowner-customers' attitudes and purchasing behavior

Arvid Hoffmann*, Maastricht University
Dana Ketteler, Maastricht University

A detailed analysis of decision delegation by financial services consumers

James Devlin, University of Nottingham

Relationship attributes of consumers of financial services and the effects on saving behavior

Kent Eriksson, Stanford University
Cecilia Hermansson*, Royal Institute of Technology, Sweden

The impact of country of origin on investor evaluation of the financial quality of mutual funds

Jeanette Hauff*, University of Gothenburg
Jonas Nilsson, University of Gothenburg

Coffee with the JMB editor

Barista: **Klaus Wertenbroch,** INSEAD

You may wonder what the new EMAC journals Journal of Marketing Behavior is like, what kind of papers it wants to publish, and how you might get published there. Take this opportunity to chat with the JMB editor, Klaus Wertenbroch, and find out directly whether your paper is of interest to the journal, how the review process works, and what he considers the do's and don'ts of getting published.

Part one: the formal part

Chair: **Sylvia von Wallpach,** Copenhagen Business School

The EMAC CC aims to establish a young scholar community in Marketing throughout Europe and other continents. Networking opportunities for both PhD students and full professor are plentiful. The generation between beginners and successful leaders sometimes seems to be forgotten, although they represent the marketing professors of the future. In other words, they are the “climbers” of the European Marketing Academy. For further information on the EMAC Climber Community, please visit the dedicated section on the EMAC Website.
Young academics in Marketing at an early stage of their career (e.g., assistant professor, post-doc, research fellow, etc.) are invited to participate in the EMAC Climber Community meeting, as well as in an informal gathering right on Wednesday evening. The first formal session of this year’s gathering will feature a keynote address by Ajay Kohli, the former editor of Journal of Marketing.

Welcome

Maja Makovec Brenčič, University of Ljubljana, EMAC President

My academic journey, and a few things I have learned along the way

Ajay Kohli, Georgia Tech University

Professor Kohli will give insights into his own career path, successes and challenges on his way, and suggestions for successful academic career development. Additionally, he will provide some insights into how to publish in highly ranked marketing journals. After the keynote speech, Professor Kohli will be available for an extended open discussion and questions from the EMAC CC participants.

Customer equity and social media marketing

Chair: **Seigyoung Auh,** Arizona State University

Fit between customer orientation and perceived service climate: its impact on organizational identification and customer directed extra role behavior

Seigyoung Auh*, Arizona State University
Bulent Menguc, Kadir Has University
Fatima Wang, King's College London

To what extent does a frontline employee (FLE) need to be customer oriented? The customer orientation literature takes an absolute perspective supporting "the more the better" argument. However, this study takes a relativity argument to this inquiry and examines the attitudinal and behavioral impact of fit in FLE's CO in comparison to perceived service climate. To this end, this paper explores the effect of (mis)fit between FLE's CO and perceived service climate on organizational identification and customer directed extra role behavior.

Marketing competitiveness of brand communities in the social media context

Juran Kim, Jeonju University

Recently, brand communities in the social media context are attracting attention from marketers and advertisers. Social brand communities are growing; taking various forms include extensions of a brand community built by corporations (i.e. Samsung) and Social-centric brand communities built by consumers (i.e. Coca-Cola). The purpose of this study is to offer conceptual foundations of social brand community by developing an integrated overview of the current research. Concepts from the Structuration theory are used for synthesizing the consumer behavior literature. This study attempts to find and fill the gaps between brand community and social brand community. To fill the gaps in the literature, potential research questions and future research directions are suggested. This study offers foundations to develop a conceptual model of social brand community by considering the basic concepts in the Structuration theory and critical characteristics of the social media environment.

Brand attitude and customer equity in the traditional market

Huangzhang Wang, Changwon National University
Kyung Hoon Kim*, Changwon National University

We built a model connecting service quality and customer equity to study how to improve the competitive power of the traditional market. Considering the slow-down of Chinese economic growth rate, the traditional market has become a priority for Chinese Government to relieve severe export pressure and employment pressure. In this research we would like to study the relationships among service quality, customer satisfaction and brand attitude and how they influence customer equity in traditional markets. Through this study we also find out how to improve the competitive power of traditional market through managing customer lifetime value and improving service quality.

The influence of different forms of customer orientation to business performance: empirical evidence form developed vs. emerging markets

Vera Rebiazina*, Higher School of Economics Russia
Maria Smirnova, Higher School of Economics Russia
Johanna Froesen, Higher School of Economics Russia

This empirical study explores multidimensionality in a firm's customer orientation (CO), as well as the performance implications of its distinct dimensions in developed vs. emerging markets. The data were collected in Finland and Russia (representing developed and emerging markets, respectively) in 2012-2013 and analyzed using a sequence of multivariate methods. The study reveals CO to incorporate three distinct dimensions: customer-oriented strategy, customer-oriented activities, and monitoring of the firm's CO, all of which bear differing performance implications in different types of markets. More specifically, in developed markets all dimensions are found to play a role in defining the firm's business performance with customer-oriented strategies having the strongest impact, whereas in the emerging markets only customer-oriented activities show a significant impact. The findings of the study highlight differing needs for CO in developed vs. emerging markets.

It's all fun and games: new directions in sponsorship, ambush and gamification

Chair: **Carmen Abril,** Complutense University

The impact of different ambush marketing disclosure strategies on brand attitude

Elisabeth Wolfsteiner*, Vienna University
Reinhard Grohs, Private University Seeburg Castle
Heribert Reisinger, Vienna University

Event organizers as well as event sponsors devote large amounts of money to limit ambush marketing activities at major sport events and to protect the sponsorship value. As it is not possible to protect all sponsor rights by law, event organizers implement counter-ambushing strategies to make event spectators aware of the positive effects of sponsorship and the negative effects of ambush marketing. Little is known, however, how consumers respond to different ambush marketing disclosure strategies in terms of their attitudes toward ambush marketers. Drawing on the goodwill concept and the persuasion knowledge model, an experiment investigates the effects of no disclosure and two different disclosure strategies ("information & education" vs. "name & shame") and compares them with respondents' attitudes toward sponsors and nonsponsors.

Product Gamification

Tobias Schlager*, University of St. Gallen
Christian Hildebrand, University of St. Gallen
Andreas Herrmann, University of St. Gallen
Gerald Häubl, University of Alberta

Evidence from four laboratory and field experiments indicates that construing part of the shopping process as a game that one must complete successfully in order to "unlock" an object (such as a product or product feature) increases consumer preference for that object relative to a non-gamified shopping process. For the field of promotions, this article offers first empirical insights on the phenomenon gamification, which is defined as the application of game elements in non game contexts.

The public communication of a global sports sponsorhip: creating firm value through the stock price

Carmen Abril*, Complutense University
Teresa Recio, IE Business School
Joaquin Sanchez, Complutense University
Julian Villanueva, IESE

This study analyzes the effect of the public communication of a global sports sponsorship on the value of the firm, thus helping brands to make better decisions in terms of allocating their limited marketing resources. Analyzing ten years of market data we have found a positive effect of the communication of a global sports sponsorship on the financial value of the sponsoring firm through an increase of its stock price. We have confirmed that this effect depends on the functional congruence between the sponsored property and the sponsoring brand. We have also found that it depends on the time of the sponsorship, suggesting that the financial markets are becoming more skeptical about the effectiveness of global sports sponsorships.

WEDNESDAY

Distribution channels

Chair: **Mark Vroegrijk,** KU Leuven

“what do you think?” How writing feedback increases channel partner engagement

Elizabeth Aguirre*, Maastricht University
Jan Pelser, Maastricht University, **Dominik Mahr,** Maastricht University, **Ko De Ruyter,** Maastricht University, **Dhruv Grewal,** Babson College, **Martin Wetzels,** Maastricht University

Many manufacturers develop channel partner programs (CPPs) to support partner enablement by developing skills and building knowledge. Despite elaborate incentives tied to these programs, many CPPs face low participation rates in their learning modules. Collaborating with a Fortune 100 IT company, the authors conduct three experimental studies to explore whether inviting channel partners to review learning modules strengthens their engagement in further learning. Extending theory on metacognition, we find that writing feedback activates partners, who are not intrinsically motivated to learn, to follow additional modules. This finding is contingent on two boundary conditions; (1) taking a narrow rather than broad perspective of the learning content and (2) writing for benefit of peers rather than the manufacturer. Additional investigations suggest that an increase in belief certainty spurs channel partners on to pursue further learning.

The effect of channel awards on company value

Mariachiara Restuccia*, University of Sussex
Ulrike De Brentani, Concordia University
Renaud Legoux, HEC Montreal

Using signaling theory, this event study aims at determining the effect of announcements about marketing channel awards on recipient company value. The dataset consists of press releases announcing awards to U.S. public companies (1993-2012), matched with financial data. The analysis focuses on award recipients (n=178 events). Results indicate that there are no positive abnormal returns associated with channel award announcements; and there is also no difference when taking the source (individual company or external stakeholder) of the award into account. Returns are positive, however, when awards are presented at dedicated events and to firms operating in concentrated industries. In effect, investors appear to value awards primarily for their visibility in recognizing channel players and for their differentiation potential in concentrated markets.

Effects of relationship safeguards on channel members’ response within and beyond a dyad

Flora Gu*, The Hong Kong Polytechnic University
Jeff Jianfeng Wang, City University of Hong Kong
Danny T. Wang, Hong Kong Baptist University

Research on marketing channels has focused on the effects of a principal’s safeguards within a dyadic relationship, failing to recognize the agent’s interests and reactions beyond the dyad. Addressing this theoretical gap, this study examines the efficacies of three dominant relationship safeguards on a reseller’s both intrachannel and interchannel reactions. While intrachannel behavior reflects a reseller’s commitment to incumbent suppliers, interchannel behavior, termed as relationship diversifying strategy, emphasizes its efforts to consider, contact, and seek new suppliers. With the broadened view and through a longitudinal survey, we find that some safeguard (e.g., goal congruence) is more potent as it increases a reseller’s relationship strengthening and discourage its diversifying tendency, yet, some others (e.g., interpersonal relationship) exhibit double-edged effects, increasing both strengthening and diversifying behaviors.

Vertical restraints and channel relationship dissolution in franchise systems

Erik A. Mooi*, Melbourne University / Melbourne Business School
Kersi Antia, Ivey Business School, Western University
Vishal Kashyap, Institut für Marketing, Karl-Franzens-Universität Graz
Gary Frazier, University of Southern California, Marshall School of Business

Many franchising relationships entail vertical restraints (VR), restrictions imposed by one party on the other. While VRs are typically designed to lubricate channel relationships, we propose VRs create conflicting incentives for relationship continuance. Using a multi-sourced panel dataset in the context of territory and tying restrictions deployed in 75 US-based franchise relationships, we test our hypotheses on how VRs impact franchisor- and franchisee-initiated relationship dissolution. We find VRs to have opposite effects on each party’s incentive to remain in the relationship as a function of (1) the unique perspective of each contractual party, and (2) whether the VR are deployed singly or in combination.

Sound and vision (and smell)

Chair: **Tine De Bock,** KU Leuven

The effect of color harmony on creative cognition and perceived innovativeness of brands

Nara Youn*, Hongik University
Chang Yeop Shin, Hongik University
Angela Lee, Northwestern University

In existing literature, the effect of color on creativity is driven by semantic meanings associated with color (i.e. because blue is associated with openness and green with growth, they enhance creativity). Color studies in psychology have focused on the symbolic meanings of each color rather than their inter-relations. Color, however, could also impact creativity through the disfluency of moderately disharmonious color combinations. This research demonstrates that using moderate disharmony in color combinations is in fact more effective in prompting creative thinking than any one color in isolation. Moderately disharmonious color combinations were disfluent, and processing disfluent stimuli induces abstract construal, which enhances creative cognition and judgment.

Can you say my name? Effects of phonological fluency on memory of non-word brand names

Antonia Erz*, Copenhagen Business School
Bo T. Christensen, Copenhagen Business School / Department of Marketing

Whereas brand name research has focused on the semantic meaning or sounds of names, processing fluency lends further support to the idea that meaning goes beyond semantics. Extant research has shown that phonological fluency, i.e., the ease or difficulty with which people pronounce names, can affect their judgments of people and objects. We extend this research by investigating the effect of phonological fluency on recognition and recall of novel non-word brand names in three laboratory experiments. The results provide us with a more fine-grained idea of fluency effects on memory of non-word brand names.

Olfaction in consumption: measurement and applications

Monika Koller*, Vienna University of Economics and Business
Thomas Salzberger, WU Vienna
Arne Floh, Surrey Business School
Alexander Zauner, WU Vienna
Maria Sääksjärvi, Delft University of Technology
Hendrik Schifferstein, Delft University of Technology

Multisensory experience in consumption is a current topic in marketing. However, little is still known about the variability in consumers in terms of individual propensities to actively engage their senses in purchase decision-making. This is specifically true for the olfactory sense. Research into the need for smell by consumers has long been hindered by the lack of measurement instruments. Based on five studies, this paper contributes to the further development of a scale measuring the need for olfactory cues. The suggested scale consists of three dimensions with five items each, thus being an economic tool for market research. Two field applications provide insights into its external validity. Qualitative investigations disclose the underlying reasons of the observed smelling behaviour. Moreover, common patterns of need for touch and need for smell are identified serving segmentation purposes.

To contrast or not to contrast? Consumers' response to color combinations

Tine De Bock*, KU Leuven
Anneleen Van Kerckhove, Ghent University

The few marketing studies on color functioning mainly focus on single colors ignoring the fact that consumers rarely experience colors in isolation. Furthermore, the empirical studies to date offer contradictory findings. While some studies demonstrate that consumers prefer color combinations composed of similar colors, other studies show that consumers like combinations of opposing colors as well. The present study clarifies this ambiguity by suggesting and demonstrating that consumers' preference for color combinations composed of similar versus contrastive colors depends on the type of relationship the colored objects, resulting in those color combinations, symbolize. Results show that contrasting (versus similar) colors are preferred when the paired products are in an additive (versus belongingness) relationship.

Cross-Cultural perspectives on consumer behavior

Chair: **Josko Brakus,** University of Leeds

The impact of vertical stretches, branding strategies and gender on luxury line extension evaluation: a cross-cultural perspective

Jean Boisvert*, American University of Sharjah
Nicholas J. Ashill, American University of Sharjah

In recent years, many luxury brand manufacturers have been tempted to launching line extensions aimed at the mass market. The goal of this study is to test the extent to which vertical stretches, branding strategies and gender may affect consumer perceptions of luxury line extensions across two countries (i.e. France and the US). Our results show that not only each factor has a significant impact but they also interact between themselves. The findings shed new lights on the impact of branding strategies and gender when launching downward line extensions of a luxury brand in two different countries.

Perceptional differences between cultures when prices are increased: does the why matter?

Corinna Hehlmann*, University of Mannheim
Jana-Kristin Prigge, University of Mannheim
Christian Homburg, University of Mannheim

In today's globalized world, managers of multinational companies have to decide on pricing strategies such as price increases in multiple countries and cultures. In this context, it is of importance to know how customers perceive price increases and whether and how they are perceived differently in different cultures. So far, research provides only little guidance concerning this issue. Based on two experimental studies with 189 participants from China and Australia, this paper reveals that customers' cultural background plays a role for their attribution of reasons for a price increase and their fairness perceptions of the price increase. Moreover, this paper shows that the communication of reasons can eliminate the impact of customers' culture and influence attributions and, consequently, fairness perceptions when prices are increased.

Do external and internal factors determine corporate reputation across nations?

Cathrin Puchert*, Trier University
Bernhard Swoboda, Trier University
Frank Hälsig, Saarland University of Applied Sciences

This study illuminates how the reputation of multinational corporations affects customer's loyalty across nations and discusses the limitations of this relationship by highlighting the external and internal factors that determine reputation effects. To provide insight into these issues, we refer to institutional- and resource-based reasoning and use multilevel modelling based on 28,977 consumer evaluations of a multinational corporation in 40 countries. The results indicate that a strong corporate reputation positively determines consumer loyalty. But, this relationship is weakened by the external institutional environment (e.g., regulatory effectiveness, cultural differences), while firm-specific capabilities, country experience and country commitment, reinforce the reputation effects.

Gender and shopping: she gatherer, he hunter?

Josko Brakus*, University of Leeds
Charles Dennis, Lincoln Business School, University of Lincoln
Gemma Garcia, Universidad Rey Juan Carlos
Charles Mcintyre, School of Tourism, Bournemouth University
Tamira King, Cranfield School of Management
Eleftherios Alamanos, Lincoln Business School, University of Lincoln

The authors develop a new scale that reliably measures differences between male and female shopping styles and is stable across cultures. Through a survey of consumers in seven countries, they show that males and females are evolutionary predisposed to have different shopping styles. Counter to social structural theory, the observed differences in shopping style between females and males are greater in low-context cultures (higher gender equality countries) than in high-context cultures (lower gender equality countries). Empathizing — the ability to tune into another person's thoughts and feelings — mediates shopping style more for female shoppers; systemizing — the degree to which an individual possesses spatial skills — mediates shopping style more for male shoppers.

Online comments and reviews

Chair: **Shuba Srinivasan,** Boston University

The effect of online comments on purchase intention and brand trust: the moderating role of brand awareness and type of product

Felipe Uribe*, Adolfo Ibanez University
Josep Rialp, Autonomous University of Barcelona
Joan Llonch, Autonomous University of Barcelona

The Web 2.0 phenomenon has enabled consumers to express their opinion on blogs, websites and online social networks about what they like, want and consume, and these have become reference tools for others. This study analyses the effect of online consumer reviews combined with brand awareness, of consumer purchase intention and brand trust. Results show that negative online comments have a significant influence on purchase intention and brand trust. The results also suggest the influence of brand awareness on the relationship between online comments and purchase intention.

Relationship orientation in social media: construct and measurement

Morana Fuduric*, Faculty of Economics and Business Zagreb
Andreina Mandelli, Universita della Svizzera Italiana

Social media has been attracting attention of marketers attempting to fully exploit its benefits. However, there is no formal construct or measurement of relationship-building activities in social media that has been theoretically developed and empirically validated. The main purpose of this paper is to conceptualize relationship orientation in social media (ROSM) and develop and empirically test the psychometric properties of the relationship orientation in social media (ROSM) measurement. By conceptualizing ROSM as multidimensional, behavioral and process-based we develop a deeper understanding of relationship-building activities in social media. An additional contribution lies in the development of a measure of ROSM, making it operational and applicable in empirical studies.

The impact of online product reviews on product returns and net sales

Shuba Srinivasan*, Boston University
Chrysanthos Dellarocas, Boston University School of Management
Nachiketa Sahoo, Boston University School of Management

Product returns are costly for retailers leading to lower profits. We investigate the impact of consumer-generated product reviews on product sales and returns. Reviews influence returns due to greater utility from improved expectations of fit and uncertainty reduction. Using a rich dataset from a US retailer with sales transactions in physical stores and online, consumer and product characteristics, and consumer-generated reviews, we investigate the impact of volume, valence, and dispersion of reviews as well as review characteristics on product returns. Overall, this paper demonstrates the importance of product reviews in improving retailer performance on the path to purchase and beyond.

Personalization and customization

Chair: **Ingrid Poncin,** Catholic University Louvain

Evaluating the impact of personalized recommendations: application in the mass-retailing sector

Virginie Vandenbulcke*, UCL-Mons
Caroline Ducarroz, Université Catholique de Louvain
François Fouss, Université Catholique de Louvain

This research aims at experimentally examining the impact of personalized recommendations – specific products recommended to a customer based on his purchase history – on the customer's decision-making process, in the offline mass-retailing sector. In our experiment, participants received folder with either personalized recommendations or non-personalized recommendations. These recommendations are defined on what other shoppers, who act similarly in terms of shopping basket, buy. Results show that personalized recommendations have significant effects on customers' perceptions on mass-retailer personality, on the flyer, on the recommendation system, and also on the intention to visit the store, on word-of-mouth and intention to purchase recommended products.

Exploring the "I" in mass customization decisions: narcissists' proclivity towards configuring unique products

Emanuel De Bellis*, University of St. Gallen
David E. Sprott, Washington State University
Andreas Herrmann, University of St. Gallen
Hans-Werner Bierhoff, Ruhr-University Bochum
Elke Rohmann, Ruhr-University Bochum

The present research suggests that heterogeneity of selected product options in a mass customization system is driven by consumers' narcissistic tendencies. In a field study and three additional studies, we demonstrate that narcissistic consumers configure more unique products. We find that narcissists' enhanced feelings of superiority are accountable for this effect, while also serving as a boundary condition of the narcissism-uniqueness relationship. Importantly, we also show how narcissism can be primed and used by marketing practitioners to promote product uniqueness. Our findings suggest that firms should consider customers' narcissistic tendencies, and their current states of mind, when implementing customization devices.

Understanding the influence of customer purchase characteristics on payment transaction costs in B2C E-Commerce

Robert Maximilian Grüschow*, RWTH Aachen University
Malte Brettel, RWTH Aachen University

We empirically investigate retailers' transaction costs of payment methods invoice, credit card, PayPal and prepayment in e-commerce. In contrast to extend literature, we build our study up on unique transaction-level data with more than 14 million sales transactions received from a leading European retailer considering both payment costs and cost of capital. We identify customer characteristics such as (i) life time duration, (ii) last-purchase recency as well as (iii) the number of categories bought over lifetime to be significant cost drivers. Subsequently, we develop customized payment provision strategies for online retailers to increase profitability and minimize working capital requirements.

New technologies and shopping experience: are gamification interfaces effective? The case of the smartstore

Ingrid Poncin*, Catholic University Louvain
Marion Garnier, SKEMA-Univ Lille Nord de France
Mohammed Slim Ben Mimoun, SKEMA-Univ Lille Nord de France
Thomas Leclercq, Catholic University Louvain-LSM

This research aims at examining the impact of using a gamification interface by comparison with a classical online interface in order to personalize a product. The quality of the experience that is felt by the consumer during the personalization process and behavioral patronages are studied. Findings confirm that personalizing a product through a gaming interface might have a positive impact in terms of experience during the process but also on patronage intentions. Hence this research also shows that solely adding gamification mechanisms such as challenges in a personalizing interface is not enough to significantly enhance the quality of the perceived experience.

Brand ingredients and characteristics

Chair: **Polymeros Chrysochou,** Aarhus University

Consumer evaluation of ingredient branding strategy: an application of regression trees

M. Deniz Dalman*, Graduate School of Management,
Saint Petersburg State University
Kartikeya Puranam, La Salle University

Prior research in ingredient branding (IB) has identified several important decision variables consumers use when evaluating IB alliances. In this exploratory research, by applying regression trees as the analysis tool, authors investigate a) the relative importance of these variables, and b) how this process differ for consumers with different thinking styles. The results reveal that analytic and holistic thinkers differ in their use of different variables and overall fit between partner brands is an important variable only for holistic thinkers.

How, when and why do films become brands?

Gurdeep Singh Kohli*, Brunel University
Dorothy Yen, Brunel University
Sharifah Alwi, Brunel University
T.C. Melewar, Middlesex University

Using in-depth interviews, the film brand construct is unfolded from the consumers' perspective, challenging the already scarce existing view of film branding research from the marketer's viewpoint. We demonstrate how film industry stakeholders may benefit from tailoring, diversifying and leveraging upon their experiential goods via branding. Films become brands when perceived as popular and successful. Through marketing efforts and different pathways they develop core film branding characteristics: long-term presence, an iconic status, a strong and coherent identity and an emotional bond. Peripheral characteristics e.g. originating from Creative Cultural Industries/Reality, offering tangibility via merchandising, product placements and pairing up for co-branding initiatives also contribute. Film brands accumulate brand portfolios, evoke passionate behavior and justify premium brand-related purchases.

The effect of footballer brand characteristics on fans' ticket purchase intention

Eugenia Tzoumaka*, Athens University of Economics and Business
Anna Zarkada, Athens University of Economics and Business

We examine the footballer brand characteristics that draw fans to the field utilizing an exploratory sequential mixed-methods design comprising focus groups and a large scale nationwide online survey. Focus group data suggest that what brings spectators to the field is a footballer of high professional and human value. The SEM of the survey demonstrates that, further to skill, it is personal and professional ethics which lead to ticket purchase intention through identification of the fan with the player. We see a neo-heroism attitude of consumers. Fans seek more than mere celebrity and skills; they reward virtue. Note to the track chairs: This paper has been totally decontextualized to preserve the authors' anonymity. The research project has attracted extensive publicity in the Greek mass media; has been submitted to FIFA for dissemination, to the University of Neuchâtel and it has been partially presented in academic venues, so we felt that details of the country/athletes might make the project recognisable. Should this cause any queries during the review process, please contact the corresponding author.

The impact of price on behavioral loyalty on organic food brands

Polymeros Chrysochou*, Aarhus University,
Gauthier Castéran, IAE Toulouse
Lars Meyer-Waarden, IAE Toulouse

The organic food market is becoming progressively prevalent and of primary importance for the food industry. This is because organic food is perceived as being of higher quality, which allows companies to position it as premium of the category. Consumers often make quality inferences with high prices and generally are more loyal to premium priced brands. However, in the case of organic food the organic label acts already a quality cue and price may not have the same impact on loyalty towards the brands. We address this issue by investigating behavioral loyalty towards organic and conventional food brands using purchase data from GfK Denmark from six product categories for a period of six years. We find that conventional brands show equal levels of loyalty across all price levels, whereas organic brands show higher loyalty in lower price levels.

Food and health

Chair: **Valerie Hemar-Nicolas,** Paris XI University

Health consciousness, weight bias and eating behavior

Matthew Wood*, University of Brighton

498 participants from South-East England were questioned about their diet, attitudes and beliefs towards obese people, health consciousness and normative influences. The findings confirm the prevalence of weight bias but also demonstrate anti-fat attitudes are positively related to eating behaviour. Surprisingly, healthy eating behaviour is negatively related to health consciousness. Significant differences exist between people with or without obese family members. There are important implications for social marketers and public health professionals: attempts to encourage healthy eating may have the unexpected negative outcome of exacerbating stigmatizing anti-fat attitudes; however, interventions which focus on the negative impact of obesity itself may influence some people to eat healthily. Attempts to raise health consciousness will not necessarily translate into healthy-eating behaviour.

A field trial of the new australasian health 'star food rating system' front of pack nutritional label system

Robert Hamlin*, University of Otago
Lisa Mcneill, Department of Marketing, University of Otago

This article presents the results of a consumer field trial of the new Australasian 'Star Food Rating System' (SFR) front of pack (FoP) nutritional label. Two cereal products, one with high nutritional status and one with low nutritional status, were prepared, with and without the SFR FoP affixed to them. These products were then presented to a sample of 1,200 consumers intercepted on exit from six supermarket retail sites in New Zealand. The sample's purchase intent for the product and labels were measured. The results indicate that the SFR FoP consistently reduced the sample's intent to purchase, and the nutritional status reported by the SFR FoP had no impact at all on the sample' purchase intent.

Health and culture: the influence of human- and cultural values on consumer's preference for professional medical services in mild medical conditions

Ingmar Leijen*, VU - University Amsterdam, Faculty of Economics and Business Administration
Hester Van Herk, VU University Amsterdam

Healthcare is a growing business worldwide, however still a lot is unknown on what drives consumers' preference in this area. In the case of mild medical conditions, we examine the impact of individual and country characteristics on consumers' healthcare use preference. Data from 16 diverse European countries with 28,837 respondents were included. We found that consumers' healthcare use preference was explained by the two human value dimensions resultant-conservation, resultant self-enhancement and by trust. Socio-demographics played a minor role. In addition, the novel culture measure of country-level societal tightness-looseness explained 54% of country-level variance. Implications for health providers and policy makers will be provided.

"Eating makes me happy!" How food consumption affects children's happiness

Valerie Hemar-Nicolas*, Paris XI University
Pascale Ezan, Université de Rouen
Mathilde Gollety, Université de Panthéon Assas

While numerous studies on children's food consumption have mainly explored how children make food decisions by dichotomizing healthy versus unhealthy food, this article aims to highlight how food consumption contributes to children's happiness. Based on a multiple method-based qualitative study with children aged 6 to 11 years old, this research contributes to the literature on children's food consumption and happiness. It suggests a model highlighting that children's food happiness relies on three dimensions: healthy eating, sensory eating and social eating. The article shows that beyond their nutritional messages, policymakers should emphasize that healthy eating can also be associated with happiness by generating sensory experiences, and enhancing social interactions.

Adaptive selling and improvisation

Chair: **Andras Bauer,** Corvinus University of Budapest

Salesperson improvisation: conceptualization and empirical examination of its sales performance outcomes, drivers and boundary conditions

Abena Animwaa Yeboah*, University of Leeds
Nathaniel Boso, University of Leeds
Magnus Hultman, University of Leeds

While improvisation has been researched in the marketing literature at the organizational-level, knowledge on the individual-level salesperson improvisation remains limited. Accordingly, this study conceptualizes and operationalizes the notion of salesperson improvisation and sheds light on its performance outcomes, and its internal and external drivers and boundary conditions. Using empirical data from industrial salespersons, the study finds that high levels of salesperson improvisation are associated with increases in sales performance. Contrary to expectation, the study finds that resource availability increases salespersons' tendency to improvise, while also strengthening the effect of improvisation on sales performance. Findings also suggest that more demanding customers drive salesperson improvisation but weaken improvisation's sales performance benefits.

Why do customers value the interactive service customization process with employees? - A conceptual and empirical analysis

Gertrud Schmitz*, Duisburg & Essen University, Duisburg Campus
Florian Imgrund, Duisburg & Essen University, Duisburg Campus

We develop a high-order formative conceptualization of customer perceived value of the interactive service customization process with employees based on a literature review and a qualitative analysis, identify main individual drivers and explore its impact on the willingness to pay a price premium and the intention to use the customized service offering. The results of the quantitative analysis reveal that hedonic and control benefits are important benefit components, whereas cognitive, privacy and socials costs are particular relevant cost components. Moreover, our findings show that customers' self-efficacy and preference insight have a positive effect on perceived benefits, while customers' Internet affinity reduces perceived costs. Furthermore, results indicate a positive relationship between perceived value and the two behavioral intentions.

Learning from errors for a better adaptivity in selling

Andras Bauer*, Corvinus University of Budapest
Ariel Mitev, Corvinus University of Budapest, Marketing Department
Krisztina Dörnyei, Corvinus University of Budapest

Learning from errors is on the agenda in several industries, including healthcare, IT, and education, but is very rarely mentioned in the selling literature. This fact is somewhat surprising knowing that salespersons are the first to recognize their own failures and are often have to handle them alone. Error-learning has strong connection with (intrinsic) motivation, but in the psychology literature there is contradicting evidence whether highly motivated individuals are able to handle their own failures better, or whether those who can learn from their own mistakes are becoming more motivated.In our research we measured error-learning, intrinsic motivation and adaptive selling in a sample of 184 salespeople from different industries and found good explanation to support the above propositions. Acting upon this evidence can help firms to better understand the nature of how salespeople handle errors and can lead to establish better training procedures.

How can I get you: understanding service customer engagement

Chair: **Anja Geigenmueller,** Ilmenau University of Technology

Organizational customer orientation, employee customer orientation and employee job performance: the moderating role of openness to experience

Weiyue Wang*, Coventry University
Hongwei He, University of Strathclyde, **Weichun Zhu,** The Pennsylvania State University, **Wei Song,** Coventry University

Organizational customer orientation (OCO) refers to an organization's continuous and proactive disposition that put the interests of customers first. Extant studies have noted the positive relationship between OCO and employee job performance. However, little research has explored the mediating and moderating mechanisms in this relationship. This research advances an argument that employee job-related personal value (i.e. employee customer orientation (ECO)) acts as a mediator. Moreover, we argue that this mediation effect is moderated by employee's personality traits of openness to experience. Using a set of multiwave and multisource data, we tested our hypotheses in the context of service workers (n=393). The results support a series of hypotheses and generate a number of implications for both theory and practice.

Bridge over troubled water: measuring service innovation from the customer perspective

Seidali Kurtmollaiev*, NHH Norwegian School of Economics
Tor Wallin Andreassen, NHH Norwegian School of Economics

Service innovation becomes crucial for the survival of companies, both in service and manufacturing industries. Although the ultimate judges of any innovation are customers, the existing innovation indices are based on either economic indicators or companies' self-reporting of their overall innovation efforts. In this paper, we develop a new approach to measuring innovation by taking the customer perspective. We define four service dimensions, where innovations may be observable to customers, namely core service, service delivery, customer relations and servicescape. Building on the research traditions of innovation indices and customer satisfaction barometers, we present a model of the relationships between innovation in the service dimensions, perceived overall value, perceived firm innovativeness, relative firm attractiveness, corporate image and customer loyalty.

Understanding patients' participation in health care services

Zelal Ates*, University of Liège - HEC
Lola C. Duque, University Carlos III, **Jan H. Schumann,** University of Passau, **Marion Büttgen,** University of Hohenheim,
Marta Lara Quintanilla, University of Liège - HEC,
Cécile Delcourt, University of Liège – HEC Management School

Health care has a tremendous impact on countries' economies and on the quality of people's daily life. Research on health care services has become therefore increasingly popular and is encouraged by both policy makers and service researchers. Patients' health and well-being depend upon a collaborative effort of physicians and patients (American Medical Association, 1990); however, patients' involvement in decision-making is far from the ideal (European Commission, 2014). The objective of this study is to understand key aspects related to patients' participation, participation stress, health literacy and willingness to take responsibility. We develop a qualitative study with a triad of patients, physicians and health care managers, involving mix methods and grounded theory. This is a first stage of a larger project, and findings of this study will be used to develop measurement scales.

How to elicit customer participation behavior during service encounters: an empirical investigation

Anja Geigenmueller*, Ilmenau University of Technology
Kristin Lenk, Ilmenau University of Technology
Stefanie Lohmann, Ilmenau University of Technology
Alexander Leischnig, University of Bamberg

While the service literature repeatedly emphasizes the critical role of customer participation during service interactions, studies on relevant behaviors are scarce. This study defines and conceptualizes customer participation behavior as a multidimensional construct and empirically investigates the relationship between customers' assessment of service interactions and customer participation behavior. A quantitative study reveals that customer participation behavior is elicited by customers' assessment of quality of and their satisfaction with interactions with service employees. From these empirical results, the authors derive implications how to manage customer participation behaviors during service encounters. The paper concludes with avenues for future research.

Engaging the consumer in CSR

Chair: **Salvador Ruiz De Maya,** University of Murcia

Impact of CSR timing on consumer attitude and purchase intention: the mediating role of attributions

Athaasios Krystallis*, Aarhus University

The current paper seeks to investigate the existence of a mediation effect of consumer attributions on the relationship between CSR timing and consumers' attitudinal and behavioural outcomes. When consumers believe the CSR initiative is proactive, they assign more values-driven attributions to the company and less stakeholder-driven and egoistic-driven attributions. Moreover, the direct effect of CSR timing on attitude and purchase intention weakens when 'other-centred' attributions (i.e. motivations external to the firm) prevail. Engaging proactively in CSR initiatives is a good way of harnessing positive attitudes and behavioural intentions from consumers to the extent that voluntarily launched CSR initiatives make consumers perceive the firm as being either driven by true virtue or is less susceptible to stakeholder pressure.

From disposables to reusable coffee cups: determinants of intention to use and willingness to pay

Juha Munnukka*, University of Jyväskylä
Jenni Niemelä-Nyrhinen, University of Jyväskylä
Veli-Heikki Vänttinen, University of Jyväskylä

In facilitating a shift toward more sustainable consumer behaviors, it is central to understand how individuals make decisions on environmentally relevant behaviour. Previous research has suggested that current consumer behaviour models may not be adequate to explain eco-friendly behaviour. Accordingly, this paper presents and tests an extended conceptual model of environmentally relevant behaviour that integrates the variables of the Theory of Planned Behaviour with ethical obligation, sensitivity to price differences, and willingness to pay. The proposed model fits the data and accounts well for the intention to act in an environmentally relevant way. The model also explains consumers' willingness to pay for an eco-friendly product, and it is shown that willingness to pay is independent of the behavioural intention construct.

"I will do it if I enjoy it!": Consumers' participation in CSR campaigns

Salvador Ruiz De Maya*, University of Murcia
Rafaela Lardín Zambudio, University of Murcia
Inés López López, University of Murcia

As a way to gain differentiation, companies are allocating resources in CSR initiatives. Simultaneously, consumers are given a more active role in this process of creating value for the company. In this sense, consumer participation has become a new approach to gain competitive advantage. However, the effectiveness of customer participation in CSR campaigns still remains unknown. With the purpose of filling this gap, this study shows that participatory CSR campaigns result in greater consumer perception of CSR which, in turn, leads to a more favorable attitude toward the company. Moreover, we found that the effect is stronger for sensory pleasure seekers, who get more involved with the experience. The findings adds to the CSR literature and suggest actionable implications for marketers.

Tourist behavior

Chair: **Irene Roozen,** KU Leuven

Tourism with a social dimension: investigating the motivation of tourism accommodations towards a social rate

Britt Jennes*, KU Leuven - Campus Brussels
Tine Faseur, KU Leuven - Campus Brussels
Tine De Bock, KU Leuven - Campus Brussels
Thérèse Steenberghen, KU Leuven
Marc Vanlangendonck, KU Leuven

This paper focuses on the (de)motivations of the tourism accommodations towards social tourism activities, more specifically towards the social rate in tourism. Literature shows that research is needed to understand (de)motivations of tourism accommodations to engage in social tourism activities in order to broaden the awareness of social tourism and to intensify and diversify the offer of social tourism activities. The question arises how one can define these (de)motivating indicators. Data were collected through interviews (n=22) and focus groups (n=12) to get a clear understanding in the motivations of accommodations. This articles concludes by revealing business-related and social-related aspects as main (de)motivating indicators. It also highlights that common ground exists that it is needed to expand the overlap between indicators.

Toward a deeper understanding of fandom: effects of self-expansion theory on consumer intentions

Lanlung Chiang*, Yuan Ze University
Aikaterini Manthiou, NEOMA Business School - Rouen Campus

With continued growing in the pop-culture tourism, statistical data indicates that the sector was expected to contribute 57% to travel and tourism revenue in 2013 with grow an average 14.4% per year (WTTC, 2014). In response to competitive markets, destination marketers keep attempting to facilitate creative and satisfactory strategies which support their goals. This suggests that a better understanding of the critical factors relevant for determining the complex relationship is needed. By using a two-step SEM analysis, the major objective of this paper is to examine the relationships between self-expansion, fandom, recollection, place attachment, and post-behavioral intentions. Therefore, the findings from this study can provide not only theoretical contributions, but also practical implications that can be useful guidance for governments and destination marketers.

The influence of mood regulatory processes on customer participation and customer value creation: evidence from the hospitality industry

Filipe Coelho*, University of Coimbra
Babak Taheri, Heriot Watt University
Carlos Sousa, Durham University Business School
Heiner Evanschitzky, Aston Business School

Customers play a critical role in service cocreation. Not surprisingly, some studies investigated consumers' motivations to engage in cocreation. However, the link between mood regulatory processes and customers' engagement in value creation has so far been ignored. To address this gap, this study innovates by focusing on mood regulatory processes as determinants of customers' participation and customer value creation. The conceptual model is tested using a sample of 454 hotel customers in Iran. The results support the notion that mood monitoring, mood clarity, and mood repair have a significant impact on customer participation as well as on customer value creation.

Social distinctiveness and social context effects in a service failure situation

Karin Weber*, The Hong Kong Polytechnic University
Beverley Sparks, Griffith Unviersity
Cathy Hsu, Hong Kong Polytechnic University

Rather than compare consumer differences in Western cultures versus Asian cultures, this study drew on acculturation theory to establish differences in responses of 224 Australian-Chinese to a service failure, based on three acculturation modes, namely, integration, assimilation, and separation. In addition to the effect of acculturation, effects of social distinctiveness and social context effects were also examined. Respondents' acculturation status influenced their reaction to the service failure as measured by their ratings for satisfaction and repeat purchase, and the three acculturation groups' ratings interacted with both social distinctiveness and the social context in which the service failure took place.

A stakeholder marketing perspective on innovation in business ecosystems

Bas Hillebrand, Radboud University Nijmege

Organiser:

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Majbritt Rostgaard Evald, University of Southern Denmark

The goal of this collaboration group is to develop a joint research project on innovation in business ecosystems. Innovation increasingly transcends the boundaries of individual organizations and takes place in business ecosystems consisting of diverse stakeholders, including both business (such as SMEs, large corporations) and public actors (governments, NGOs, local communities). This implies that value creation, and thus marketing of innovations, changes in nature. Previous special interest group sessions at EMAC conferences have yielded a stakeholder marketing perspective that is able to describe and analyze such complex value creation processes. Stakeholder marketing describes business ecosystems in terms of complex value exchange, tension between stakeholders' interests, and dispersion of control. The stakeholder marketing perspective is now used to examine how innovation emerges in dynamic interaction between diverse stakeholders in various layers of the business ecosystem.

Funding marketing science: horizon 2020 and beyond

Chair: **Efthymios Altsitsiadis,** KU Leuven

Marketing science is increasingly financed by large institutions and governmental organizations. Whether through well-established mainstream funding instruments or through less explored paths (like public contracts) marketing researchers can participate in project based competitions to acquire funds for their research, both applied and basic. These project based initiatives provide ample financial support; they unlock cross-discipline-sector collaboration, provide access to unique infrastructure and offer unsurpassed data collection capabilities while making research in marketing relevant and visible to society.

The European Commission (EC) has launched the Horizon 2020 - the biggest EU Research and Innovation Programme ever, with nearly €80 billion of funding available over 7 years (2014 to 2020). Even though many agree that Horizon 2020 is in many aspects an improvement to the previous Programme (FP7), applicants tend to note the low success rates experienced in the first calls. Increased competition requires a stronger level of preparation and better apprehension of what is expected.

In the meantime, the demand for marketing science in public contracts has been growing. From the pioneering contractual work in behavioral economics of the EC's Consumer Directorate to the applied marketing research found in most EC and other EU-instrument administered studies, the modern marketing researcher could have a role to play, one that is rather overlooked.

This special session will examine how to shape a more strategic approach to attracting funding for academic research in marketing, relying on the insight s from different experts in the field.

The session is set up as a panel discussion with ample opportunity for Q & A. Confirmed panel members:

Domenico Rossetti di Valdalbero, DG Research and Innovation, European Commission
Laurent Ghys, Belgian Science Policy (BELSPO)
Dariush Yazdani, PriceWaterhouseCoopers

Behavioral marketing journals

Chair: **Sabrina Bruyneel,** KU Leuven

In this session, each editor or representative will explain the mission, editorial process, recent submission trends, and other topics of interest for scholars looking to publish their work in their journal. The aim of the session is to help prospective authors understand what it takes to be published in each journal, and why papers get rejected. There will be extensive opportunity for Q&A.

Journal of Marketing Behavior

Klaus Wertenbroch, INSEAD

Journal of Consumer Research

Vicki Morwitz, NYU Stern School of Business

Journal of Consumer Psychology

Amna Kirmani, Smith School of Business, University of Maryland

Journal of Advertising

Shintaro Okazaki, Universidad Autonoma de Madrid

Journal of Public Policy and Marketing

Shintaro Okazaki, Universidad Autonoma de Madrid

Insights for growth

A three-hour workshop, where participants gain insights on how the firm applies its marketing and sales concepts in practice. In small teams and under the guidance of McKinsey marketing and sales consultants, they work on a case study, define a brand strategy for a telecommunications company, and learn how innovative research methods can be used to generate valuable consumer-related data and inform strategic marketing decisions for profitable growth.

This is a closed event. Participants applied through the EMAC site and were selected by a McKinsey panel.

Growth and performance in emerging markets

Chair: **Sourindra Banerjee,** Warwick Business School

The growth and performance of businesses from emerging markets has begun to attract the attention of academics and managers alike. How do businesses from emerging markets achieve growth despite lacking resources, competitiveness, and facing weak institutions and adverse climatic conditions in their home countries? The papers in this special interest group explain the growth and performance of emerging market businesses by studying them through the lens of organizational learning, empathy, resource endowment and innovation. The papers bring together studies conducted in varied emerging market contexts like micro-entrepreneurs in Bangladesh and Egypt and large corporations in India.

Place decisions, natural disasters and organizational resilience: modeling branch placement decisions in emerging markets and their success drivers

Jarrod Vassallo*, Cambridge Judge Business School
Jaideep Prabhu, Cambridge Judge Business School

Empathy and salesforce performance in emerging markets

Toby Norman*, Cambridge Judge Business School
Jaideep Prabhu, Cambridge Judge Business School
Fakir Md. Yunus, BRAC Research and Evaluation Division UK

The lives of micro-marketers: why do some differentiate themselves from their competitors more than others?

Magda Hassan*, Warwick Business School
Jaideep Prabhu, Cambridge Judge Business School
Rajesh Chandy, London Business School
Om Narasimhan, London School of Economics

The impact of corporate ownership on innovation

Sourindra Banerjee*, Warwick Business School
Jaideep Prabhu, Cambridge Judge Business School
Gerard Tellis, USC Marshall School of Business

Assessing marketing's influence on the financial performance of the firm

Chairs: **Emanuel Bayer,** University of Frankfurt
Bernd Skiera, University of Frankfurt

Marketing decisions influence the financial performance of the firm. Open questions are on the role of CMOs as well as on how different marketing decisions affect financial value. This interdisciplinary session contains four presentations that aim at providing more insights on how concepts from marketing relate to concepts in finance and accounting. Due to its interdisciplinary character, papers presented in this session are relevant to stakeholders from all three fields, i.e., marketing managers, investors and analysts, and regulators. Thus, this session aims at closing the gap between marketing, finance and accounting.

How incentives shape strategy: the role of managers' equity compensation in inducing myopic marketing management

Martin Artz*, Frankfurt School of Finance & Management
Natalie Mizik, Foster School of Business, University of Washington

20 Years of brand valuation – what do we learn from 38,000 brand values?

Alexander Himme*, Vlerick Business School
Marc Fischer, University of Cologne

Explaining high-growth firms' price-to-earnings ratios with customer metrics

Emanuel Bayer*, Goethe University Frankfurt
Bernd Skiera, Goethe University Frankfurt

Examining the impact of a price increase announcement on shareholder value

Leon Gim Lim*, Singapore Management University
Kapil R. Tuli, Singapore Management University
Marnik G. Dekimpe, KU Leuven & Tilburg University

Brand and package management

Chair: **Udo Wagner,** University of Vienna

Combining globalness and authenticity: how global brands benefit from authentic brand stories

Petra Riefler, University of Vienna

Practice and literature propose brand authenticity to represent a new business imperative of the 21st century. While small and local brands represent the embodiment of authentic brands, global brands increasingly link their brand communication to time, place, and history to induce authentic perceptions. This paper joins brand authenticity and global branding literature and examines the interplay of authenticity and size on consumer response. In a series of four studies, the paper (1) investigates the compatibility of size and authenticity from a consumer perspective, (2) demonstrates the role of self-brand connection as part of the underlying mechanism, and (3) examines the role of authenticity in the direct competition between global and local consumer brands. The paper concludes that "authentication" represents a fruitful strategy for global brands.

Hashtag influence on fashion brand equity

Jiye Shin, Yonsei University
Heeju Chae, Yonsei University
Eunju Ko, Yonsei University

Fashion brands are trying to approach to their customers through image based social networking sites (SNS) to expand membership and derive higher user interaction. The purpose of the study is to identify the effects of using hashtags in image based SNS on brand equity. Also, from a uses-and-gratifications perspective, it examines how the level of SNS participation moderates between the usage of hashtag and customer social participation (customer-media (C-M) participation, customer-brand(C-B) participation, customer-customer(C-C) participation). In-depth interviews and an online survey were conducted among the image based SNS users to understand the relationship between usage of hashtags and brand equity. For testing the hypothesis, we conducted SEM using AMOS 18.0.

Cultural aspects of package designs

Udo Wagner, University of Vienna
Jutatip Jamsawang, University of Vienna
Andreas Zöchling, University of Vienna

In cognitive psychology, some scientists thoroughly deal with the influence of the reading direction and the figure-ground separation on visual evaluation of images and alignment of focus objects. The reading direction influence among others the aesthetic judgment to a large extent: persons, who read from right to left, prefer pictures with the same orientation (i.e., right to left). In addition, research findings of figure-ground separation demonstrate, that members of Western cultures tend to focus on subjects or objects, which are located in the front of a picture (e.g., if a photo portrays a person within an environment, Westerners tend to appraise it by concentrating on – the facial expression of – this person). People from Eastern cultures, however, tend to pay more attention to the context. This study deals with the visual assessment of the design of a product packaging in retailing. In particular, we analyze the effects of the orientation of a focus object and its figure-ground separation on visual attention and evaluation. Respondents with three different cultural backgrounds (Austrian, Chinese and Israeli) are exposed to experimentally manipulated packaging with left-right and right-left orientation of the focus object. Visual attention generated is measured by means of eye-tracking. The evaluation, as well as the likelihood of buying the product is measured by means of a questionnaire. By and large, results are in accordance with stated hypotheses.

Part 2: Networking

Chair: **Sylvia von Wallpach,** Copenhagen Business School

The EMAC CC aims to establish a young scholar community in Marketing throughout Europe and other continents. Networking opportunities for both PhD students and full professor are plentiful. The generation between beginners and successful leaders sometimes seems to be forgotten, although they represent the marketing professors of the future. In other words, they are the "climbers" of the European Marketing Academy. For further information on the EMAC Climber Community, please visit the dedicated section on the EMAC Website. The second part of the EMAC CC meeting is fully dedicated to the development of an international research network among participating young. The purpose of this second session is thus to get to know other EMAC CC members more closely; exchange experiences regarding research, research funding, or (inter)national job search processes; find out about potential joint research interests; and ideally establish the foundation for joint future collaborations and/or exchanges across countries.

Climber informal gathering

The networking session is followed by an informal gathering in the STUKcafé. It is the café of the student run cultural center of the KU Leuven. It is located across the street from Conference Zone A, in a former 1930s chemistry lab. Participants will walk their together, or can join later (Naamsestraat 96, 3000 Leuven).

Putting your best foot forward: impact of style, order and temperature on consumers

Chair: **Tim Smits,** KU Leuven

"Don't you pretend to be my friend!" The effect of brand communication style on consumers' initial brand trust in social media

Anaïs Gretry*, University of Liege - HEC
Csilla Horváth, Radboud University Nijmegen
Nina Belei, Radboud University Nijmegen
Allard Van Riel, Radboud University Nijmegen

Social media, and especially brand-based online communities, have revolutionized consumer-brand interactions. For the first time ever, the brand itself can directly converse with consumers. In these communities, brands are increasingly using an informal style of communication to induce consumers' feelings of being in an intimate relationship with the brand. Based on insights from role theory, we demonstrate that this may not be an effective strategy when communicating with consumers who are relatively new to the brand. Using a combination of qualitative research and experiments, we show that an informal communication style can have either positive or negative effects on brand trust depending on the consumers' familiarity with the brand.

Is cold always bad? The positive effect of perceived coldness on luxury perceptions

Jaewoo Park*, Chiba University of Commerce
Rhonda Hadi, University of Oxford

Previous consumer research on temperature has mainly focused on the positive effects of warmth. In this study, we examine whether and how coldness might also positively influence product evaluations. In our study, we find that perceived coldness has a positive effect on consumers' perceptions of product luxury. However, this coldness effect only manifests for high-end (vs. low-end) products. Further, we demonstrate that the positive effect of perceived coldness is necessarily mediated by psychological distance: Perceived coldness increases feelings of psychological distance, which subsequently increases perceived luxury of the product.

Starting off with an apology: Paving the way to consumer persuasion?

Tina Tessitore*, IÉSEG School of Management
Anneleen Van Kerckhove, Ghent University
Maggie Geuens, Ghent University

Apologies usually follow a mistake. However, recently companies have picked up the use of apologies in their persuasive communications even though they had not committed a mistake. In this research we test whether the use of these proactive apologies is effective as a persuasion technique. In two studies, we (1) find evidence for the effectiveness of using proactive apologies as a persuasion technique, (2) show that the positive effect of apologies on consumer behavior can be explained by a lack of persuasion knowledge activation, and (3) identify that an external warning can attenuate this persuasion attempt.

The right font for the job. The effect of typeface-product congruence on ad perceptions

Tim Smits*, KU Leuven
Robin Van Der Sar, KU Leuven
Goele Aerts, KU Leuven

Although text still is an essential part of advertising, little is known about the effect of typeface on persuasiveness. This study extends earlier findings on the superiority of typefaces that match the brand's positioning. Using adapted real-life advertisements, we demonstrate that a congruence between the typeface displaying luxuriousness or casualness and the brand's position in these dimensions increases attitude towards the ad, brand credibility and willingness-to-pay. Moreover, the detrimental effect of incongruence is most pronounced for brands with a casual positioning (and a luxurious typeface). The findings pertain to a low involvement (water) and a high involvement product (car tires).

Negotiation

Chair: **Uta Herbst,** Potsdam University

The effects of a package deal strategy on negotiation performance

Birte Kemmerling*, Potsdam University
Uta Herbst, Potsdam University / Negotiation Academy Potsdam
James A. Eckert, Western Michigan University

In times in which industrial marketers bundle their products and services in order to sell them as packages, the question arises to what extent buyers and sellers should also negotiate package offers. In this context, negotiation research has shown that negotiation parties can either apply a package deal strategy, or an issue-by-issue strategy, when making offers in negotiations. However, there are only a few empirical insights into these two strategies. Therefore, given the increasing relevance of package offers, our study aims to analyze how negotiation parties apply a package deal strategy in negotiations and if it impacts their overall negotiation performance. Among others, our results show that making more package than issue-by-issue offers during the negotiation process leads to increased individual negotiation outcomes.

Keeping it in mind: how negotiators' recall performances impact negotiation research

Timo Andreas Knöpfle*, Potsdam University
Uta Herbst, Potsdam University, Negotiation Academy Potsdam
Mariko Thor Borchardt, Potsdam University

Since negotiations are generally highly confidential in the business context, data gathering in negotiation research often raises problems, particularly in the B2B area due to highly complex interaction processes. Therefore, negotiation researchers rather draw on negotiation experiments than on surveys with practitioners, as they might be more valid and at the same time less time-consuming, thus more efficient. However, the validity of the data collection by means of surveys highly depends on the question whether negotia-tors are capable to remember the important components of their preceding negotiation. As it is still rather unknown how well negotiators remember their negotiation, we com-pare transcribed video recordings of negotiations with the negotiators' statements in-cluded in post-surveys in order to determine the negotiators' recall performances.

The first offer as a powerful anchor, revisited: a multilevel approach to concession-making in price negotiations

Hannah Nagler*, ESCP - Europe Business School Berlin
Robert Wilken, ESCP- Europe Business School Berlin
Ad De Jong, Aston Business School

First offers are powerful anchors that strongly determine the outcome of a negotiation. To give a better insight into the first offer effect, we adopt a process-oriented view and analyze the impact of first offers on individual concessions, in distributive price negotiations. We furthermore investigate the interdependencies of buyer and seller in the negotiation process and other variables that influence concessions. Using a multilevel approach, the results show that individual buyer and seller concessions are influenced by the first offer, the time of the negotiation (in that larger concessions are made at the beginning), and the time to react to the opponent's concession. Interestingly, concessions remain unaffected by the opponent's preceding concession. The results demonstrate that the first offer is indeed a powerful anchor that influences all steps required to settle.

Clash or match? An analysis of intra- and intercultural buyer-seller negotiations in China and Germany

Stephan Kasprzak*, University of Hohenheim
Uta Herbst, Potsdam University
Melanie Preuss, Potsdam University
Markus Voeth, University of Hohenheim

International negotiations are of high practical relevance in our globalized world. Thus, this topic has as well captured the attention of many scholars examining negotiations in an international context. Whereas researchers longtime only focused on intracultural negotiations, since recent years, there are also first studies that examine negotiations in the intercultural context. Nevertheless, these studies mainly refer to student samples and/or neglect the impact of negotiators' behavior on negotiation performance. Therefore, our study is the first to comprehensively analyze Chinese and German managers' international negotiation behavior and its influence on negotiation performance. Among others, our results show that the individual performance is better in an intercultural negotiation setting than in an intracultural setting.

The devil in disguise

Chair: **Caglar Irmak,** University of Miami

The devil you know: service failures, self-esteem, and behavioral loyalty

Irene Consiglio*, Erasmus University Rotterdam / ERIM
Stijn M.J. Van Osselaer, Cornell University

This research suggests that following service failures, high self-esteem (HSE) consumers are more likely to switch to a competitor compared to their counterparts who do not experience failures, whilst low self-esteem (LSE) consumers are not (studies 1a, 1b, and 2). We propose that service failures instil avoidance of relationships with alternative brands in LSE consumers. Consistent with this hypothesis, following service failures, LSE consumers increase their preference for low-commitment offers (e.g., one month trials) from competitors and decrease their preference for high-commitment offers (e.g., one-year contracts; study 2), even in unrelated consumption domains (study 3).

Explaining the moral dissociation between theft and piracy

Anouar El Haji*, University of Amsterdam
Gert-Jan Munneke, University of Amsterdam
Maurits Van Der Molen, University of Amsterdam

Previous research suggests that consumers perceive theft morally different from piracy. We hypothesize that the dissociation exists as a result of an aversion to cause immediate losses to others, which is dubbed second-person loss aversion. Study 1 shows that theft is considered distinctly immoral and attitudes towards piracy are more ambiguous. Study 2 demonstrates that the dissociation translates to how consumers would behave themselves. Study 3 and 4 demonstrates that consumers are more averse to causing immediate losses than appropriating a tangible good (Study 3) or causing foregone gains (Study 4). The studies combined show that extending loss aversion to second persons provides an unexplored explanation of the moral dissociation between theft and piracy.

Fair is good but what is fair? Discursive negotiations of justice in a community of foodsharing

Johanna Franziska Gollnhofer*, University of St. Gallen
Katharina Hellwig, HEC Lausanne
Felicitas Morhart, Université de Lausanne

By means of an ethnographic approach, this research advances understanding of ideology, justice and consumer behavior in a food sharing context. In contrast to capitalist market exchanges, which are defined by clear rules and principles of reciprocity, the redistribution of goods in a “sharing” context is in many cases less institutionalized and thus open to contestation. We map out the interplay of different and partly contradicting ideologies in a sharing community and explain how each ideology is translated into narratives regarding the redistribution of goods. We discuss our findings in terms of their implications for the understanding of the co-constitutive nature of ideologies and their alignment.

Seller-to-buyer goal contagion in multi-purpose products

Caglar Irmak*, University of Miami
Kunter Gunasti, University of Connecticut

We propose that when exposed to sellers’ intended goal for using a multi-purpose product, buyers inadvertently incorporate sellers’ goal into their evaluation of the product - even when they have a different goal for purchasing the product. We term this phenomenon “seller-to-buyer goal contagion”. We examine such contagion between sellers and buyers across three studies with different products and in various situations. The results show that buyers’ evaluations of products can be negatively or positively influenced depending on the difference between buyers’ and sellers’ intended uses of multi-purpose products.

Possession

Chair: **Bart Claus,** IÉSEG School of Management

When spendthrifts become tightwads

Christophe Labyt*, Ghent University
Mario Pandelaere, Ghent University

It has been shown that tightwads and spendthrifts differ in their purchase behavior because of a chronic tendency to experience too much or too little pain of paying in response to spending money. Paradoxically, we believe that spending behavior is not unconditionally related to these personality traits. Across three studies we demonstrate that spendthrifts experience a lower or equally low willingness to spend then tightwads when experiencing a lack of autonomy. Spendthrifts find autonomy important and stop spending their money in the absence of it.

Relative mental depreciation of durable goods: role of usage frequency

Aruna Divya Tatavarthy*, Indian Institute of Management Bangalore - IIMB
Kanchan Mukherjee, Indian Institute of Management Bangalore - IIMB

Individuals mentally depreciate their durables over time and with usage. Prior studies do not mention about how the usage related information is accounted for in the mental depreciation. We offer a stimulus evaluation based explanation and propose that individuals account for both actual and relative usage frequency information while mentally depreciating their durables. Across a series of laboratory and field experiments, we find support for the propositions and further investigate conditions when relative vs. actual usage frequency impacts various aspects of mental depreciation. Theoretical and managerial implications are highlighted.

What's in your gift closet? Investigating the use of stored and (perhaps) unwanted items

Thyra Uth Thomsen*, Copenhagen Business School
Judith Zaichkowsky, Simon Fraser University

Gift closets are a dedicated space in one's home in which potential gifts are stored, for which either the recipient or the exact timing of the gift giving is not known at the time the item is stored or acquired. Based on a questionnaire (n=111), including a free elicitation process of words associated with gift closets, we describe the content of gift closets, the intended recipients of the stored potential gifts, and perception of gift closet owners actions. Finally, we theorize how the perception of gift closets may affect the value creation process in gift giving rituals.

The tree is mine, the forest isn't: the construal level of possessions

Bart Claus*, IÉSEG School of Management
Wouter Vanhouche, KU Leuven
Siegfried Dewitte, KU Leuven
Luk Warlop, KU Leuven & BI Norwegian Business School

Ownership is a key concept to set consumer behavior apart from related disciplines. Nevertheless, the psychological nature of this construct as a state has been understudied. We apply CLT to show that possessions are processed at low levels of construal, and conversely, that processing objects at low construal levels leads to ownership effects. Four studies support this, additionally indicating that possessions are perceived by their owners as dissimilar from reference objects, effectively a uniqueness effect of endowment. A fifth study relates our findings to literature explaining the endowment effect based on differences in the focus of buyers and sellers.

Adoption of innovations

Chair: **Ben Lowe,** University of Kent

Consumer perceiced innovativeness in its nomological net

Ben Lowe*, University of Kent
Frank Alpert, UQ Business School, University of Queensland

A new conceptualization and nomological net for consumer perceived innovativeness (CPI) is proposed and tested. In exploring how innovative a new product is, most research has focused on experts' or managers' definition of product innovativeness. Some investigations have explored consumers' perceptions of innovativeness, but this research is fragmented and contains no comprehensive examination of the construct of CPI and its antecedents and consequences. This study proposes CPI as a separate, singular, abstract construct with key proximal antecedents, including perceived relative advantage, perceived concept newness, and perceived technology newness. Consumers' affective evaluations are important consequences of CPI, rather than dimensions of the construct, as prior research implies.

It's fun: task enjoyment as an important driver for innovation diffusion

Manuela Oberhofer*, University of Innsbruck

Tryvertising as part of referral-marketing campaigns constitutes a promising strategy to stimulate innovation diffusion, and also represents an exciting alternative for consumer engagement at the product introduction stage. Since tryvertising assigns consumers the enjoyable task of trying out new products, results indicate that task enjoyment is an important driver to stimulate offline (WOM) and online (eWOM) referral behavior, leading to increased numbers of product adoptions by future customers. In addition, consumers' product expertise plays a significant role in strengthening the impact of eWOM referrals on future customers' product adoptions. The findings have vital theoretical and managerial implications.

Customer acceptance tests and new product success – an application of Qca in innovation research

Daniel Hein*, University of Bamberg
Bjoern Ivens, University of Bamberg
Steffen Mueller, Zürcher Hochschule für angewandte Wissenschaften

We test the connection between Customer Acceptance Tests (CATs) and New Product Success (NPS) for the first time using Qualitative Comparative Analysis based on data from a European tool manufacturer. We link results from 41 CATs conducted between 2009 and 2013 to NPS as rated by Product Managers and show that (1) an overall product evaluation of seven on a scale from one to ten is a necessary condition for NPS, that (2) tool features related to durability, performance, design & comfort and weight are a necessary condition for a superior overall product evaluation and that (3) product advantage vs. competition is a necessary condition for NPS. Our results support Product Managers how to assess results of future CATs and help them to determine what a good or bad customer feedback is.

The effect of information presentation format and information quantity on really-new product adoption behavior

Jamal Alsaady*, Cranfield School of Management
Kamran Razmdoost, University College London

Many really-new products (RNPs) fail during the introduction phase as consumers' adoption intentions face challenges comprehending and evaluating these RNPs. Information presentation plays an important role in facilitating consumers' comprehension and evaluation of RNPs. Therefore, this paper aims to investigate the effect of information presentation format and quantity on RNP adoption behavior. An experiment is conducted and two fictional products were used as stimuli along with accompanying text extracts and pictures. The results show that pictures improve evaluations of utilitarian RNPs, and information quantity improves the evaluation of hedonic RNPs and comprehension of utilitarian RNPs.

Aspects of internationalization

Chair: **József Berács,** Kecskemét College

The relevant role of entrepreneurial marketing on micro and small companies internationalization

Reynaldo Dannecker Cunha*, ESPM
Sergio Garrido Moraes, ESPM

Although many studies were conducted to understand the relationship between Export Marketing Strategies (EMS) and Export Marketing Performance (EMP), the majority involved medium-large sized companies, took place in developed countries and the role of managers on influencing marketing strategies was not comprehensively analyzed. Furthermore, researches were developed to understand the empirical link on micro and small enterprises from emerging countries, but, again, the role of entrepreneurs was not still completely explored. In order to fulfill this gap, this study analyzes Entrepreneurial Marketing and its influence on EMS and EMP. The results show entrepreneurs' key importance for MSEs internationalization.

How capabilities drive the internationalization speed and performance of new ventures

Moussa Obeid*, Wilfrid Laurier University
Nicole Coviello, Wilfrid Laurier University & University of Turku

Early internationalization has received increased attention in the international marketing literature. It is however, unclear how and when early internationalization is healthy for young firms. Also unclear is how specific marketing capabilities might drive internationalization speed. We study these issues by first, explaining how customer management, new product development, and supply chain management capabilities, together with the firm's information and communication capability, effect internationalization speed. We then argue that the direct effect of marketing capabilities on performance is greater than when the capability-performance relationship is mediated by speed.

Exit from a foreign market: more than just poor performance

Qun Tan*, Xiamen University
Carlos Mp Sousa, Durham University
Zhaoyang Guo, Xiamen University

Although research on international entry and expansion has been a particularly important topic in the literature, there has been lack of research into explaining the firms' exit decisions from foreign markets. Given the dearth of research in this area, we propose to examine the determinants of the international exit decision. Specifically, this study investigates the effects of both international performance and the internal strategic fit on the firm's exit decision. Our results, based on data collected from multiple informants in Chinese outward foreign direct investment firms, generate new insights for academics and practitioners.

Portfolios and competition

Chair: **Amanda Spry,** University of Melbourne

Consumers' confidence in competitive positions of products: antecedents and effects on segment preferences

Anne-Maree O'Rourke*, University of Technology Sydney
Sandra Burke, University of Technology Sydney

A consumer's perception of a product's competitive position is their judgment of who the product is targeting and what it stands for, deduced from the plethora of organization and market-derived information that the consumer encounters and decodes. While psychology literature has long stipulated that a consumer's confidence in evaluation or judgment affects consumer behavior, the construct has not been examined relative to the strategic concept of competitive product positioning. The proposed framework suggests that consumers' confidence in competitive positions acts as a moderator, magnifying the effect between competitive position perception and segment preference and suggests relevant antecedents. Consequently, it contributes to the managerial dilemma of how closely an organization should align a product's intended competitive position to what the market believes it to be.

Product variety as a reactive and preemptive response to entry

Sungtak Hong*, London University / London Business School
Jinhwa Chung, Keimyung University

This paper studies a multi-product firm's use of product variety in its strategic interactions with potential entrant firms. Firms offer a variety of products not only to respond to market entry but also to preempt the profitable product space and deter entry. We identify separately the incumbent firm's reactive and preemptive product strategies in the Korean soju market. This market, previously composed of independent geographic markets, each with a protected incumbent producer, became open to nation-wide competition as a result of market deregulation. We build an econometric system that accounts for causal structures surrounding the incumbent firms' product variety and the number of firms in the market. We find that the incumbent firms' preemptive strategy better accounts for product proliferation following market deregulation.

Does generic strategy moderate the brand portfolio diversity and firm performance relationship?

Amanda Spry*, University of Melbourne
Bryan A. Lukas, University of Melbourne

Although a developing stream of research shows that brand portfolio diversity directly impacts firm performance, whether this effect is positive or negative remains unclear. Against this background, the author adopts a contingency perspective to argue the actual performance of a brand portfolio depends on a firm's generic strategy. Data for consumer goods and services firms were obtained from two sources: surveys and financial statements. The results show brand portfolio diversity's performance effect is in fact conditioned by generic strategy.

Measurement

Chair: **Thomas Niemand,** Dresden University of Technology

A structural analysis of marketing topics

Radoslaw Karpienko*, Vienna University of Economics and Business
Thomas Reutterer, Vienna University of Economics and Business

We employ network clustering analysis and topic modeling techniques over a comprehensive collection of 42,500 marketing publications in 35 journals over a time span of 20 years to identify trends and emerging research topics in the field of marketing. Our approach is fully data-driven and does not require prior information about the structure and content of the input data. We find support for a maturation process of the discipline, and evidence for a fragmentation of the field into self-contained subareas. We explore shifts in the topical structure of the marketing field, and discuss changes in the positioning of marketing journals over time. Furthermore, we use a probabilistic topic model to track the evolution of specific research topics.

Disentangling content and style in survey data: a process model

Meike Morren*, University of Amsterdam
Bert Weijters, Ghent University

We present an IRT model to disentangle style and content in Likert data, and apply the model to secondary data (N = 595, N = 7581). In the model based on Böckenholt (2012), pseudo-items are used to capture three response processes: midpoint, agreement and endpoint responding. We extend the model to include distinct content and style factors for each response process, we add response style indicator items, and we account for directional bias (acquiescence). Contradicting the recent claim that only the agreement process captures content, we demonstrate that the midpoint, agreement and endpoint responding all contain a mix of content and style variance that can be separated through the presented model.

Correcting for measurement-induced error in experimental research

Thomas Niemand*, Dresden University of Technology
Robert Mai, Kiel University, Chair of Marketing

Marketing research heavily relies on experimental studies. To examine hypotheses, the analysis of variance (ANOVA) and related variants are widely applied. What has been largely over-looked is the fact that ANOVA is based on the assumption of perfect reliability. As this can be viewed exception rather than rule and given that current F-tests do not account for meas-urement unreliably, this can provoke falsely rejected hypotheses and, thus, increases publica-tion bias. This article suggest a procedure to account for measurement-induced error. A Monte Carlo Simulation confirms the convergent validity of the proposed procedure by using an SEM-based benchmark approach.

Customer reviews and what they do

Chair: **Daria Plotkina,** EM Strassbourg Business School

When opinions differ: the impact of standard deviation and skewness of customer rating distributions on product quality perceptions

Sarah Küsgen*, RWTH Aachen University
Sören Köcher, TU Dortmund University
Stefanie Paluch, RWTH Aachen University

When making online purchase decisions people increasingly rely on customer ratings to infer the quality of the available purchase options. Previous research indicates that – aside from the average rating – the standard deviation of ratings influences quality perceptions. However, findings on this distribution characteristic are mixed. This research examines the extent to which the effect of standard deviation of ratings on perceived quality depends on the skewness of rating distributions. The results of three studies reveal a positive effect of standard deviation on quality perceptions when the distribution of ratings is left skewed which reverts for right skewed distributions.

Search strategies for online reviews – which reviews are read?

Ann-Kathrin Grötschel*, University of Wuppertal
Ina Garnefeld, University of Wuppertal
Jana Wies, University of Wuppertal

Online reviews are of high importance for customers as they offer easy access to credible information. However, in many situations customers face abundant reviews when searching for information online which often makes it impossible or at least inefficient to read every review. Consequently, customers need to make a choice which reviews to read. This research aims at identifying search strategies customers apply for choosing reviews. According to our econometric study on 415 reviews, longer reviews with extreme numerical ratings are most frequently considered. Marketers should use this information for assessing which product information customers use for their purchase decision.

Turning a blind eye to opposing information - examining biased assimilation of brand-related online consumer reviews

Alexander Mafael*, Freie Universität Berlin
Sabrina Gottschalk, Freie Universität Berlin
Henning Kreis, Freie Universität Berlin

This paper examines the impact of pre-existing brand attitudes on consumer processing of electronic word-of-mouth (eWOM). Two experimental studies using univalent (study 1, N=538) and mixed (study 2, N=262) sets of online consumer reviews (OCRs) find indication for biased processing of eWOM information. In line with biased assimilation theory, consumers perceive positive (negative) arguments as more (less) persuasive when having a positive (negative) attitude towards the brand. Results from a moderated mediation analysis show that perceived persuasiveness in turn influences behavioral intentions and acts as a mediator on the relationship between attitude and consumer intentions, both in conditions of univalent and mixed valence OCRs.

Lie lays a burden. Emotional and attitudinal impacts of composing a fake online review

Daria Plotkina*, EM Strasbourg Business School
Jessie Pallud, EM Strasbourg Business School, University of Strasbourg
Andreas Munzel, IAE, University of Toulouse 1 Capitole

Deceptive marketing practices are an issue of increasing relevance due to the development of communication technologies that facilitate potential deception attempts. Despite the societal and managerial topicality, the impact of deception on the emotional and behavioral reaction of the consumer remains understudied. We believe that the demonstration of the damaging influence of deceit on the customer relationship is essential to decrease the usage of deceitful practices and neutralize the post-deceit negative effects. Our focus groups study shows the importance of the topic, while our experiment with 1,003 respondents confirms the negative emotional impact of deception exposure and deteriorated attitude toward the product and the reviewing Website.

Consumer behavior

Chair: **Valerie Guillard,** Paris Dauphine University

Reciprocal couchsurfing versus sharing's non-reciprocity principle

Alina Geiger*, University of Bayreuth
Claas Christian, Germelmann, University of Bayreuth

In this paper we examine sharing within the context of Couchsurfing, a free online hospitality exchange platform. We investigate the hosts' understanding of sharing and their motivation to host since hosting someone is a prime example for sharing. Although literature defines sharing as non-reciprocal, in line with results of former Couchsurfing studies our findings suggest a common understanding by hosts of sharing as mutual giving and receiving. This reciprocal principle appears to be a strong driver for future sharing activities. Therefore, we suggest including the idea of reciprocity in further studies.

Post mortem habitus

Carolina Rezende Pereira*, Universidade Nove de Julho
Suzane Strehlau, Universidade Nove de Julho

All citizens have equal rights and State should provide burial for the dead. However, there are mechanisms of perpetuation of social distinction among members' classes that are still evidenced in cemeteries. The objective here is to understand how tombs reinforce social distinction of families. Data collection was performed in two cemeteries through graves photos, observations and interviews. We used emerging categories of analysis to identify the types of tombs and how they reflect the family history. The results show a post mortem habitus; even after death the class position can be maintained by the symbolic capital shown in the tombs.

Time swaps between collaborative consumers: analysis of the nature of interpersonal relationships through social exchange theory

Valerie Guillard*, Paris Dauphine University

This article concerns a mode of collaborative consumption, time-swapping between consumers within an organisation – 'Accorderies'. A phenomenological analysis of 22 interviews with time-swappers reveals how they conduct interpersonal relationships within the exchange, as well as the meaning of the relationships. In accordance with what is expected of the relationship (doing something/getting something done as opposed to showing or learning how to do something), and also according to the kind of affinity expected and experienced (a relationship limited to the service or one open to friendship) the time-swap gives rise to four forms of interpersonal relationship: a service relationship; a hybrid of service and friendship; learning; co-operation. The results of this research will be discussed in respect of other time-exchange relationships – commercial and voluntary relationships.

Customer relationships and profitability

Chair: **Liyuan Wei,** City University of Hong Kong

Social networking sites: the relationship element in the communication mix

Daniela Langaro*, Lisbon University Institute (ISCTE)
Maria De Fátima Salgueiro, Business Research Unit (BRU- IUL); Lisbon University Institute (ISCTE), **Paulo Rita,** Business Research Unit (BRU- IUL); Lisbon University Institute (ISCTE)

Social Networking Sites (SNS) offer a new way for brands to interact with their markets and establish one-to-one relationships in mass consumption contexts. Focusing on brands from consumer packaged goods (CPG), the current study builds on the argument that SNS are important relationship channels for CPG brands, as they provide positive relational consequences. The theoretical model proposed evaluates the impact of users´ participation at SNS on brand trust and affective commitment. An online quantitative survey was implemented with 575 users of CPG´ brand like pages at Facebook. Structural equation modeling was used to test the research hypotheses. The findings help to validate SNS as a relationship marketing channel able to generate stronger consumer-brand relationships, with special impact on brand trust. Managerial and theoretical implications are discussed.

From interactions to customer profits: a causal path

Iguácel Melero Polo*, University of Zaragoza
Jesús Cambra, University Pablo of Olavide
F. Javier Sese, University of Zaragoza
Jenny Van Doorn, University of Groningen

This study aims to take a complete causal overview on the consequences of customer-firm interactions. The authors propose a chain of effects, measured in four periods of time, to identify a causal path from customer-firm interactions to customer profitability. The framework is empirically tested applying a Seemingly Unrelated Regression (SUR) system to longitudinal data for a sample of 1990 customers. The results reveal that: (1) different customer-firm interactions have differential effects on perceived relationship investment; (2) which enhances the relationship quality; (3) that, in turn, leads to an increase of customer cross-buy and service usage, (4) that finally improve customer profitability.

What drives the creation and distribution of the relationship value "pie"? A transaction cost theory and social exchange theory approach

Ngoc Luu*, The University of New South Wales
Jack Cadeaux, The University of New South Wales
Liem Ngo, The University of New South Wales

The study aims at investigating how each type of relationship marketing program (financial, social, and structural) has distinct impacts on the opportunism and reciprocity of the seller and the buyers, and how they are, in turn, key drivers of total relationship value and relationship value gap. From an empirical analysis of 120 matched buyer-seller dyads, our study revealed that social programs and financial programs help to increase total reciprocity, but structural programs raise both total reciprocity and the asymmetry in opportunism behavior between the two parties. Only total reciprocity was found to significantly influence total relationship value. Both total reciprocity and opportunism asymmetry were revealed as key factors driving the unequal distribution of the relationship value "pie".

Consumer choice of credit cards, usage and retention

Liyuan Wei*, City University of Hong Kong
Junji Xiao, Chinese University of Hong Kong
Liyin Jin, Fudan University

Consumers often pay service fees that are contingent on actual usage and thus avoidable. Using a credit card dataset that contains fee structures and usage measured in both monetary value and transaction volume, we examine the relationship between the choice of credit cards featuring different fee structures, card usage and the probability of closing the card account. The findings show (1) that choosing the upfront, lump-sum fee card is negatively related to customer exiting, and (2) that consumers whose annual fees are waived due to high usage are more likely to stay. We further show that consumers' anticipated usage at the time of choosing a card deviates from actual usage, which reduces the bias in estimates due to self-selection in modeling cardholder retention.

WEDNESDAY

Product returns

Chair: **Thomas Eichentopf,** Erasmus University Rotterdam

Threatening customers not to return – an effective strategy for online retailers?

Lena Feider*, University of Wuppertal
Ina Garnefeld, University of Wuppertal
Eva Böhm, University of Paderborn

High product return rates represent a costly problem for online retailers. To reduce product returns, firms often use targeted threat appeals admonishing their heavy returners. The authors conduct an experimental study to investigate the effect of targeted threat appeals on customers' behavior and examine targeted normative appeals as an alternative instrument for efficiently reducing returns. According to the results, threat appeals reduce customers' return intentions as intended but also negatively impact customer loyalty, while normative appeals have a less negative effect on the customer-firm relationship. Hence, managers should favor the use of normative appeals when dealing with heavy returners.

Reducing opportunistic product returns: the potential of self-benefits and social norms

Thilo Pfrang*, University of St. Gallen
Thomas Rudolph, University of St. Gallen
Oliver Emrich, University of St. Gallen

Opportunistic product returns induce high costs for online retailers. As a consequence they seek strategies to change customer return behavior. Whereas the success of preventive and sanctioning measures is yet to be seen, behavioral modification approaches like social norms and self-benefits have neither been considered from retailers nor in research about product returns. This research explores the effects of social norms and self-benefit appeals on product return intentions. An online experiment shows that both appeals can reduce return probability of consumers with a fraudulent return proclivity. This effect is particularly strong if the fraudulent proclivity becomes amplified by the activation of situational opportunism. Implications for retailers are discussed and directions for future research identified.

The effect of contextualized background picture in the context of an online purchase of clothes

Alice Audrezet*, Institut Superieur de Gestion
Gwarlann Caffier De Kerviler, IESEG School of Management

On the one hand, online shoppers cannot touch and try a product before ordering and on the other hand, retailers are thriving to enhance evaluation of garment fit on their sites. Our research provides a new way of helping customers to make a fit judgment and thus of avoiding unsatisfactory returns. Through an experiment, we highlight the effect of presenting a garment on a contextualized setting versus a decontextualized setting on a webpage. We demonstrate that a realistic contextualized setting improves perceived plausibility and in turn processing fluency. Enhanced processing fluency then increases the perception that the garment presented on the website looks very much like the real one and in that way it enhances perception that the garment should fit well on one's body. Finally, perceived fit reduces the probability of return.

Can services mitigate the influence of consumer sentiment on refunds and exchanges?

Thomas Eichentopf*, Erasmus University Rotterdam
Raji Srinivasan, University of Texas at Austin

Refunds and exchanges are a financially relevant and impactful element of retailing, claim by consumers to handle incidents of loss. Since loss aversion is underlying the influence of macroeconomic developments on consumer behavior in general, we study how consumer sentiment affects refunds and exchanges in particular, and we investigate how firms can gain managerial control of this effect. We find that when consumer sentiment increases, consumers make more risky purchases and end up claiming more refunds and exchanges, but firms can control this increase by selling transaction-oriented services. Relationship-oriented services are not effective to managerially control changes in consumer sentiment.

Friends with benefits: product service bundling and the use of technology

Chair: **Zsófia Kenesei,** Corvinus University of Budapest

Price framing effects in consumers' choices of customizable product and service bundles

Johannes Bauer*, University of St.Gallen
Tim Boettger, University of St.Gallen

Many retailers and service providers offer consumers the opportunity to tailor products and services to their individual preferences. During the customization process of a service bundle (e.g., smartphone), consumers typically have to make a choice for each bundle component (e.g., a choice for minutes, SMS, and data). In this research, we will provide evidence that customers' satisfaction with the final bundle configuration is determined by (1) whether the choice options for the bundle components are presented and decision are made simultaneously (all at the same time) versus sequentially (once at a time) and (2) the price communication tactics used in the configuration process (aggregate bundle price vs. aggregate bundle price and segregated prices for the choice options). The experiment presented in this paper provides evidence for the psychological process involved and discusses directions for future research.

Measuring spill-over effects of functionally integrated product-service-bundles – an experimental study

Arne Floh*, University of Surrey
Monika Koller, WU Vienna**, Thomas Reutterer,** WU Vienna
Alexander Zauner, WU Vienna

Prior research on the study of the impact of perceived value on loyalty intentions focuses either on customers' evaluation of the product or the service subsystems. Thus, possible interactions such as spill-over effects within consumption systems remain disregarded. Using data from the wireless telecommunication industry, the authors provide evidence of an asymmetric spill-over of product on service value perceptions. This suggests that ignoring the respective counterpart when studying the value-loyalty link in consumption systems can result in biased findings and, as a consequence, inferior managerial conclusions. In sum, this is challenging news for service providers, as they can both benefit and suffer from this dichotomous market position.

"good enough customers": Impact of role clarity in self-service technologies

Zsófia Kenesei*, Corvinus University of Budapest

Quality of customer participation is critical in the case of self-service technologies (SSTs). This paper addresses the question of how customers can be turned into "productive resources" by investigating their role in using self service options. Based on script theory rooted in cognitive psychology, this paper investigates how a clear role description and perception can help to increase customers' intentions with using SSTs. Through the development and completion of a survey of 224 SST users, a theoretical framework was tested using SEM modelling. Results indicate that clear customer roles are essential in reaching a high perception of ease of use, reliability and enjoyment of the process, while these factors also increase possible future usage of SSTs.

Tourism brands and the self

Chair: **Alain Decrop,** Universite de Namur

Brand equity in wine tourism destinations: an assessment of winery managers and winery visitors

Mar Gómez*, University of Castilla-La Mancha
Carmen Lopez, Plymouth University
Arturo Molina, University of Castilla-La Mancha

Extant tourism literature is weak in examining brand equity in the wine tourism area and the factors that determine it. This paper aims to address this gap in existing literature by proposing a model on the influence of the denomination of origin brand image and the destination image on wine tourism destination brand equity, and by examining these effects on two stakeholder groups, winery managers and winery visitors. The results of the survey questionnaire, based on a sample of 219 managers and 598 visitors, and the estimates of a partial least squares-based multi-group analysis show that the impact of the two influential factors varies across different stakeholder groups. The implications are important for practitioners to consider when dealing with wine tourism campaigns.

Cumulative and overall satisfaction differences at a tourism destination: a sem analysis

Georgia Zouni*, University of Piraeus
Markos-Marios Tsogas, University of Piraeus
Dimitra Margeta Lykoudi, University of Piraeus
Angeliki Mitropoulou, University of Piraeus

Tourism satisfaction is one of the most researched areas in the field of tourism. However, there has been little discussion about how visitors integrate and extrapolate individual satisfactions from every tourism encounter at the destination level. The paper aims to empirically test the notion that the ultimate assessment of a destination experience could (or could not) be represented as a sum of individual experiences. A SEM analysis revealed that that tourist overall satisfaction is influenced by a wider range of factors in addition to those under the direct control of the tourism service providers. This result may have important implications in destination marketing.

The tourist's inner transformations as a consumer: from entangled to entrapped self

Julie Masset*, University of Namur
Alain Decrop, University of Namur

Tourist souvenirs may be considered as relics from the transformation process experienced by tourists when travelling. Prior studies tend to neglect the influence of time on the relationships with these tourist special possessions. Our goal is to bring a longitudinal perspective to these relationships and through this, to better understand consumers themselves and their inner transformations. To analyze and interpret our data, we used a circular or hermeneutic approach.The findings suggest that when productive dependences prevail between consumers, their possessions, other possessions/things, and other people, consumers experience entanglement; this is more likely to result in enduring relationships with their possessions. When constraining dependencies become prevalent, a transformation of the self occurs. In this case, consumers may feel entrapped and it may lead to liquid relationships.

THURSDAY 28 MAY 2015

PROGRAM OVERVIEW THURSDAY 28/05/2015

TIME	SESSION/MEETING	ZONE
8:00-9:00	McKinsey Breakfast Meeting	B
9:00-10:00	General Assembly	A
9:30-13:00	Job Market	B
9:30-16:00	Booksellers Market – Exhibits	C
10:00-10:30	Coffee Break	C
10:30-12:00	Emac McKinsey Marketing Dissertation Award	B
	Special Interest Group	A
	Sponsored Session MixPro Launch Case Session	A
	Sponsored Session Holaba: How to measure the real power of influencers	B
	Competitive Papers	A and C
	Film Festival	B
12:00-13:30	Lunch	C
12:30-14:00	EMAC Fellows Meeting	B
13:30-15:00	Meet the Editors Session	B
	Invited Session: Coffee with the IJRM editors	B
	Special Interest Groups	A and C
	Sponsored Session IBM: Transforming industries and Professions with Data	B
	Competitive Papers	A and C
	Film Festival	B
13:30-14:30	McKinsey Award Jury	D
15:00-15:30	Coffee Break	C
15:30-16:10	Keynote talk J.B. Steenkamp	D
16:00-17:00	Award Winning Session	D
17:00-18:30	Poster Session and Beer Tasting Event	D

General assembly

The EMAC President, Maja Makovec-Brenčič, invites all members to the General Assembly of the 44th Conference of the European Marketing Academy. Exceptionally this year, in addition to the usual General Assembly Meeting, there will be an Extraordinary General Assembly. This is due to changes in the EMAC Statutes anticipated last year in Valencia for which your approval and votes will be requested. You will receive the revised statutes by e-mail prior to the meeting. Let this be a warm invitation to come and participate in the decision making about the future of EMAC!

Finalist presentation session (1)

Chair: **Roland Rust,** University of Maryland

A new generation of marketing experts is developing the theories and tools that will shape the future of our field. The Marketing Dissertation Award, initiated by EMAC and McKinsey & Company, recognizes and encourages this emerging talent. This distinguished award is being presented in 2015 for the seventh time. In this special session, the three finalists for the award present their work.

Mapping the customer journey: a graph-based framework for online attribution modeling

Eva Anderl, University of Passau

Advertisers employ various channels to reach consumers over the Internet but often do not know to what degree each channel actually contributes to their marketing success. This attribution challenge is of great managerial interest, yet so far academic approaches have not found wide application in practice. The authors introduce a graph-based framework to analyze multichannel online customer path data as first- and higher-order Markov walks. According to a comprehensive set of criteria for attribution models, embracing both scientific rigor and practical applicability, four model variations are evaluated on four, large, real-world data sets from different industries. Results indicate substantial differences to existing heuristics such as “last click wins” as well as alternative attribution approaches. Applying the proposed framework to four different data sets enables generalizations and helps to identify avenues for future research. The framework offers support to practitioners by facilitating objective budget allocation and allows for future applications such as real-time bidding.

Health and pleasure in dietary food choice: brain activity, motivation and sensory simulation

Olivia Petit, Aix-Marseille University

Self-regulation is an essential resource for not succumbing to junk food. It requires willpower and control of sensations. However, consumers operate in an environment enhancing food pleasure where health information is few and poorly considered. The excessive focus on pleasure is a major cause in failing to self-regulate. These difficulties are found especially in consumers with a high body mass index (BMI). If consumers are failing to control themselves and are not motivated by health, enhancing the simulation of pleasure of eating healthy food may promote consumption. We conducted two experiments to test this hypothesis. In the first study, we show that messages based on the taste of healthy food are more persuasive to participants with a promotion orientation. Instead, messages based on risks of eating junk food are more persuasive to participants with a prevention orientation. In a second study, we conduct a functional Magnetic Resonance (fMRI) food choice task to investigate whether self-control is facilitated through direct attention on pleasure of eating healthy food for participants with high BMI. Results indicate that this strategy leads to an increase of activity in areas associated with value (gustatory cortex and orbitofrontal cortex) and inhibition (inferior frontal gyrus), and improves healthy food choice for participants with high BMI. By contrast, highlighting health benefits is correlated with a decrease of activity in the gustatory cortex during healthy food choice compared to a control condition. This clearly indicates that consumers with high BMI little value health benefits and that focusing on tastiness helps to stimulate self-regulation.

Finalist presentation session (2)

Chair: **Roland Rust,** University of Maryland

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Shopper loyalty to whom? Chain versus outlet loyalty in the context of store acquisitions

Arjen Van Lin, Tilburg University

When patronizing stores, consumers may not only exhibit loyalty to a retail chain, but also to a specific outlet. This distinction is important in the current dynamic retail environment: if a store changes ownership, chain loyalty makes customers inclined to seek out another outlet of the former chain, whereas outlet loyalty enhances their stay rate after the takeover. This paper distinguishes the two forms of loyalty conceptually and discusses how both can be identified empirically in a model of consumers' reactions to store acquisitions. We estimate our model on unique scanner panel data covering more than 200 Dutch local markets characterized by multiple takeovers. The backdrop for these dynamics is the (partial) acquisition of Casino-owned retailer Laurus in 2006. Our results confirm that, after an acquisition, consumers exhibit outlet loyalty, irrespective of changes in chain and marketing mix. Counterfactual simulations point to important managerial implications. Acquiring outlets with a clientele in place leads to higher store traffic than could otherwise be reached by the new owner. Interestingly, these benefits cannot be reaped if the acquiring chain is a hard discounter, in which case customers' previous store knowledge turns out to be less relevant, and incentives to seek out new outlets are higher. More generally, our results may help retail firms gauge their base of 'truly' loyal customers. While consumers' repeated visits to the same store (as recorded in survey or panel data) are often interpreted as chain loyalty, we show that a portion of it may actually be outlet loyalty. Hence, we caution retailers not to overstate their clientele's loyalty.

Mobile marketing and quantitative models

Chairs: **Xueming Luo,** Temple University
JP Dubé, University of Chicago

Mobile marketing and advertising offer innovative ways to test psychology theories and economics models. Dubé et al. show that a price discount crowds out the consumer's "warm-glow" feeling from a charitable donation, supporting a self-signaling theory. Evidence from randomized controlled field experiments converges with a structural model of demand. Viswanathan et al. investigate the effects of customers' (dis)engagement with a brand's mobile app on purchase and redemption behaviors over time with time-series econometric VAR models. Han et al. develop a utility theory-based structural choice model of mobile app demand and satiation, using a unique panel data set detailing individual user-level mobile app time consumption. Luo et al. point out the importance of a comprehensive model via geo-location, social influence messages and regulatory focus for mobile marketing effectiveness.

Self-signaling and pro-social behavior: mobile field experiments

JP Dube*, University of Chicago
Xueming Luo, Temple University
Zheng Fang, Sichuan University

Mobile media and customer engagement

Vijay Viswanathan*, Northwestern University
Linda Hollebeek, Northwestern University
Ed Malthouse, Northwestern University
Su Jung Kim, Northwestern University
Wei Xie, Northwestern University

Mobile app analytics: a multiple discrete-continuous choice framework

Sang Pil Han*, Arizona State University
Sungho Park, Arizona State University
Wonseok Oh, Korea Advanced Institute of Science and Technology, South Korea

Geo-social mobile targeting

Xueming Luo*, Temple University
Andy Reinaker, Temple University
Chee Wei Phang, Fudan Unversity
Zheng Fang, Sichuan University

How “looks” shape consumer response to food products

Chairs: **Maggie Geuens,** Ghent University
Koert van Ittersum, University of Groningen

This SIG shows how the “looks” of products and packages unconsciously affect consumer perceptions of and preferences for food products. The first paper investigates what happens if a healthy product mimics the shape of a tasty product. The second paper focuses on consumers’ response to fruits and vegetables with abnormal shapes. The third paper shifts the focus to the shape of packages, and investigates the effect of elongated (vs normal) drink containers. The final paper studies the impact of adding functional images to the product package on consumers’ memory of health, nutrition and generic product claims.

Nutrition in disguise: How healthy food looks tasty by means of shape mimicry

Caroline De Bondt*, Ghent University
Anneleen Van Kerckhove, Ghent University
Maggie Geuens, Ghent University & Vlerick Business School

The impact of subjective and objective knowledge on consumers’ evaluation of abnormal food

Natascha Loebnitz*, Aarhus University
Klaus G. Grunert, Aarhus University

Container shape convolution

Koert van Ittersum*, University of Groningen
Daniel Sheehan, Georgia Institute of Technology

When is an image a health claim? Data from a novel false-memory procedure

Naomi A. Klepacz*, University of Surrey
Robert A. Nash, Aston University
Bernadette M. Egan, University of Surrey
Charo Hodgkins, University of Surrey
Monique M. Raats, University of Surrey

How to measure the real power of influencers

Host:
Jan Van den Bergh, Founder Holaba.com

It is said that brand recommenders are directly responsible for 20 to 50 percent of all purchase decisions. They operate like media. Human media. The majority of these decisive « buy » or « don't buy » recommendations happens offline : in bed, at the dinner table, in sport clubs. The hypothesis is that no more than 10-15% of all consumers are recommenders and that maybe not even 1% also do this recommendation-effort online on sites like e.g. Trip advisor.

Although they're a minority, the role they play seems to be enormous. However, not a lot is known about who they are, how they operate, what makes them so influential and why they are so active. A large majority of brands haven't even identified which consumer clients in their database could be labeled « brand recommender ».

Holaba only plans to identify as many as possible consumers being part of this small group by continuously asking millions of consumers all over Europe the simple question launched by Reichheld in 2003 : « How likely are you to recommend this brand to your friends, family, colleagues, neighbors… ». The brands buying access to these « insights »-data will use them mainly for their own needs: enriching the data they keep on their own clients and identifying the influencers among them. The needed data, we don't have them yet : we're only starting in Belgium, but plan to open soon in other European countries.

We will not be able to answer all the questions related to that phenomenon within the next 5 years. There's a vast free field of additional marketing research opening up.

During the session I will explain in detail what we do, how we do it and the type of data we gather before entering into an open discussion with the audience on what could be a series of topics where academic researchers and business can meet and cooperate.

MixPro launch case session, session 1

Building on the BrandPRO success, StratX Simulations is proud to share at EMAC its latest simulation, MixPRO, designed to boost Marketing MIX learning.

Place your participants into teams and have them make sound Price, Product, Distribution and Communication decisions. Participants guide a business through 5 simulated years and have to develop successful strategies for their brands to get ahead of virtual but fierce competitors. Comprehensive information is presented in reports and market studies, and participants will have to identify useful information to understand internal and external levers for success.

Join one of the two sessions to discover how MixPRO can boost your marketing programs and give us initial feedback.

11:30-12:30

ROOM: 02.0101 - ZONE A

Sponsored Session

MixPro launch case session, session 2

Building on the BrandPRO success, StratX Simulations is proud to share at EMAC its latest simulation, MixPRO, designed to boost Marketing MIX learning.

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Join one of the two sessions to discover how MixPRO can boost your marketing programs and give us initial feedback.

Megabrand superstar: new directions in celebrity endorsement

Chair: **Terri Chan,** Hong Kong Baptist University

A critical review of the celebrity endorsement literature

Lars Bergkvist*, University of Nottingham Ningbo
Kris Qiang Zhou, University of Nottingham Ningbo

This paper presents a narrative review of celebrity endorsement research. The review identifies six areas of research on celebrity endorsements (content analysis, campaign management, financial effects, celebrity persuasion, non-evaluative meaning transfer and brand-to-celebrity transfer). A review of the research in each area identifies key findings, conflicting results and research gaps. Based on the literature review suggestions for future research is offered.

Non-verbal crisis communication: how gender similarity with the spokesperson is influenced by SCCT guidelines during and in the aftermath of an organizational crisis

Hannelore Crijns*, Ghent University
Liselot Hudders, Ghent University
Verolien Cauberghe, Ghent University
An-Sofie Claeys, KU Leuven

In two studies we explored how gender similarity as a non-verbal cue influences organizational reputation, taking into account the guidelines of SCCT and the crisis stage in which the response is offered. The first study showed that gender similarity has a positive influence on organizational reputation through increased feelings of empathy towards the spokesperson. Furthermore, gender similarity only positively affects organizational reputation when the appropriate crisis response strategy according to SCCT is used. The second study demonstrated that the positive effect of gender similarity occurs in the aftermath of the crisis but not during the crisis, mediated through message credibility.

Construal level as a moderator of the effectiveness of authority appeals

Begum Yetiser*, Ghent University
Maggie Geuens, Ghent University
Tine Faseur, KU Leuven

The use of an authority as a spokesperson in an advertisement is believed to generate positive effects for the advertised brand. However, the underlying psychological factors that determine the effectiveness of authority appeals are a neglected question in extant research. We draw upon construal level theory of psychological distance as a moderator of the effect of authority figures on ad and brand attitudes. Two studies show that lower construal diminishes positive attitude towards an authority advertisement.

Investigating celebrity endorsement effect: a relational perspective of celebrity and fan community

Terri Chan*, Hong Kong Baptist University
Caleb H. Tse, Sungkyunkwan University
Fine F. Leung, The University of Hong Kong

Consumers selectively identify with objects and persons like celebrities which are salient, self-referential and contributive to their self-identities. This study examines celebrity endorsement effects through a new relational lens. Using a 1000-plus Chinese consumer survey, we delineate how consumers' primary identification (with celebrity) and secondary identification (with fan community) provide relational benefits which subsequently enhance endorsed brand attitudes. This dual identification is further verified by celebrities' mediation role as a relational haven which affects primary but not secondary identification. The study contributes to celebrity endorsement literature and advances social identity theories, confirming multiple identification targets and their respective relational benefits.

Business solutions and solution business

Chair: **Anna Salonen,** Turku School of Economics

Collaboration and value creation in business solutions

Vishal Kashyap*, Graz Karl-Franzens University
Erik Mooi, University of Melbourne
Marc Van Aken, Philips Lighting

This study examines the role of relational norms and contractual specificity in creating customer value in the context of business solutions. Integrating archival and survey data of the supplier, matched to survey data of the customer for a major global provider of business solutions, we find that both relational norms and contract specificity help to promote customer perceived value. Further, value creation plays a central role in mediating the relationships between governance and recommendation intent, the aim to endorse the vendor to peers or colleagues. Recommendation intent is a critical outcome in the business solutions context where repeat business with the same customer is not likely. Specifically only customers who receive greater value are more likely to spread positive word of mouth.

Business solutions – a value concept

Katharina Windler*, Lucerne University of Applied Sciences and Arts
Uta Jüttner, Lucerne University of Applied Sciences and Arts
Dieter Hottiger, Lucerne University of Applied Sciences and Arts
Stefan Michel, IMD
Stan Maklan, Cranfield School of Management

The paper investigates the logic and key activities of value co-creation in business solutions. We develop a three-layered solution value concept. Firstly, based on the solution literature, the value logic is synthesised. It crystallises in the support of customer processes for value-in-use, the co-creation in reciprocal interactions and outcome oriented value appropriation. Secondly, based on transaction cost theory and cooperative game theory, two value drivers are identified: the quality of the relationship and of the integrated processes. Thirdly, four value creating activities are derived and tested empirically: solution funding, governance, promotion and process alignment. The data of 58 interviews from supplier-customer dyads in a multiple case study is used to refine each of the four value-co-creating activities.

Developing industrialization capabilities in solution business

Anna Salonen*, Turku School of Economics
Risto Rajala, Alto University School of Science
Ari Virtanen, Kone Corporation

This study examines how solution providers enhance their industrialization capabilities via development of a modularized solution offering. As is demonstrated through an in-depth case study of a provider of integrated building solutions, development of a modular solution offering requires strengthening ties with selected actors in the supply network, so as to facilitate the required technical and process integration of externally sourced solution components. At the same time, providers retain an ability to offer solutions as one-off projects. This dual approach enhances the solution provider's ambidextrous performance, as it can efficiently exploit the principal solution components, while project-based integration retains an explorative ability aimed at developing tailored solutions to heterogeneous customer needs.

Making your mind up

Chair: **Ioannis Evangelides,** Erasmus University

To like or not to like: how individual differences in evaluation difficulty affect product evaluations

Tess Bogaerts*, Ghent University
Mario Pandelaere, Ghent University

Some people struggle to make evaluative judgements. This article introduces and validates an evaluation difficulty scale that measures individual-level differences. Study 1 shows that people who lack confidence in their own evaluation skills, draw more on external information to evaluate the quality of products they taste. The more people experience evaluation difficulty, the more (less) they like chocolates presented in a beautiful (ugly) box. Study 2 demonstrates that people who struggle to evaluate express more trust in price information than in their own taste evaluations, and are less likely to make accurate evaluations in the absence of a diagnostic cue.

Intuition and deliberation in consumer preference measurement

Roland Rueppell*, Università della Svizzera italiana
Reto Hofstetter, Università della Svizzera italiana
Gerald Häubl, University of Alberta

We investigate whether consumers should deliberate or answer intuitively within product preference measurement tasks. Prior research suggests that deliberation fosters response accuracy as most products depend on mainly objectively assessable attributes and processing these requires time. Counter to this view, we find in a series of three studies that consumers can also provide accurate intuitive preference statements if they hold knowledge about the attribute-benefit links of the product. Further, deliberation can harm accuracy as it may induce second-guessing of this knowledge and this effect can be reversed by exposing participants to relevant information at the task.

The prominence detraction hypothesis: context effects as a function of attribute prominence

Ioannis Evangelidis*, Erasmus University Rotterdam
Jonathan Levav, Stanford Graduate School of Business
Itamar Simonson, Stanford Graduate School of Business

When extending a product line, how will the addition of the new product influence the purchase pattern of the existing products in the line? The behavioral literature offers two hypotheses—similarity and extremeness aversion—that make conflicting predictions about how the addition of a new extreme option should affect the choice shares of the original options in the set. In this paper, we articulate a theoretical account, prominence detraction, that invokes attribute prominence to predict when each hypothesis is satisfied. The prominence detraction hypothesis predicts that: a) the addition of a new extreme option that scores higher on a non-prominent attribute will increase the share of the more similar intermediate option, while b) the addition of a new extreme option that scores higher on a prominent attribute will decrease the share of the more similar intermediate option.

Towards a comprehensive understanding of attention bias in choice process

Selin Atalay*, Frankfurt School of Finance & Management
Yi Li, HEC Paris

An attention bias has been identified such that the chosen option receives more attention than other alternatives during the choice process. To explain this attention bias, research on gaze bias using eye-tracking methodology suggests that the attention bias is due to a positive influence of liking on attention. Pre-decisional bias research suggests instead that the attention bias is due to selective information processing on the choice leader, which later becomes the chosen option. The current study fits both explanations into a three-stage choice process and demonstrates that two explanations jointly explain attention bias, in different stages of the choice process.

Stairway to heaven

Chair: **Tina M. Lowrey,** HEC Paris

Cost restructuring: liberating consumers from less preferred incumbent choices

Robin Soster*, University of Arkansas
Kurt Carlson, Georgetown University

Mental accounting suggests consumers who incur high (low) costs of time or money pursuing a choice are more (less) likely to stick with their initial choice. Over a series of five experiments, we show that cost restructuring, based on cognitive behavioral therapy (CBT) practices, increases the likelihood that consumers incurring high costs of time or money will abandon an incumbent choice when offered a preferred alternative. We offer support for the process (i.e. a reduction in the influence of cost rumination) and also reveal that marketing representatives may successfully use cost restructuring to encourage consumer switching behavior.

How buying luxuries makes you feel better. The impact of the purchase of luxury on self-esteem

Liselot Hudders*, Ghent University
Veroline Cauberghe, Ghent University
Tine Faseur, KU Leuven

Research has indicated that consumers may try to compensate for a bruised self-esteem through the acquisition of expensive products. However, it is unclear whether the purchase of luxuries actually enhances self-esteem. In two studies the effect of luxury purchases on self-esteem is tested. The first study shows that imagining buying a luxury versus an ordinary sweater leads to a higher self-esteem. The second study shows that the more women perceive their purchases as luxurious, the more positive emotions they experience leading to an increase in self-esteem. The current paper thereby contributes a) to the literature on compensatory consumption by demonstrating the beneficial impact of luxury purchases on self-esteem and b) to literature on luxury consumption by offering additional insight in individuals' motivations to spend large amounts of their income on luxury products as an improved self-esteem can reinforce the pursuit of luxurious possessions.

Consumers' moments of luxury: the case of salsa festivals

Carlos A. Diaz Ruiz*, Aalto University School of Business
Jonas Holmqvist, KEDGE Business School
Lisa Penaloza, KEDGE Business School

This paper explains how engaging in an affordable practice enables consumers to experience moments of luxury. Recent consumer research on how consumers perceive luxury focuses on how luxury can become more accessible to ordinary consumers. This focus, however, remains largely product-oriented, leading to calls for more research into luxury practices and processes. In generating insights into processes of luxury consumption, this paper employs practice theory in demonstrating how an affordable practice, salsa dancing, provides practitioners with valuable moments of luxury. The findings contribute to the marketing literature by elucidating the key constructs of temporal, exclusive and glamorous enjoyment.

When children derive happiness from experiences: a developmental investigation of the role of memory and theory of mind

Tina M. Lowrey*, HEC Paris
Lan Nguyen Chaplin, University of Illinois at Chicago
Ayalla Ruvio, Michigan State University
L. J. Shrum, HEC Paris

Across five studies with 410 children/adolescents ages 3-17 (one cross-sectional, three experiments, one longitudinal), using multiple methods (interviews, collages, experiments, rating scales, reaction time task), we show that children derive more happiness from objects than from experiences, but as children age, the happiness they derive from experiences increases, to the point that older adolescents derive more happiness from experiences than from objects, consistent with adult findings. These effects are mediated by increases in memory and theory of mind, which we posit are necessary for a sufficient comprehension of experiences and their implications, which in turn facilitates their enjoyment.

Co-creation in innovation

Chair: **Martin Meissner,** University of Southern Denmark

Love and money – an empirical investigation of solver motivation for repeated participation in online innovation contests

Suleiman Aryobsei*, University of St. Gallen

For firms to benefit from early-stage consumer feedback, public innovation contests are becoming increasingly common. Frequently, contest organizers face challenges in motivating solver participation. Consequently, they are trying to lure solvers with a monetary price. This paper demonstrates that, in addition to "money", "love" – social interactions and status – can increase consumer participation in public innovation contests. This proposition was tested utilizing data from a European innovation platform. The results of this investigation are likely to benefit innovation contest organizers in terms of community impact and organization.

Crowdfunding success and new product launch delay: an exploratory study

Xiaohan Wen*, Koc University
Stefan Wuyts, Koc University

Crowdfunding is not only an innovative way to obtain financial support for new product development (NPD), but also a platform for developers to interact with potential customers and pre-sell their products. However, its benefits are getting blurred by delays in the actual product launch. Drawing on a dataset of 100 overfunded projects with successful new product launches, this paper explores the relationship between crowdfunding success and new product launch delay. The results show that developers' intention to change NPD scope after a crowdfunding success leads to delays, but not necessarily to higher product quality. This paper provides insights on crowdfunding project planning.

Dark side or bright light: deviant content in customer ideation contests

Alexandra Gatzweiler*, RWTH Aachen University
Vera Blazevic, Radboud University Nijmegen/School of Management/ Marketing Department
Frank T. Piller, RWTH Aachen/ TIM Group

Firms increasingly integrate consumers in their customer-centric innovation efforts, e.g. in customer ideation contests. Despite several benefits, ideation contests also bare risks, as firms give up control to an unknown crowd. Consumers may use ideation contests to position unwanted content that becomes visible to "the world". Using a non-participatory netnography, we identify such unwanted content as deviant co-creation and explore the phenomenon to show the range of deviant content and its potential effects. The results can help to successfully manage deviant content by identifying constructive deviant content and their impact on innovation.

Does empowering consumers backfire in the context of technology brands like Nokia?

Martin Meissner*, University of Southern Denmark
Michelle Haurand, Bielefeld University / Department of Business Administration and Economics
Christian Stummer, Bielefeld University / Department of Business Administration and Economics

Labelling innovations as being designed and selected by consumers has been shown to have positive effects on non-participating consumers' self-stated intentions to recommend and buy them. Recent findings, however, raise the question to which product categories these benefits are generalizable. Negative outcomes of consumer-design might especially hold for technology brands. This paper investigates whether Nokia, as a popular technology brand, benefits from labelling its products as consumer-designed by examining three different empowerment strategies. Based on our empirical findings, we conclude that technology companies should be cautious with using empowerment strategies, as only the empowerment-to-select strategy induced positive behavioral intentions towards Nokia.

International consumer behavior

Chair: **Weisha Wang,** Southhampthon University / School of Management

Mobility and consumption: an exploratory study of acculturation processes of mobile and local consumers

Cristina Galalae*, Coventry University
Jikyeong Kang, Manchester Business School

Previous studies on consumer acculturation focused on immigrants' acculturation without investigating how locals and migrants negotiate their consumer identities. This is an important research avenue, especially in culturally plural cities. This paper presents an ethnographic study exploring the ways in which mobile migrants and locals navigate the transnational culture, the host culture and the home culture through their consumption. Results show that during mobility, migrants' identity positions, as expressed in consumption, are tactical choices reflecting their identification with the "Similar Other", the "Exotic Other" and "the Mobile Other". Since living in a culturally plural context is hardly their intentional choice, locals' consumption reflects contingent responses to the new transnational culture.

Homophily in multicultural newcomer networks

Kishore Gopalakrishna Pillai*, University of Bradford
Constantinos Leonidou, University of Leeds
Xuemei Bian, University of Kent

The growing body of newcomer networks in recent years calls for a better understanding of the specific characteristic of such an emerging phenomenon. Employing a multicultural sample drawn from newly formed networks, this current study examines the antecedent effects of attitudinal variables on homophilic tendencies. Findings suggest that individuals who have strong ethnic identity salience or who are high in academic self-efficacy show less national homophic tendencies; individuals high in ethnocentrism are less likely to show national homophily. The findings of this study contribute to the homophily literature and broader literature on networks. Practical implications and limitations are also discussed.

Healthiness by default in domestic and foreign food products choices

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Bodo B. Schlegelmilch, WU Executive Academy, Vienna University of Economics and Business
Ruta Ruzeviciute, Vienna University of Economics and Business

From a theoretical point of view, our study extends previous research findings by exploring perceptions of healthiness in the international food marketplace and provides initial evidence that domestic and foreign food products elicit different perceptions of healthiness. Consumers choose domestic products because they automatically and without active consideration regard them as healthier, more natural and genuine. This basic effect is replicated for different types of food products, such as apples, tomatoes and yogurt; in countries with different levels of development and country image. Furthermore, our findings indicate that a "healthiness by default" effect is still present despite quality manipulations – consumers regard domestic food products healthier than foreign products even when domestic products are of poor quality.

Contradictions, inconsistencies and ambiguities: cobrand personalities and dialectical thinking among bicultural consumers

Weisha Wang*, Southhampton University/School of Management
Nina Reynolds, University of Wollongong

This study examines whether dialectical thinkers, who can hold contradictory, inconsistent and ambiguous self-views, respond positively to a cobrand with a contradictory, inconsistent and/or ambiguous brand personality. Using an experimental design, the results show clear differences between low and high dialectic thinkers' evaluations of an inconsistent cobrand personality – low dialectic thinkers respond more favorably to inconsistent cobranding – but no clear differences with consistent cobrand personalities. These results extend previous research concerning tolerance for contradiction among biculturals, but further research is needed to determine whether the results hold for globalization-based as well as immigration-based biculturals.

Macromarketing issues in emerging markets

Chair: **Mateus Ponchio,** ESPM

The way out of crisis: how SMEs in developed and developing economies allocate their strategic resources to boost market performance under non-normal course of events

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Tommi Laukkanen, University of Eastern Finland
Helen Reijonen, University of Eastern Finland
Saku Hirvonen, University of Eastern Finland
József Berács, Corvinus University of Budapest

In our were interested in how SMEs allocate their strategic resources to survive in the aftermath of crisis, whether SMEs that perform an optimal resource allocation outperform those SMEs that do not deploy strategic resources compelled by the changing environment and whether SMEs in developed and developing economies differ in the co-alignment with the changing environment. A profile deviation approach was used to assess the ideal resource configuration that would yield superior market performance in the environment after crisis. Results show that in the aftermath of the 2008 crisis those SMEs will be the most successful that strengthen their competitor orientation, customer orientation and innovation orientation, while giving less attention to brand building. Results also show that successful SMEs in developed and developing economies differ in their resource deployment.

A relational approach to counterfeit reduction: evidence from China

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Sara Kim*, The University of Hong Kong
Caleb H. Tse, Sungkyunkwan Graduate School of Business
Terri H. Chan, Hong Kong Baptist University

Counterfeiting is a complex, institutional-ridden phenomenon particularly prevalent in emerging markets such as China. Applying the institutional theory, this study examines how relational mechanisms (with distributors and governments) may lead to counterfeit reduction. Through a multi-informant survey (directors and marketing managers) from 271 foreign firms in China, we depict the interplay between firms' relational ties and appropriate internal mechanisms on counterfeit reduction. We theorize that firms can leverage distributor and government ties to curtail counterfeiting; yet they should simultaneously align internal mechanisms that correspond to the time orientation of different relational ties such that embedded values in the two relationships can be effectively extracted for better counterfeit reduction outcomes.

The moderating role of personal financial management skills on the relationship between materialism and consumer credit default

Mateus Ponchio*, ESPM
Rafaela Cordeiro, ESPM
Claudia Falchetti, ESPM

The objective of this study is to investigate the relationship between materialism, personal financial management skills and consumer default. Data was collected from 428 low income consumers that live in the city of São Paulo, Brazil. It was found that materialism is positively associated with the probability of default and that this relationship is moderated by financial education. This research contributes to the psychology of materialism and debt and provides evidence that financial education is a promising intervention strategy to improve consumers' financial well-being.

Developing capabilities

Chair: **Josep Rialp,** Universitat Autònoma de Barcelona

A taxonomic perspective on the value creation chain

Christina Kühnl*, University of Mannheim
Homburg Christian, University of Mannheim
Andreas Fürst, University of Erlangen-Nürnberg
Matthias Staritz, Homburg & Partner

Practitioners and researchers consider the creation of a product that offers superior value to customers as necessary and also sufficient condition for achieving firm value and a sustainable competitive advantage. Literature summarizes these relationships as 'value creation chain'. Common business practice, however, shows a mixed picture on whether and to what extent the value creation chain holds in fact true for every company. We therefore used a multi-industry sample of 339 companies and a validation sample of 626 customers to identify prototypical value creation constellations. Our taxonomic approach identifies seven clusters, thus illustrating that many ways of value creation exist.

Value creation and value appropriation through mergers and acquisitions: evidence from the financial industry

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Mary Lambkin, University College Dublin (UCD)

Firms engaged in M&A expect to add complementary resources to their existing asset base, thereby achieving synergy in various operation aspects of the business which would result in better firm performance in the post-merger years. Post-merger marketing performance has received scant research attention in the M&A literature. The existing studies employed a single measure, mostly market share, to measure marketing performance. Marketing performance is a multidimensional construct, however, and measurement necessitates a holistic view of all the inputs used and outputs produced. This study sought to address this gap by investigating post-merger marketing efficiency using data envelopment analysis (DEA) on a sample of horizontal M&As among US commercial banks.

Time to reconsider? An analysis of the falsifiability and utility of the market orientation construct and theory

Aksel Rokkan*, NHH Norwegian School of Economics
Arnt Buvik, Molde University College

This article offers a critical assessment of the Market Orientation (MO) construct and theory relative to Falsifiability and Utility. Our analysis first demonstrates problems at the MO construct level. These problems relate both to (i) construct form (reflective or formative?), (ii) material content of MO (capability or culture?) and (iii) strategy orientation (e.g. customer or competitor orientation?). The paper demonstrates how these problems at construct level produce analytic, tautological statements at the cause-effect level. Also, lack of clarity with regard to material content of being MO curbs the Utility of the MO theory. The paper closes with suggestions for improvement.

Re-investment on the development of marketing capabilities

Josep Rialp*, Autonomous University of Barcelona
Fernando Angulo-Ruiz, Grant MacEwan University
Naveen Donthu, Georgia State University
Diego Prior, Autonomous University of Barcelona

How do organizations finance the development of customer oriented marketing capabilities to keep up building and strengthening competitive advantages in the marketplace? Building on the frameworks of the resource-based view, investment and the life-cycle theory of dividends, this article addresses the impact of retained earnings and external funds on the development of marketing capabilities. The results reveal that companies finance short-term marketing capabilities using internal equity financing from retained earnings. However, companies finance long-term marketing capabilities mainly using external equity financing. This study has implications for practitioners and marketing researchers interested in the re-investment of marketing capabilities.

More developing theory

Chair: **Roderick Brodie,** University of Auckland

The formation of service expectations and quality inferences: a cue utilization perspective

Elisabeth Steiner*, Vienna University
Marion Garaus, Vienna University
Katarina Bachner, Vienna University

The present paper focuses on an application of cue utilization theory in a service selection process using the example of sensory descriptive food names in restaurant menus. The authors develop a conceptual framework in order to explain the formation of service expectations and restaurant visit intentions based on anticipated emotions evoked by extrinsic cues. We employ an experimental between-subjects design with the type of provided sensory information serving as the manipulated factor. The empirical results indicate that sensory descriptive food names evoke anticipated emotions, which lead to enhanced service experience expectations and therewith positively affect restaurant visit intentions.

Within-firm diversity of co-existing business models: there is a model for every team role

Michal Jasienski*, Nowy Sacz Business School – National Louis University

The existence of team roles creates a natural organizational setting through which plurality of employee views on the main business model of the organization are expressed. Since each team role has a unique view on the importance of particular components of the business model, an informal but very dynamic diversity of business models co-existing in the organization arises. I adopt quantitative concepts and methods from ecology to show how the diversity of team-role views can be assessed. In a turbulent business environment an organization's flexibility may be improved by internal diversity of the ways its business model is implemented.

Combining phenomenology and sociology : the use of «consumer careers» as an objectivation tool for interpretive consumer research

Ziyed Guelmami*, FNEGE – French Foundation for Management Education
Lionel Sitz, EM Lyon

In this paper, we introduce the sociological notion of career to examine multiple consumer trajectories within the same consumption activity. Our objectives are twofold : (1) highlighting the underlying factors involved in the construction of consumer careers and analyzing the emergence of acculturative trajectories in the realm of consumption and (2) demonstrating the heuristic value of the "career" notion for interpretive research. Using (n)etnographies, we show that consumer careers are mainly influenced by the level of socialization, the relationship to the cultural majority and identity uncertainty. We conclude by discussing the benefits of using the career notion as an objectivation tool in interpretive consumer research.

The potential of neuromarketing as a marketing tool: main topics and conceptual foundations

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Vivian Alexandra Roth, University of Twente

The paper identifies the nature of neuromarketing and its potential as part of the marketing toolbox by presenting the findings of a critical literature. It discusses the issues that define the value and potential of neuromarketing for various marketing areas. The wide range of practices or techniques labeled as neuromarketing can be classified in three main categories: the external reflexes, the input/output models and the internal reflexes. The evaluation of the aptitude of these techniques as marketing tools indicate that neuromarketing can be a valuable option in monitoring and explaining the consumer buying behavior and decision making processes and also provide an important support in marketers' decisions in the areas of new product development, communication, pricing, distribution and branding.

Facebook research

Chair: **Sofie Bitter,** Klagenfurt University

Customer brand engagement and Facebook fan-page like intention

Tilo Halaszovich*, Bremen University
Jacques Nel, University of the Free State

The potential outcomes of social media facilitated customer-brand relationships (e.g. higher loyalty, word-of-mouth (WOM)) have let many companies to develop strategies to connect with as many consumers as possible through social media. Nevertheless, the marketing value of these artificial connections is questionable. To identify the motivational drivers of consumers to connect with a brand on social media in the absence of 'pull-strategies', we applied the concept of customer brand engagement (CBE) to the intention to 'Like' a brand's fan page in Facebook. Our results showed that CBE explains about 50% of the intentions to like a brand's Facebook fan page (i.e. to stay informed about the brand or to engage in WOM). Moreover, we show that brand trust is moderating these effects of CBE on both intentions.

Too many friends? Effects of online interactions via social networking sites

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By the end of 2013, the largest social networking site, Facebook, counted over 1.31 billion monthly active users. Findings from related disciplines provide support for the positive effects of social activity, interactions and connectedness on well-being. The present research investigates the effects of the size and intimacy of this social network online on happiness through the two social capital facets, bonding and bridging social capital. A study of 2,116 Facebook users shows that both intimacy and network size affect happiness through social capital. The findings contribute to research in marketing and computer-mediated interactions and highlight the impact of technology on relationships.

The Facebook mindset effect: incidental exposure to facebook reduces consumers' self-focus and promotes conservative product choices

Christian Hildebrand*, University of St. Gallen
Tobias Schlager, University of St. Gallen
Gerald Häubl, University of Alberta
Andreas Herrmann, University of St. Gallen

This paper demonstrates that incidental exposure to one channel can prime a differential set of motives that affects consumers' behavior in a subsequent channel. Based on a combination of large-scale field data and a series of experiments, the current research shows that exposure to the online social network Facebook causes more conservative product configurations in a subsequent product choice task. This process is driven by a shift in consumer perceptions from the self toward others and can be reversed by increasing consumer self-focus. We show that self-focus can be induced unobtrusively through a preference learning task within a choice architecture.

Brand-related Facebook posts: the role of valence, tie strength & non-verbal cues ;-)

Sofie Bitter*, Klagenfurt University
Sonja Grabner-Kräuter, Klagenfurt University

Exchanging product-related information in online social networks has become increasingly popular. This paper investigates how different variations of a product-related Facebook post trigger different response reactions. The findings from an online experiment indicate that for users not familiar with the restaurant brand the opinions of close friends as well as negative information play a pivotal role. Negative posts from strong ties are perceived as highly diagnostic and induce the lowest visiting intentions. Contrary to our expectations, the inclusion of non-verbal cues in product-related posts is not intensifying the expected effects.

Volunteering / Support

Chair: **Ronald Ferguson,** Birgitta Sandberg, University of Turku

Differences on the dimensionality of the volunteer experience: an application in the scope of events

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Martina G. Gallarza, University of Valencia
Teresa Fayos, University of Valencia
Francisco Arteaga, Catholic University of Valencia

Conceptualization and assessment of volunteering is difficult and unreliable. We need broader understandings of volunteering as a consumption experience. An example of this is the volunteer in events, the scope of our study. Based on the perceived value concept, we aim at building a composite index from value dimensions of the volunteer experience, and consider whether there are significant differences in this value index across volunteers' socio-demographic factors. The value scales and the value index are tested upon a sample of 1427 volunteers participating in an event, finding meaningful results valuable both for researchers on value and managers of events.

"We want it to be special, because she was" - The value of memorial playgrounds

Birgitta Sandberg*, University of Turku
Leila Hurmerinta, University of Turku / Turku School of Economics

Individuals facing extreme losses have been neglected in consumer research. Our research is among the first to reveal the emotions and needs of those people. We focus on the value that memorial playgrounds create for different stakeholders. By analysing data from fifteen cases we came to the conclusion that memorial playgrounds create functional, social, altruistic and emotional value. Value is created for the parents and families of the deceased and also for volunteers and others in the community. Most of the value seems to be created during the construction project, even though the outcome is also considered extremely important.

The effectiveness of anecdotal and statistical evidence in charity appeals: the moderating role of spatial distance

Marina Isabel Wieluch*, University of the German Federal Armed Forces, Munich
Sandra Praxmarer-Carus, University of the German Federal Armed Forces, Munich

For fundraising charitable organizations often present either anecdotal or statistical evidence to support their advertising messages. Previous research on the relative persuasiveness of the two evidence types reports contradictory findings. Thus, it seems relevant to identify conditions under which the two evidence types are more or less effective. This paper explains and tests how spatial distance between the message receiver and the people in need may moderate the effect of the two evidence types on individuals' willingness to donate. The findings partially support our hypotheses and suggest that for spatially distant projects statistical evidence is more effective than anecdotal evidence.

Gaining millennial women's support of a fashion event on social media: how important is the cause in cause-related marketing?

Ronald Ferguson, Concordia University
Aela Salman*, Concordia University
Michele Paulin, Concordia University
Kaspar Schattke, Concordia University

The purpose of this research was to determine how much emphasis should be placed on the cause or social aspect, as opposed to the fashion or market facet in the Facebook appeal of a fashion event. The aims were to determine a) the relative effectiveness of gaining online and offline support of Millennial women for a fashion event through Facebook appeals with and without an emotional description of the charitable cause and, b)if these different Facebook appeals would moderate the proposed positive relationships between past fashion experience (involvement, innovation and fanship) and online and offline support of the fashion event. The findings demonstrate that the addition of an emotional emphasis on the cause compared to the fashion products leads to greater online and offline support of the fashion event and will appeal to a wider population, independent of their past fashion experiences.

Relationship marketing programs: loyalty programs, referral programs and promotions

Chair: **Sören Köcher,** TU Dortmund University

One promotion to rule them all: the impact of price promotions on different customer groups

Irina Dyshko*, Frankfurt University
Christian Schulze, Frankfurt School of Finance & Management

Offering temporary discounts in order to attract new customers or to incentivize existing customers remains a widespread marketing tool. However, the question to what extent discount level affects customer profitability is still not finally settled. We use an extensive data set from retail financial services to show that the impact of price promotions hinges on two factors: the strength of customer's relationship with the company and the affinity to the promoted product. By forming customer groups that differ along these dimensions, we investigate the link between price promotion and customer value indicators on the product and the firm level, such as revenue, loyalty and deal-proneness. Product affinity mainly seems to matter for the customer value generated through the promoted product category, whereas deep relationship with the company appears to dampen the effect of discount depth on all indicators.

Evaluating the effect of reward redemption in loyalty programs using propensity score matching

Marc Schnöring*, Braunschweig University of Technology
David M. Woisetschläger, Braunschweig University of Technology
Christof Backhaus, Newcastle University
Burkhard Scheer, University of Münster

Reward redemption is one of the most crucial topics for loyalty program providers. However, existing research on the consequences of reward redemption in loyalty programs is scarce. Our research sheds light on redemption behavior and its consequences in terms of behavioral loyalty of customers. Drawing on a sample of 21,496 customers of an airline loyalty program, our analysis provides insight on whether reward redemption is beneficial for a firm or not. Implications for loyalty program managers are derived from our thorough assessment from the large data set helping them to manage the reward redemption process more efficiently.

Illusory points: the effect of the magnitude of loyalty program currencies on participation decisions

Sören Köcher*, TU Dortmund University

Loyalty programs typically offer their members a certain number of medium units (e.g. points, miles or stamps) in return for every purchase of a company's products or services which can be used to redeem a reward. The results of three studies demonstrate that the consumers' decision to enroll in these programs is influenced by the alleged irrelevant specification of the magnitude of a loyalty program currency. Thereby, this research discovers a systematic violation of one of the most fundamental assumptions of rational choice theory and, thus, contributes to a better understanding of when and why people deviate from rational decision-making.

Pricing

Chair: **Frank Goedertier,** Vlerick Business School

Electronic shelf labels: customers' perception, approval and behavioral responses – a field experiment

Udo Wagner*, University of Vienna
Marion Garaus, University of Vienna
Elisabeth Wolfsteiner, University of Vienna
Sandra Manzinger, University of Vienna

The emergence of online grocery retailing challenges pricing strategies of brick-and-mortar stores. New developments for displaying prices at the point of sale, i.e. electronic shelf labels (ESL), allow retailers to employ dynamic pricing strategies. However, little is known about customers' approval of ESL. While ESL endorsers point to the perfect matching between prices displayed on the shelves and stored in the retailers' computerized data base for issuing checkout bills, opponents refer to negative consequences for consumers who might by confused by frequently varying prices. The current research reports results from a field experiment. Overall, the findings of this study reveal that consumers experience ESL positively. Compared to traditional price labels, ESL creates a more positive store image and favorable behavioral responses. Explanations and implications of the results for retailers and policy makers are discussed.

How the layout of a price label influences unit price visual attention and choice during grocery shopping

Svetlana Bogomolova*, University of South Australia
Harmen Oppewal, Monash University
Justin Cohen, Ehrenberg-Bass Institute for Marketing Science
Jun Yao, Monash University

Unit pricing (i.e. displaying prices per unit volume or weight) is deemed helpful for grocery shoppers. Many countries mandate that supermarkets provide unit prices. Consumer usage of unit price information however has remained relatively low. Consumer advocates attribute this to the poor and inconsistent presentation of the unit price information on price labels. The present research tests how layout of the unit price information, in particular (1) font size, position, signposting and colour coding; and (2) consistency of the format across categories, affects unit price usage when consumers shop for supermarket items. Eye-movements and purchase decisions observed during a natural but experimentally designed shopping task reveal how the layout directs visual attention to the unit price and how this, in turn, influences purchase decisions.

The influence of reference product prices on other price perceptions: contrast and assimilation effects

Frank Goedertier*, Vlerick Business School
Bert Weijters, Ghent University
Karen Gorissen, Ghent University

Retailers manage prices of reference products to influence consumers' assortment price perceptions. In three experiments, we propose and test a model of how reference product prices affect price perceptions of other products in the same assortment (target products; we demonstrate that such price perceptions can change as a function of both the actual price and the package size of reference products. We offer evidence of a direct contrast effect and an indirect assimilation effect (mediated by assortment price perception) on both price expectations and price perceptions of target products). Assortment size moderates this process.

Doing it together: co-creating the service

Chair: **Echo Wan,** Hong Kong University

Do consumers dare to share? Exploring consumers' perceived risks in collaborative consumption

Simon Hazée*, University of Liege, HEC Management School
Cécile Delcourt, University of Liege, HEC Management School
Yves Van Vaerenbergh, KU Leuven & Center for Service Intelligence, Ghent University

More and more consumers engage in collaborative consumption by accessing goods rather than buying and owning them. Yet convincing them to adopt ownership- substituting services (e.g. car-sharing) remains challenging. Using perceived risk theory as a theoretical anchor and drawing on a qualitative study among potential, actual and former users, this paper shows that (1) consumers derive inconvenience, financial, psycho-social, and physical risks from firm-related and other consumers-related sources, (2) other consumers-related sources of risks are more salient among potential users; firm-related sources are more salient among actual and former users; and (3) consumers apply several risk-reduction strategies or expect the service provider to implement them.

A classification of compliance dependent services

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Abstract: This paper offers a classification of Compliance Dependent Services (CDS). CDS are services in which the customer participates to create during the face-to-face exchange and must comply with his/her role once away from the provider to ensure positive outcome and customer satisfaction. Such services typically entail service delivery processes that are of a longer duration. Therefore, compliance is an integral aspect of the service, without which service production is not possible. It is important that scholars better under these services given the adverse impact on consumers and providers when consumer regimens are not followed.

THURSDAY

Do they always desire for compensation? Analyzing service-related drivers of customers' willingness-to-pay for co-created services

Kristina Scheibe*, Hamburg University
Oliver Schnittka, University of Southern Denmark
Svenja Witt, Hamburg University

Service providers involve their customers increasingly in the service creation process. By this, customers take over tasks formerly compiled by employees and hence should lower service providers' production costs. Prior research shows that customers expect price reductions to compensate for their service creation involvement. This research is first to identify service-related drivers (hedonic vs. utilitarian services) which decrease the expected price reductions (i.e. customers' willingness-to-pay for co-created services). Specifically, the results of two experimental studies reveal that fun-oriented co-creations are more promising for hedonic services while effort-oriented co-creations are more promising for utilitarian services.

Does workplace ostracism hurt service agents' value coproduction with customers? A differential sources and needs explanation

Echo Wan*, Hong Kong University
Kimmy Wa Chan, Hong Kong Polytechnic University
Rocky Peng Chen, Hong Kong University

This research examines how service agents' experience of ostracism from different sources at work (supervisor versus coworker) influences customers' perceived control and relational value in coproduction. Results from a laboratory experiment and a survey show that (1) supervisor exclusion threatens service agents' efficacy needs. The service agents fortify the threatened efficacy needs in their service coproduction with customers, which in turn decreases customers' perceived control value; (2) coworker exclusion threatens employees' relational needs. The service agents try to fill the void by building relationship with customers in the coproduction, which in turn increases customers' perceived relational value.

Loving and hating the company

Chair: **Mehrad Moeini Jazani,** BI Norwegian Business School

Reward and punish from consumers towards ethical and corrupt companies

Kavita Hamza*, University of São Paulo
Vitor Nogami, School of Economics, Business and Accounting of the University of São Paulo
Josmar Andrade, School of Arts, Sciences and Humanities of the University of São Paulo

Although many studies investigate if consumers punish or reward (un)ethical products, there weren't found researches specific on consumer behavior towards ethical and corrupt companies, so it's an important gap which we intend to cover. The purpose of this study was to verify if promotion and company profile (ethical or corrupt) influence purchase intentions. Our findings show that consumers don't value the ethical behavior of companies, but penalize corrupt behavior. The results suggest that companies should behave ethically, if not by the reward they could get for it, at least for the punishment consumers are willing to give them.

An empirical examination of the effects of different types of CSR perceptions on customer identification and satisfaction with a company

Andrea Pérez*, University of Cantabria
Ignacio Rodríguez Del Bosque, University of Cantabria

This paper explores the effects of five types of corporate social responsibility (CSR) perceptions on customer identification and satisfaction with a company. A structural equation model is tested using information collected from 1,124 banking service customers. The findings demonstrate that customers' perceptions of customer-related CSR initiatives and broad legal and ethical issues have significant positive impacts on customer identification and satisfaction with the company. Perceptions of shareholder-related initiatives also significantly boost customer satisfaction. In contrast, perceptions of employee- and community-related CSR initiatives do not have any significant effect on customer identification or satisfaction. The findings also confirm the importance of customer identification with the company as a key mediator in customer responses to different types of CSR perceptions.

A comparison of European and Latin American boycotter profiles

Matilde Schwalb*, University of the Pacific
Iñaki García-Arrizabalaga, University of Deusto (Spain)

Profiles of European and Latin American boycotters are compared. Boycotters are people that in the last 12 months have considered punishing a company they see as not socially responsible. Globescan allowed us to use data from 2013 representative samples of Brasil (n=800), Mexico (n=800) and Peru (n=1,020). With these secondary data, an ordered logistic regression was performed to determine which variables were significant to explain boycotting behavior. Results were compared to the profile for the European boycotter according to the specialized literature. Some coincidences (education) and important differences (age, gender and income) were found in the Europe-Latin America comparison.

Technology changes marketing

Chair: **Gaël Bonnin*,** Neoma Business School

Session Cancelled

Marketing management journals

Chair: **Lien Lamey,** KU Leuven

In this session, each editor or representative will explain the mission, editorial process, recent submission trends and other topics of interest for scholars looking to publish their work in their journal. The aim of the session is to help prospective authors understand what it takes to be published in each journal and why papers get rejected. There will be extensive opportunity for Q&A.

Journal of Retailing

Murali Mantrala, University of Missouri

Journal of Product Innovation Management

Angela Paladino, University of Melbourne

Journal of International Marketing

Konstantinos Katsikeas, Leeds University Business School

Journal of Service Research

Andrea Ordanini, Bocconi University

Journal of Interactive Marketing

Charles Hofacker, Florida State University

Coffee with the IJRM editors

Baristas: **Eitan Muller,** Leonard N. Stern School of Business
Jacob Goldenberg, IDC Herzliya & Columbia University

Chat with the IJRM editors about your own papers and how to get them published in IJRM.

Marketing and innovation

Chairs: **Nuno Camacho,** Erasmus University Rotterdam
Stefan Stremersch, Erasmus University Rotterdam

This special interest group session aims to address issues related to the fields of marketing and innovation. Our goal is to make this a memorable and inspiring session where we invite top scholars to discuss state-of-the-art research and ideas in the fields of marketing and innovation. The papers discussed herein cover a broad range of subjects, ranging from diffusion and adoption of innovations to recent breakthroughs related to crowdsourcing, open innovation and grassroots innovation. We expect participants in this session to leave the room energized and eager to advance our knowledge in marketing and innovation.

Innovation strategies for sustained growth: an assessment of the state-of-the-art and research directions

Hubert Gatignon, INSEAD

Income inequality within and between countries – how it affects the acceptance of new consumer products

Christophe Van den Bulte*, Wharton School, University of Pennsylvania
Ashish Sood, Georgia State University

Crowdsourcing innovations: external versus internal incentives in activity and performance

Gerard J. Tellis*, USC Marshall School of Business
Johann Füller, University of Innsbruck
Katja Hutter, University of Innsbruck
Christopher Riedl, Northeastern University

Promoting engagement in innovation tournaments

Stefan Stremersch, Erasmus University Rotterdam
Nuno Camacho*, Erasmus University Rotterdam
Hyoryung Nam, Erasmus University Rotterdam
P.K. Kannan, Smith School of Business, University of Maryland

New challenges in loyalty program designs

Chairs: **Els Breugelmans,** KU Leuven
Tammo H.A. Bijmolt, University of Groningen

As marketers are constantly looking for ways to differentiate their loyalty programs (LPs) from others, it becomes increasingly important to study the design as well as the promotional actions of LPs. This SIG brings together papers that investigate critical features of and promotional actions within different LPs. The first paper investigates customers' status behavior in hierarchical LPs. The second paper examines coupon promotion effectiveness in a coalition LP. The third paper investigates the cross-category and –consumer impact of a LP change where cents-off price discounts are replaced by reward points, and the fourth paper examines the impact of instant reward programs with bonus premiums on product sales.

Status dynamics in hierarchical loyalty programs

Tammo H.A. Bijmolt, University of Groningen
Manfred Krafft*, University of Muenster
F. Javier Sese, University of Zaragoza
Vijay Viswanathan, Northwestern University

Coupon promotions in coalition loyalty programs

Markus Kindler*, University of Paderborn
Nancy V. Wünderlich, University of Paderborn

When cents-off discounts are replaced by reward point promotions: a cross category analysis of consumer reactions

Els Breugelmans*, KU Leuven
Jie Zhang, Smith School of Business, University of Maryland
Seoungwoo Lee, Smith School of Business, University of Maryland

The impact of instant reward programs and bonus premiums on product sales

Alec Minnema*, University of Groningen
Tammo H.A. Bijmolt, University of Groningen
Marielle Non, Centraal Plan Bureau

The CSR paradox: Factors that hinder or enhance consumers' socially responsible behavior

Chair: **Joëlle Vanhamme,** EDHEC Business School

Consumers say they are likely to purchase socially responsible offerings. Yet CSR doesn't sell well. The purpose of the SIG is to contribute to a better understanding of this paradox and highlight factors that hinder/enhance consumers' socially responsible behavior. The first paper looks at the role of symbolic moral actions in reducing socially responsible behavior. The second and third papers study the effect of using a narrative-storytelling format and humor to frame CSR messages. The fourth paper investigates the impact of different formats for communicating about a product durability and the role of future-self connectedness in explaining consumers' attitudes.

Activism of clicktivism? Impression management and moral licensing

Gert Cornelissen*, Universitat Pompeu Fabra, Barcelona
Natalia Karelaia, INSEAD
Emre Soyer, Özyeğin University

"I don't buy your story!" A field experimental study of the detrimental effects of narrative story telling in Corporate Social Responsibility communication

Laura Marie Schons*, Ruhr-University of Bochum
Sabrina Scheidler, Ruhr-University of Bochum
Sankar Sen, Zicklin School of Business, New York
Jan Wieseke, Ruhr-University of Bochum

What's so funny about corporate social responsibility? Consumer responses to humor in CSR communication campaigns

Catherine Janssen*, IESEG School of Management
Sankar Sen, Zicklin School of Business, New York

Labelling the durability of a product through the lens of intertemporal choice theory

Barbara Dupont*, Université Catholique de Louvain, LSM
Valérie Swaen, Université Catholique de Louvain, LSM
Joëlle Vanhamme, EDHEC Business School

Transforming industries and professions with data

Speakers:
Joan van Loon, IBM
Mr. André De Locht, IBM

There is value in all data being captured. How to extract that value and apply it to business to make a difference?

Industry leaders apply analytics across different data sources, capture the time value of data and are gearing up for cognitive computing.

We are at the start of a new wave of innovation as we all incorporate analytics into every aspect of our business and personal lives.

Companies need to build a culture that infuses analytics everywhere, apply analytics where they gain the biggest return and invest in the right capabilities.

We present you real-life cases from different industries.

Teach your children well: advertising, children and public policy

Chair: **Andres Veloso,** University Of Sao Paulo

In what extent can a segmented packaging make children choose healthier breakfast cereals?

Catarina Montellano*, Nova Business School of Economics
Luisa Agante, NOVA School of Business and Economics, INOVA, Universidade Nova de Lisboa

This study aims to explore and understand the influence of food packaging on children's choice of healthier food, more specifically, how gender in packaging of healthy breakfast cereals can have an impact on children perceptions of the product itself, purchase intention, perceived healthfulness and their choice. To do so, the visual elements of a packaging customized for girl and for boy were transferred into an existing packaging of a healthy breakfast cereal not targeted at children: Corn Flakes. We conducted a study using a structure questionnaire in two different schools to a sample of 288 Portuguese children aged between 6 and 9 years old. Findings suggest that segmented packaging influences children and that it can be used to promote children's healthy eating habits.

Effects of regulatory changes in the Spanish alcoholic beverages industry: communication strategies and underage consumption

Carla Rodriguez-Sanchez*, Universidad Miguel Hernández
Franco Sancho-Esper, University of Alicante
Maria Jose Miquel-Romero, University of Valencia

Underage alcohol consumption is a very important problem in Europe so a wide range of advertising regulations have been developed in the last decades. Researchers have paid little attention to alcohol firms' reaction when facing new regulations in Europe and the youth pattern consumption after these changes. In this context, we aim to monitor firm's alcohol communication strategies in Spain (1999-2013) and to analyze the relationship between these exogenous changes and underage alcohol consumption, by using panel data methodology. Our results show that under a restricting framework, firms adapt their communication strategies and highlight the importance of promoting restrictions to avoid their negative effects on the youth.

EU pledge members: image before children's health

Evy Neyens*, KU Leuven
Goele Aerts, KU Leuven
Tim Smits, KU Leuven

Despite the EU Pledge, branded food websites still promote unhealthy foods to children. First, this paper describes the prevalence of online marketing strategies and the nutrient value of marketed foods on 49 Belgian and Dutch child-targeting food websites. Second, pledge criteria are evaluated for pledge and non-pledge members. About 88.5% of the online promoted products were unhealthy, whereas marketing features were still present at every website. The average nutrient scores did not differ significantly between pledge and non- pledge members. Future studies should examine whether children benefit from ad-break warnings and counter-advertisements to counter such online marketing techniques.

Genderization in Brazilian toy advertisements

Andres Veloso*, University of Sao Paulo
Vitor Nogami, University of Sao Paulo
Sofia Ferraz, University of Sao Paulo
Gabriela Gebara, University of Sao Paulo

The aim of this paper is analyze the genderization in toy advertising in Brazil. Genderization relates to gender stereotypes which are general beliefs about sex-linked traits and gender roles. The sample of 452 ads was collected from You Tube and codified by content analysis in appeal, actors and locution. Thus, chi-square was used to compare gender differences. Mainly results indicate the predominance of challenge appeal for boys. Ads for girls are focused on emotion and status appeals. When the message is destined to both genders, socialization appeal is chosen. Finally, both actors and locutions are the same of audience gender, but celebrity locutions appear only for girls.

Marketing competences and accountability

Chair: **Vesna Zabkar,** University of Ljubljana

Organizational learning, supply chain orientation and organizational capabilities: a study of logistics service providers

Ivy Siok Ngoh Chen*, The Hong Kong Polytechnic University
Simon S.M. Yuen, School of Professional Education & Executive Development, Hong Kong Polytechnic University
Patrick K.O. Fung, Dept of Logistics and Maritime Studies, Hong Kong Polytechnic University

Logistics service providers (LSPs) fill in functional gaps in global supply chains. Their performance depends on their supply chain oriented mind-set as well as organizational capabilities skills-set. Organizational learning enables the cultivating these mind sets and skills. This paper investigates the relationships among organizational learning, supply chain orientation and capabilities using a sample of 103 LSPs. Results show that organizational learning is directly related to organizational capabilities and indirectly through supply chain orientation. Organizational capabilities is also directly related to LSP performance. LSPs should build processes and systems that enhance organizational learning culture. Future research should investigate LSPs in different market environments.

Network competence and its consequences in entrepreneurial firms

Olli Kuivalainen*, Lappeenranta University of Technology
Subin Im, Yonsei University
Lasse Torkkeli, Lappeenranta University of Technology
Sami Saarenketo, Lappeenranta University of Technology

The impact of entrepreneurial orientation (EO) on firm performance has been investigated in extant literature, yet usually while seeing performance in terms of sales and growth metrics. The influence of EO on success in business networking has received less attention and has not been examined fully in the context of small- and medium-sized enterprises (SMEs). In this paper, we establish a linkage between the two, via structural equation modelling on data of 263 Finnish SMEs with partners. We find that in many instances higher levels of EO lead firms to develop network competence, which then have an effect on alliance network performance. There are also mediating effects which require further research.

Developing a multidimensional self-reported instrument for measuring marketing accountability of a firm

Vesna Zabkar*, University of Ljubljana
Maja Arslanagic-Kalajdzic, University of Sarajevo

The main aim of this paper is to enable a better understanding of marketing accountability of a firm and to develop an instrument for its measurement. Relying on resource-based view and distinctive capabilities framework, a multidimensional self-reported instrument was developed, based on a qualitative research and bibliometric analysis. Two quantitative studies (cross-industry and a specific business-to-business industry samples) were used for augmentation and validation of the instrument. The suggested multidimensional self-reported instrument for measuring marketing accountability contains five distinct dimensions: general marketing metrics, specific marketing metrics, analytic marketing related capabilities, integrated and innovative marketing related capabilities, and marketing manager's competences.

The (not so) logical song

Chair: **Keith Wilcox,** Colombia University

The moderating effect of greed on thinking style

Goedele Krekels*, Ghent University

Two thinking styles exist that explain choice behavior: absolute and relative thinking. Though the first is in accordance with rational economic theory, the second is more predictive of real-life economic behavior. We propose dispositional greed as a moderator for thinking style. In three studies we show that greedy people exhibit an absolute thinking style whereas non-greedy people display a relative thinking style. Furthermore, greedy people do not necessarily think more rational, as in specific situations it is their absolute thinking that leads towards suboptimal decisions. Finally, this difference in thinking style is explained by a difference in diminishing sensitivity.

In the cold of the moment: internal hunger cues decrease investment behavior

Anouk Festjens*, KU Leuven
Sabrina Bruyneel, KU Leuven
Siegfried Dewitte, KU Leuven

We examine whether the well-established observation that sensory hunger cues (e.g. presence of a cookie scent) increase risk seeking is generalizable to internal hunger cues (not eating for several hrs.). In two studies we show that internal hunger cues decrease risk seeking. Study 1 shows that hunger (vs. satiation) decreases investments. Study 2 shows that hunger (vs. satiation vs. presence of bakery scent) decreases risk seeking for gains, but not for losses. Based on the reward prediction theory, we suggest that hunger leads to a suppression of dopamine neurons. Internal and sensory hunger cues thus influence investment behavior differently.

A dual-process model of economic rationality: the symmetric effect of hot and cold evaluations on economic decision making

Angelos Stamos*, KU Leuven
Sabrina Bruyneel, KU Leuven
Bram De Rock, KU Leuven
Laurens Cherchye, KU Leuven
Siegfried Dewitte, KU Leuven

Understanding the influence of a dual-processing system on economic rationality of consumers is critical in helping them improve their decisions. In two studies we explore economic rationality of choices based on "hot" and "cold" evaluations, as well as the overall rationality across both types of evaluations. We find that rationality levels of "hot" and "cold" evaluations are high and comparable, but the overall rationality level across both types of evaluations is significantly lower. We conclude that the discrepancy between the "hot" and "cold" evaluations is responsible for significant loss of utility in consumers' economic decisions, rather than a specific type of evaluation ("hot" versus "cold") in itself.

Depletion-as-information: the role of feelings in resource depletion

Keith Wilcox*, Columbia University
Charlene Chen, Columbia University

Research on ego depletion demonstrates that exerting self-control in an initial task reduces the ability to exert self-control in subsequent tasks. This present research proposes that when resources are depleted, the feeling of depletion serves as a source of information that resources are low, causing the self-control system to reduce subsequent self-control. In a series of experiments, we demonstrate that the influence of prior self-control on subsequent self-control depends on how intensely people experience the feeling of depletion and how informative the feeling of depletion is perceived to be for judgement.

How deep is your love?

Chair: **Simon Quaschning,** Ghent University

Strained romantic relationships cause strengthened market relationships? Sexuality, relationship anxiety and materialism

Shibiao Ding*, Ghent University
Mario Pandelaere, Ghent University
Hendrik Slabbinck, Ghent University

Though a certain percentage of consumers are homosexuals, the impact of sexual orientation on consumption behavior is not well understood in extant research. Across four studies, the present paper shows that homosexuals are more likely to be materialists than heterosexuals. We explain the effect by highlighting the role of relationship anxiety on consumption behavior, such that homosexuals in general have higher relationship anxiety than do heterosexuals. Importantly, the preference of material possessions occurs only when goods can act as status symbols to bolster self-concepts.

Are all attachment insecurities created equal? Relationship attachment styles and fear of failure in gift giving

Lale Okyay Ata*, Koc University
Nicole Verrochi Coleman, University of Pittsburgh Katz Graduate School of Business
Zeynep Gurhan Canli, Koc University Graduate School of Business

Previous research has extensively addressed fear of failure as an avoidance motivation in domains such as education, sports and healthcare but not nearly as much in marketing, with studies confined to fear appeals in advertising. In three studies, this research explores relationship attachment style as an antecedent of fear of failure and investigates the moderating effect of fear of failure on interpersonal attachment style in a consumer context, on gift giving. Implications for theory and practice are discussed.

Give me your self: gifts are liked more when they match the giver's characteristics

Laura Straeter*, Erasmus University Rotterdam
Gabriele Paolacci, Erasmus University Rotterdam
Ilona De Hooge, Wageningen University

Research on gift giving has devoted considerable attention to understanding whether and how givers succeed in choosing gifts that match recipients' tastes. In contrast, we focus on how recipients' gift appreciation depends on the match between gifts and givers. Four studies demonstrate that recipients particularly appreciate gifts that figuratively match givers, i.e. that contain references to givers' characteristics, because receivers perceive such gifts as more congruent with givers' identities. This effect is not conditional on inferences about givers' motivations or on the relationship with givers, but relies on the match with core rather than peripheral giver characteristics. Together, these findings demonstrate in a gift giving context that identity-congruence not only drives consumer behavior, but is also appreciated in other people.

The effect of gender on willingness to lend to friends

Simon Quaschning*, Ghent University
Mario Pandelaere, Ghent University

When investigating the role of money in social relationships, gender is a particularly relevant factor. This paper examines gender differences in people's willingness to lend money to friends. Drawing on agency-communion theory, two studies suggest that women will lend out of a motivation for social harmony (communal goal), while men strive for status in a friendship (agentic goal). Concretely, we show that women lend more when the destination for the money is utilitarian and, hence, more important (Study 1). Contrary, women lend less when a high risk of not getting the money back could hurt the friendship (Study 2).

International marketing strategy

Chair: **Nabil Ghantous,** Qatar University

How customer relationship orientation and innovation orientation contribute to business performance in Northern, Eastern And Southern Europe?

Saku Hirvonen*, University of Eastern Finland
Helen Reijonen, University of Eastern Finland
Andrea Buratti, University of Urbino
Gábor Nagy, Corvinus University of Budapest
Tommi Laukkanen, University of Eastern Finland

This study examines how customer relationship orientation and innovation orientation are related to each other and, moreover, how they together affect business performance, measured in terms of (1) retaining current customers, (2) gaining customer satisfaction, (3) acquiring new customers and (4) business growth. The authors develop and test a structural model using an extensive dataset of 1,855 responses from SMEs from three European countries, namely Finland, Hungary and Italy. The results show that Finnish SMEs pursuing growth benefit from both types of strategic orientations and also both customer retention and acquisition. Italian and Hungarian SMEs may also use both strategies, but are more dependent on customer acquisition. It appears that innovation orientation mediates the effects of customer relationship orientation on performance.

Domestic institutional drivers of the firm's export performance: the case of vietnamese exporters

Vi Dung Ngo*, Vietnam National University
Leonidas C. Leonidou, University of Cyprus
Frank Janssen, Université Catholique de Louvain
Paul Christodoulides, Cyprus Technological University

We provide a conceptual model anchored on the institution-based view that reveals the impact of various domestic institutional attributes (i.e. specificity, stability, predictability and enforceability) on the firm's export performance. We empirically test this model using SEM analysis with data collected from a sample of 109 Vietnamese exporting firms. Our results show that indeed all four institutional attributes positively influence export performance. This link between domestic institutional attributes and export performance becomes stronger in the case of exporters characterized by larger size, greater experience, foreign market concentration and direct exporting methods.

The influence of different forms of customer orientation to business performance: empirical evidence form developed vs. emerging markets

Maria Smirnova*, Saint Petersburg State University
Vera Rebiazina, National Research University Higher School of Economics
Johanna Froesen, Saint Petersburg State University
Henrikki Tikkanen, Aalto University**, Alexander Rozhkov,**
National Research University Higher School of Economics

This empirical study explores multidimensionality in a firm's customer orientation (CO), as well as the performance implications of its distinct dimensions in developed vs. emerging markets. The data were collected in Finland and Russia (representing developed and emerging markets, respectively) in 2012-2013 and analyzed using a sequence of multivariate methods. The study reveals CO to incorporate three distinct dimensions: customer-oriented strategy, customer-oriented activities and monitoring of the firm's CO, all of which bear differing performance implications in different types of markets. More specifically, in developed markets all dimensions are found to play a role in defining the firm's business performance with customer-oriented strategies having the strongest impact, whereas in the emerging markets only customer-oriented activities show a significant impact. The findings of the study highlight differing needs for CO in developed vs. emerging markets.

Exploring the adaptation of international franchise relationships

Nabil Ghantous*, Qatar University
Fabienne Chameroy, Aix Marseille Université

The present research addresses the adaptation of the marketing process in international franchise relationships. It specifically investigates a) what elements of the relationship do franchisors adapt, b) the antecedents of these adaptations and c) their impact on the quality of the international franchise relationship. This research builds on interviews with 24 franchisors and a quantitative study with 75 senior managers of French franchisors. The results indicate that franchisors adapt both their contracts and communication with their international franchise partners. These adaptations are mainly influenced by franchisors' know-how in terms of international trade techniques and of monitoring their foreign partners. Finally, the adaptation of both types of relational elements has a direct positive impact on the quality of the international franchise relationship.

Networking and interaction in emerging markets

Chair: **Galina Biedenbach,** UMEA University

E-commerce market in Russia: barriers and opportunities of future development

Anna Daviy*, Higher School of Economics
Vera Rebiazina, Higher School of Economics
Maria Smirnova, Graduate School of Management Saint-Petersburg State University

Differences between the conventional physical markets and e-commerce question the validity of the established models used for e-commerce. Investigating marketing in the emerging markets on the example of Russia can broaden the view of marketing; however the e-commerce development in the Russian markets is now well examined in the existing literature. The Internet audience in Russia is 66.5 million people and the Russian market has the biggest online audience in Europe. The main objective of this paper is to analyze the barriers and perspectives for e-commerce market development in Russia. The paper gives an overview of the current Russian Internet market development and trends. To identify barriers and opportunities of Russian e-commerce market 29 in-depth interviews with representatives of Russian internet businesses and 6 interviews with experts were conducted.

Sustainability and internal brand commitment: an empirical investigation in a transition economy

Galina Biedenbach*, UMEA University
Siarhei Manzhynski, Belarusian State Technological University

The successful implementation of sustainability initiatives throughout a company can positively influence company's business performance, especially in complex conditions of transition economies, such as Belarus. Nevertheless, prior studies provide limited evidence regarding the relationships between employees' perceptions about company's sustainability performance and the relevant determinants of their behavior. The main purpose of this study is to investigate the impact of company's sustainability performance on employees' job satisfaction, work meaningfulness and consequently their internal brand commitment in a transition economy. The findings show important causal effects between the four dimensions of sustainability performance, job satisfaction, work meaningfulness and their positive effects on internal brand commitment.

The use of customer loyalty drivers to study the impact of CRM system on quality of customer understanding: the case of international pharmaceutical company in Russian ophthalmology market

Denis Klimanov*, Higher School of Economics
Ekaterina Buzulukova, Higher School of Economics

As customer relationship management process plays increasingly important role in business success, many authors attempt to evaluate the impact of various CRM process components on quality of company interaction with the customers and, ultimately, on company performance. This paper explores the impact of CRM system on quality of customer understanding by the company. This understanding is measured in context of the international pharmaceutical company in Russian market. The field research is based on a quantitative data from online questionnaires and telephone interviews. The sample consists of 64 company representatives and 217 ophthalmologists. The results of this paper could be used by other pharmaceutical companies in order to understand the influence of their CRM applications on customer loyalty and also to identify the drivers of physicians prescriptions.

The practices of strategy

Chair: **Sven Feurer,** Karlsruhe Institute of Technology (KIT)

Investigating the roles of continuity and change in sales systems: an ambidextrous perspective

Stephan Mühlhäuser*, University of Mannheim
Christian Homburg, University of Mannheim
Arnd Vomberg, University of Mannheim

The fundamental question if continuity or frequent change is more beneficial for sales systems has not been answered by researchers so far. Therefore, the authors draw on the ambidexterity concept and newly introduce sales system stability and sales system flexibility to marketing research. Using unique triadic data, the authors empirically show that sales system stability and flexibility yield positive performance effects. Interestingly, ambidextrous firms which simultaneously pursue stability and flexibility achieve the highest performance. Moreover, ambidexterity research theoretically motivates several moderators which the authors transfer to the sales context and explore the contingency effects of stability and flexibility on performance.

Marketing employees' learning through contact with marketing service providers (msps): analysis and deconstruction of the transmitted knowledge flow

Helene Moraux*, EM Strasbourg Business School
Pierre Volle, Université Paris Dauphine

Facing a more and more complex and moving environment, marketing employees must constantly reinforce their knowledge and their skills. To do so, they can rely on marketing service providers (MSPs) and take advantage of their working interactions to learn. It is then important to get interest in the marketing knowledge flow transmitted by these MSPs during working interactions. This research precisely aims at analyzing and deconstructing the transmitted marketing knowledge flow, using the concept of "marketing assets". We therefore deconstruct the marketing knowledge flow transmitted by MSPs to marketing employees into marketing "resources", marketing "capabilities" and marketing "competences".

Antecedents and consequence of firms' multichannel marketing practice

Shan Chen*, Polytechnic University of Milan
Giuliano Noci, Polytechnic University of Milan

Multichannel has diffused in firms' marketing practices. Among a wide range of available channels, firms could freely choose the ones that they implement and decide to what extent the channels being used and integrated. The actual implementation of multichannel marketing could be influenced by a number of antecedents such as the firms' motivation and factors of the environment where they operate. With an empirical survey, we found that a firm's multichannel marketing practice is more influenced by its motivations than by environmental factors; different dimensions of the multichannel marketing practice have different level of effects on firm's performance.

How to develop appropriate pricing strategies for innovations: an input-process-output model of pricing team effectiveness

Sven Feurer*, Karlsruhe Institute of Technology (KIT)
Monika Schuhmacher, University of Mannheim
Sabine Kuester, University of Mannheim

This study is the first to examine the role of pricing teams in the development of pricing strategies for innovations. Drawing on the resource-based view of the firm and a general input-process-output model of team effectiveness, we investigate the effects of a pricing team's intellectual capital on pricing team performance through three key strategic decision-making process dimensions: rationality, intuition and political behavior. To test our hypotheses, we analyze a cross-industry sample from 231 pricing teams. The results from PLS-SEM reveal that the pricing team's intellectual capital positively affects all three dimensions. While political behavior has no effect on pricing team performance. While rationality is always beneficial for pricing team performance, the effect of intuition is contingent on the degree of innovation newness. Furthermore, this study sheds light on salient characteristics of such pricing teams.

Salience online and out there

Chair: **Carlos Orus,** University of Saragossa

The impact of Facebook-generated interpersonal influence on consumers' buying intentions in services

Anastasios Palaiologos*, Athens University of Economics and Business
Kalipso Karantinou, Athens University of Economics and Business

Facebook has received mounting attention from researchers, educators, practitioners and policy makers. The influence of the social media generated interpersonal influence on purchasing intentions in services merits however further investigation. This paper addresses this gap by looking into interpersonal influence in Facebook and its impact on the users' buying intentions in services. The investigation involved two data collection stages, a qualitative exploratory stage followed by a survey generating 339 usable responses. The study brings together the constructs of influence, credibility and motives which have not been previously studied together, incorporates moderators that have not been previously investigated and introduces a novel approach to the impact of Facebook on the decision making process.

The role of the fit between the brand fanpage and the post in determining re-broadcasting activity

Sara Valentini*, University of Bologna
Elisa Montaguti, University of Bologna
Federica Vecchioni, University of Bologna

Firms are increasingly designing digital communication to be rebroadcast by consumers to increase the share of earned vs. paid media. This paper examines how the design of these campaigns affects rebroadcasting activity, by focusing on the fit between the post and the brand fan page. Our data concern 2080 posts from five Facebook pages and the related rebroadcasting. We model the number of post shares as a count process. Our results show that rebroadcasting activity varies with the fit between the post and the brand page and decreases when a post concerns a financial offer incongruent with the brand page.

The impact of physical channel saliency on the online consumer's behavioral intentions

Carlos Orus*, University of Saragossa
Carlos Flavian, University of Saragossa
Raquel Gurrea, University of Saragossa

When consumers search for product information on the Internet, they may be aware of the physical channel to check the information and/or buy the product. This research introduces the concept of the physical channel saliency and examines its effects on consumers' subjective experiences related to the ease with which they can imagine the product and the degree of confidence with which they sustain their thoughts. The effects on the formation of behavioral intentions are also examined. One experimental study is carried out to test the proposed relationships. The results show early empirical evidence in favour of the physical channel saliency effect and encourage researchers and marketers to take into account this new concept to study online search behavior.

Price structure

Chair: **Thomas Robbert,** Kaiserlautern University

The effect of overages on different consumer segments

Ewa Maslowska*, Northwestern University
Vijay Viswanathan, Northwestern University
Edward Malthouse, Northwestern University

Many firms now charge customers who exceed predefined contractual limits a fee or an overage. This study integrates theories on mental accounting, reservation price and reference price to explain how the effect of overages varies for consumers at different price points. Analysis of data from a US-based internet service provider reveals that customers who pay a low price for internet are affected by large overages. Customers who pay a moderate price are affected even by small overages and those who pay a high price are affected to a greater extent by large overages than small overages. The study reveals interesting insights on how overages affect different consumers in different ways.

Make me switch! – The effect of "freemium" and price consciousnessin unexpected free-to-fee switches

Gerrit Cziehso*, TU Dortmund University
Tobias Schaefers, TU Dortmund University

Despite the negative influence on attitudes and usage, companies increasingly perform unexpected free-to-fee switches in order to capitalize their business model (e.g. WhatsApp). Our findings indicate that instead of a forced switch, giving customers the choice to keep using a reduced product for free ("freemium" switch) can attenuate negative attitudinal consequences. At the same time, however, this choice option enhances the deterioration of usage intention. Moreover, among very price conscious customers, the negative effect of a "freemium" switch on usage intention was found to be abrogated by a competitive mediation effect of attitude improvement.

"additional fees may apply" - Drip pricing in a competitive environment

Thomas Robbert*, Kaiserslautern University
Stefan Roth, Kaiserslautern University

In drip pricing service companies and retailers advertise low prices for products or services and then tack on additional surcharges later in the purchase process. Yet, little is known on the consequences of this pricing tactic. In particular, it remains unclear how it affects purchase behavior and shop evaluations when companies are in competition. We address this gap with a study using a virtual shopping simulation. Our results show that drip pricing leads to an increase in shop visits and purchases. Surprisingly, we also find that consumer's might disapprove this technique but still fall prey to its deceptive influence.

Brand and endorser personality

Chair: **Katrin Talke,** Technical University of Berlin

Direct and indirect effects of brand personality on brand attitudes

Ove Oklevik*, Sogn Og Fjordane University College
Magne Supphellen, Norwegian School of Economics

The authors develop and test a general model for the combined effects of brand personality and functional benefits on brand attitudes. According to the model, brand personality influences functional benefits, which in turn affects brand attitudes. This indirect effect of brand personality is predicted to hold across product categories. The model also predicts a direct effect of brand personality on brand attitudes for brands in product categories dominated by social identity motives (but not in product categories dominated by utilitarian motives). The model is tested and supported in a study of six well-known brands using a random sample of 1061 consumers. The results have important implications for brand managers and for future research.

The publicly private life and image of stars

Isabel Victoria Villeda*, Hamburg University

Stars' images determine their professional success. As they are hybrids of professional and private associations, consumers may associate stars with their professional characters but also use private associations to judge stars and their talent—even though there is no rational link between these two facets. This paper empirically quantifies if and how stars can publicly display their love live to change their overall artistic versus commercial image and perception of talent. An experimental study shows how a thoroughly displayed private life may be an effective way to position rising stars—as a stand-alone tool or complementing professional activities.

Identifying and analysing sources and dimensions of brand personality for a business school

Monica Khanna*, University of Mumbai – Bombay
Isaac Jacob, K J Somaiya Institute of Management Studies & Research

Brand personality is human-like characteristics associated with a brand that can help create functional and symbolic differentiation between brands and build brand preferences among consumers. With the help of factor analysis and structural equation modeling, ten sources for building brand personality of a business school were identified which in turn affected the dimensions of competence, sincerity, sophistication and excitement. The ten sources identified were quality of faculty, product attributes, brand experience, brand stories heard, discussions held in offline student communities, e-Word of Mouth, online student communities, brand endorser, brand user and brand name. Identifying sources that form brand personality in experiential service brands like business schools becomes important in an interconnected world as competition for best students, faculty and research funding becomes intense.

Genius, madnessa sales hits? On the relationship between artist personality traits and commercial success

Katrin Talke*, Technical University of Berlin
Peter Zurek, Technical University of Berlin
Martin Schreier, WU Wien

Over the last few decades, auction prices for fine art have dramatically increased. The role of an artist's personality in the commercial success of his oeuvre, however, remains unclear. We present rationale that borderline-associated personality traits may be particularly important for explaining artistic success. Based on an empirical investigation, which includes 93 artists and auction results for 10.935 artworks they sold, we test two competing hypotheses and find support for a quadratic relationship between borderline-associated personality traits and artwork prices. This result is discussed with regard to its managerial implications.

Customer retention and loyalty

Chair: **Johanna Roettl,** Klagenfurt University

Good price, good quality or good values? Determinants of loyalty toward co-operative banking

Charlotte Lécuyer*, Université Jean Moulin Lyon 3
Mathieu Béal, Université Jean Moulin Lyon 3
Sonia Capelli, Université Jean Moulin Lyon 3
William Sabadie, Université Jean Moulin Lyon 3

In Europe in 2012, co-operative banks totalled 100 million clients (a third of banking customers) and 4 000 local banks, which accounted for half of the amount of credit establishments. Our model questions the importance of two main concepts – perceived performance and perceived Corporate Social Responsibility – on loyalty intents, through the mediating role of relationship quality. A confirmatory study using structural modeling equations was conducted on 498 clients (members and nonmembers) of a co-operative bank. Results indicate that members' loyalty intents are much more explained by service and price performance. They also indicate that relationship quality is more crucial as a mediating variable to determine the loyalty intents of members than it is for non-members.

Brand attachment predisposition, brand trust and brand loyalty: the mediating role of brand attachment

Johanna Roettl*, Klagenfurt University
Sonja Bidmon, Klagenfurt University
Jamilla Allaoui, Klagenfurt University

Using an attachment theoretic approach, the authors investigate the relationship between the customer's brand attachment predisposition and brand loyalty as well as brand trust and test empirically whether this relationship is mediated by brand attachment. The sample consists of 223 adolescents. The results derived from structural equation modelling show that customer's brand attachment predisposition is significantly related to brand loyalty and brand trust. When brand attachment is entered into the model, the previously highly significant relationship between the brand attachment predisposition and brand loyalty as well as between brand attachment predisposition and brand trust becomes insignificant, while brand attachment strongly influences brand trust and brand loyalty. The findings have implications for theory and practice.

Unveiling client's repurchase intentions in business relationships: the role of provider's marketing accountability and client's perceived value

Maja Arslanagic-Kalajdzic*, University of Sarajevo
Vesna Zabkar, University of Ljubljana, Faculty of Economics

The aim of this paper is to better understand the link between clients' perceived value and repurchase intentions in business relationships and to explain the direct and moderating effect of provider's marketing accountability. Two quantitative surveys were used for separate and multilevel analysis of dyadic business relationships. The results show that provider's marketing accountability has a direct positive impact on client's repurchase intentions. Separate marketing accountability dimensions (general and specific marketing metrics and marketing related capabilities) positively moderate the positive influence of client's perceived functional value on repurchase intentions.

Is service failure the only background factor that triggers customer revenge?

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Ngoc Duy Nguyen, Toulouse 1 Capitole University
Jean-Marc Décaudin, Toulouse 1 Capitole University

This paper aims to determine whether service failure is the only background triggering customer revenge as indicated in the service literature, or whether there are other background factors which might also provoke customer revenge towards a firm. A multi-method qualitative study was conducted with French participants. Data from a netnographic study of (1) online vengeful communities and semi-structured interviews with (2) offline vengeful customers and (3) claim-handling experts permit to identify different background factor behind customer revenge. A new background factor is identified: the perception of a crisis involving the firm. The Iceberg of Perceived Crisis, a concept established as a typology of this new background factor, enables important recommendations concerning potential response strategies that firms might adopt.

Private labels

Chair: **Barbara Deleersnyder,** Tilburg University

Let your banner wave: antecedents and performance implications of retailers' private label naming strategies

Kristopher Keller*, Tilburg University
Marnik G. Dekimpe, Tilburg University & KU Leuven
Inge Geyskens, Tilburg University

Private labels (PLs) continue to gain importance in grocery retailing and are making the transition into CPG brands in their own rights, often using cleverly designed branding strategies. We create a framework for how (i) retailer, (ii) imitation behavior and (iii) market factors may affect, directly and indirectly, a retailer's decision to attach its banner name to the PL. Moreover, we study how this decision affects subsequent retailer performance. By testing our framework on the PL-naming decisions of leading retailers in 25+ European countries, we generate insights that can help retailers in their naming decision of future tier introductions.

Private-label proliferation: a new dimension of competition between private labels and national brands

Gizem Hokelekli*, KU Leuven
Lien Lamey, KU Leuven
Frank Verboven, KU Leuven

In this study, we explore the impact of private label (PL) line proliferation on consumer demand and we derive profit implications. We use a household panel dataset (2008-2009) for the ready to eat cereal category of leading U.K. grocery retailer. We focus on the following scenarios: (i) dropping an entire PL tier out of the assortment, (ii) dropping a line within a PL tier (i.e. health standard PL line) and (iii) adding a line within a PL tier (i.e. kids premium PL line). Our results indicate that PLs compete with the (mainstream) national brands irrespective of the tier. Moreover, further sub-brand introductions (e.g. kids) within the premium PL tier seem a profitable strategy for the retailer. For the economy PL case, retailers do not earn profit and offer an excessively large assortment.

A comparative analysis of the effectiveness of in-store stimuli to stimulate sales of private label products in the grocery sector

Oscar Gonzalez-Benito*, University of Salamanca
Álvaro Garrido-Morgado, University of Salamanca
Katia Campo, KU Leuven
Mercedes Martos-Partal, University of Salamanca

This paper analyzes the effectiveness of different merchandising techniques and in-store promotions in boosting sales of private label grocery products. Private labels differ substantially from (leading) national brands in product positioning and target customer group and may therefore require a different in-store marketing mix to support their sales. By analyzing the relationship between brand type and the sales impact of different merchandising and promotion tools, we aim to obtain a better insight into which types of in-store stimuli are more appropriate to stimulate private label sales. Results confirm that (i) in-store stimuli have a differential effect on sales of private labels and national brands and (ii) merchandising and promotion tools that trigger a more cognitive and reasoned decision process are more effective in stimulating private label sales.

Do consumers benefit from national brand introductions at hard discounters?

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Marnik Dekimpe, Tilburg University and KU Leuven
Inge Geyskens, Tilburg University
Didi Lin, Tilburg University

Private-label-oriented hard discounters have become a dominant retail format in many European countries. Recently, several leading hard discounters have moved away from their exclusive private-label (PL) focus, and have started to add a select set of popular national brands (NBs) to their assortment. This study examines the consumer-welfare effects of 18 NB introductions in hard discounter Lidl in Germany. These introductions are mostly welfare-enhancing. This increase in welfare is primarily driven by consumers' appreciation of having additional variety in an otherwise limited assortment, even though there is evidence of a small increase in PLs prices which hurts consumer welfare.

Making it work: management of services

Chair: **Magnus Soderlund,** Stockholm School of Economics

A fuzzy-set comparative analysis of service productivity configurations

Marcus Demmelmair*, Munich Ludwig-Maximilians University
Armin Arnold, ETH Zürich

Service firms often struggle with balancing operational efficiency and service quality. Although different models and frameworks exist that claim a stronger integration of marketing and operations, empirical studies in this area are scarce. They often merely focus on the trade-off between labor productivity and service quality. Thus, they neglect additional factors that affect service productivity. Therefore, this study suggests a more holistic approach on service productivity. We test our propositions by using QCA on secondary data from the US airline industry. Our results confirm that firms configure service productivity differently depending on their business model and customers' perceived switching costs.

Fluency during customer-employee interactions through call centers

Estela Fernández*, Murcia University
Inés López-López, Murcia University

Companies have frequently used offshored and/or outsourced call centers to provide assistance to their customers. However, the steady loss of customers due to perceived poor service has forced companies to bring their business back. Although previous research has claimed the need of using indicators as service quality, a true picture of the way customers perceive the call center service experience has not been drawn yet. This study tries to fill this gap by focusing on the consumer-employee interaction. Thus, we analyze the role of fluency during the interaction in a voice-to-voice service encounter. With two samples of 180 and 176 service customers, we attain our goals of (1) developing a scale to measure call fluency and (2) assessing the direct effect of call fluency on anger, interaction satisfaction and call aversion, as well as its indirect effect on trust and satisfaction with the company.

What constitutes customer experience management? Towards a systematic conceptualization of CEM

Elina Jaakkola*, Turku School of Economics
Harri Terho, Turku School of Economics

Customer experience management (CEM) represents a central topic in contemporary marketing. Despite its evident importance, CEM has remained a practitioner driven and conceptually underdeveloped topic. Academic research on CEM is scarce and fragmented and a common understanding on the key contents of CEM is missing. This study develops a systematic framework for comprehensive understanding on CEM. Building on extant research, we identify the elements that constitute the target for CEM, and use the framework to pinpoint the key domains of managerial action for CEM. This paper serves as the first step towards a systematic conceptualization of CEM. Furthermore, the paper paves way for the future development of academic CEM research by highlighting gaps in extant literature and by suggesting a research agenda for a more rigorous examination of CEM.

When the service encounter leaks categorization clues: an examination of the impact of the categories poor and rich on customer satisfaction

Magnus Soderlund*, Stockholm School of Economics

This study examines the impact on customer satisfaction of categorization leakage from a service employee in a service encounter and, more specifically, leakage suggesting that the customer has been categorized as either poor or rich. A between-subjects experiment showed that being correctly categorized was more satisfying than being incorrectly categorized. Moreover, when the categorization was correct, satisfaction was not different between the negatively charged poor category and the positively charged rich category. Yet when categorization was incorrect, a higher level of satisfaction was obtained for those who were wrongly categorized as belonging to a positively charged category (rich).

Tourism experience

Chair: **Sandra Loureiro,** Lisbon University Institute (ISCTE)

Service cannibalisation: moderation by type of travel organisation

Estrella Diaz*, University of Castilla La Mancha
David Martín-Consuegra, University of Castilla La Mancha
Águeda Esteban, University of Castilla La Mancha

Distribution channels produced by development of online channels influence travel agents who perceive service cannibalisation. Sales agents' perceptions of declining sales lead to a series of consequences regarding risk-aversion, insecurity, job satisfaction, job alienation and travel agent effort and training. This study analyses sales agents' perceptions of service cannibalisation and their consequences. It examines moderation by type of travel organisation (i.e. independent travel agencies and consortia/franchises) on service cannibalisation and each of their consequences. Results suggest travel agents' perceptions of service cannibalisation correlate with some consequences for travel agents and disparities in these relationships according to type of travel agency.

Prolonging lived experiences by food souvenirs

Hannele Kauppinen-Räisänen*, International University of Monaco
Peter Björk, Hanken School of Economics

The study focuses on local food as mementos of the travelers' visits. The survey study distinguishes segments varying in food attitudes and souvenir purchasing behavior and reveals motivations for purchases of local food items, types of such items and reasons for food souvenir purchases in general. The findings have implication for destinations marketers for the means of segmentation and destination promotion.

Being a mindful tourist improves the lived rural experience? Insights from rural tourism experience

Sandra Loureiro*, University Institute of Lisbon (ISCTE-IUL)
Antonia Radic, University Institute of Lisbon (ISCTE-IUL)

The present study is the first attempt to explore (i) the direct effect of rural experience on tourist happiness (ii) the moderate role of mindfulness on the relationship between rural experience and happiness. The hypotheses developed are tested using a sample of 204 rural tourists who stayed at the rural tourism lodgings in Dalmatia (Croatia). Findings reveal that the four dimensions of rural tourism experience positively and significantly influence happiness. However, mindfulness only moderates the relationship between two dimensions of rural tourism experience (education and escapism) on happiness. Although more studies on this topic are needed, it seems that less mindful rural tourists live the rural experience with more happiness than high mindful rural tourists.

“Heterotopias” and parallel consumption scapes

Chair: **Joel Hietanen,** Stockholm Business School

The Pére-Lachaise cemetery: between touristic experience and heterotopic consumption

Stéphanie Toussaint*, UCL-Mons
Alain Decrop, University of Namur

This video offers an interpretative analysis of the Père-Lachaise Cemetery, a major symbolic tourist site of Paris, in a postmodern consumption perspective. More precisely, the study focuses on the sacred and profane aspects of consumption. Of course, places such as cemeteries are sacred by nature, but in the Père-Lachaise, the profane effervescence of tourists and curious people has invaded the cemetery. Based on interviews and observations, the video describes the visitors’ profiles and shows that they are motivated by touristic, spiritual and relational factors. Fanatic contemplation is another major driver in visiting the cemetery. The findings also show how the sacred and profane dimensions of consumption become entangled through gestures, rituals and other behaviors that (re-)give the cemetery sacred meanings and contribute to make it a “heterotopia”, that is a place out of time and space.

Meet the robot

Gaël Bonnin*, Neoma Business School
Marat Bakpayev, Neoma Business School, SPOC Institute
Alain Goudey, Neoma Business School, SPOC Institute

Robots are no longer science-fiction characters. With the progresses in technology, they are now available to consumers. Specifically, firms target aging consumers with companion robots. In this video, we show how elderly react when facing a humanoid robot and highlight the tension between the imaginary and the real.

Monstrous organizing: the dubstep electronic music scene

Joel Hietanen*, Stockholm Business School
Joonas Rokka, NEOMA Business School

In this videography, we wish to explore how contemporary music scenes come into being and how they are negotiated in a complex relationship between the marginal mainstream, commercial interests, technologies and ideologies. While marketing and consumer research have generally described marketplace phenomena utilizing perspectives that attempt to uncover and describe their structural form, we wish to explore the marketplace of a music scene from the perspective of change and emergence. Thus, we are rather interested in the inherent instability of how technologies and ideologies are negotiated in a marketplace laden with tension. By adopting a Deleuzian perspective of monstrous organizing (Thanem, 2006), we highlight how music scenes come into being, organize and dissipate, not despite the tensions between grassroots musical innovators (DJ/producers) and mainstream commercial market forces, but rather because of them.

PLENARY: Keynote Address
Jan-Benedict Steenkamp, University of North-Carolina

Briefly introduced by **Luc Sels,** KU Leuven, Dean of the Faculty of Economics and Business

Collaborating with marketing practitioners to produce cutting-edge academic research: Pitfalls and opportunities

Many thoughtful marketing academics and practitioners have lamented the growing gap between marketing science and marketing practice. It appears that the key success factors to make it into top journals like IJRM, JM or JMR are at cross-purposes with things practitioners care about and find useful. So, what should one do? To get tenure and to be promoted to full professor, you need top-level articles, but increasingly, department heads and deans care about business impact. Moreover, much research depends on willingness of companies to provide data and/or funding. While this dilemma is real, I believe that it can be misleading. I will discuss both the pitfalls as well as the opportunities that working with practitioners present to marketing academics. I will elaborate on conditions that have to be met to make it work – conditions that can largely be evaluated beforehand. I will illustrate the various points drawing on my experience having worked with companies for 30 years, which in many cases led to academic publications. I also believe that since historically, ties between business schools and companies are closer in Europe than in the U.S., this may be an opportunity for European academics to gain an edge.

PLENARY: 2015 EMAC Awards Ceremony

Chair: **András Bauer,** Corvinus University, VP Conferences

EMAC president welcome speech

Maja Makovec-Brenčič, University of Ljubljana, EMAC President

EMAC Best Paper based on doctoral work

András Bauer, Corvinus University, VP Conferences

The Susan Douglas Award for International Marketing

András Bauer, Corvinus University, VP Conferences

EMAC-IJRM Best Paper Award

Jacob Goldenberg, IDC Herzliya & Columbia University
Eitan Muller, NYU, Stern School of Business, IJRM Editors

The Jan Benedict Steenkamp Award

Jacob Goldenberg, IDC Herzliya & Columbia University
Eitan Muller, NYU, Stern School of Business, IJRM Editors

EMAC-GAMMA Joint Symposium Best Paper 2015

Udo Wagner, University of Vienna
Seigyoung Auh, Arizona State University, Symposium Co-Chairs

EMAC Distinguished Marketing Scholar Award 2015 to Gary Lilien

Gilles Laurent, INSEEC Business School Paris

EMAC McKinsey Dissertation Award

Marnik Dekimpe, Tilburg University & KU Leuven, V.P. Publications
McKinsey Executive, Director at McKinsey & Company

Greetings

Eunju Ko, Yonsei University, GAMMA President

Famous last words

Maja Makovec-Brenčič, University of Ljubljana, EMAC President

EMAC 2015 POSTER SESSION & BEER TASTING EVENT

Chairs: **Tine De Bock,** KU Leuven
Tine Faseur, KU Leuven
Yves Van Vaerenbergh, KU Leuven

CLUSTER 1: SALES AND BUSINESS DEVELOPMENT

The impact of the sales style of supplier on the value of buyer

Iwashita, Hitoshi, Kyushu University
Ishida, Daisuke, Teikyo University
Nagai, Ryunosuke, Waseda University
Onzo, Naoto, Waseda University
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Track: **Business-to-Business Marketing**

The influence of initiation timing for business development – An empirical analysis in B2B companies

Eidhoff, Anne Theresa, University of Hohenheim
Bielefeldt, Jonas, University of Potsdam
Arnegger, Andreas, University of Hohenheim
Herbst, Uta, University of Potsdam
Voeth, Markus, University of Hohenheim
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Track: **Business-to-Business Marketing**

The effect of salesperson attitude toward change on self-efficacy and sales performance

Groza, Mark, Northern Illinois University
Rodero Rodero, José Antonio, ENAE Business School
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Track: **Sales Management and Personal Selling**

Developing customer insights through sales-marketing interface

Keszey, Tamara, Corvinus University of Budapest
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Track: **Sales Management and Personal Selling**

CLUSTER 2: MANAGING CUSTOMER ENGAGEMENT

Companies-clients relationships are not equal for all clients? An analysis coming from photography sector in france

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Track: **Online Marketing and Social Media**

Play with me! – How gamification influences customer-based brand equity

Eppmann, René, University of Cologne
Bekk, Magdalena, University of Cologne
Klein, Kristina, University of Cologne
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Track: **Relationship Marketing**

Factors affecting customer's intention to participate in co-production: empirical study

Järvi, Henna, Lappeenranta University of Technology
Almpanopoulou, Argyro, Lappeenranta University of Technology
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Track: **Consumer Behavior**

Gamification: driving consumer engagement and participation in a brand
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Track: **Online Marketing and Social Media**

Old marketing strategies don´t make consumers loyal: what is the next level for the coffee sector?

Florencio De Almeida, Luciana, ESPM
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Track: **Marketing Strategy**

Companies Know How to Exploit the Dialogic Potential of Your Website?

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Track: **Relationship Marketing**

Exploring Competing Structural Models On Sacrifices, Quality, Value, Satisfaction And Loyalty With Partial Correlations

Gallarza, Martina, University of Valencia
Arteaga, Francisco, Universidad Católica de Valencia
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Track: **Services Marketing**

What factors determine patients' loyalty towards health service providers? An empirical approach in Spain through secondary data

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Track: **Consumer Marketing**

Predicting students' decision to enroll at the university: the role of warmth and competence perception

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Malone, Chris, Catholic University of Louvain
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Track: **Relationship Marketing**

Ally or dependent? Exploring the consequences of stereotypes towards customers

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Salge, Torsten Oliver, RWTH Aachen University
Siems, Florian U., Technische Universität Dresden,
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Track: **Services Marketing**

Calming The Waters Or Riding The Waves? Understanding Why And How Companies Can Leverage Anger To Empower The Brand

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Track: **Product and Brand Management**

CLUSTER 3: MARKETING STRATEGY

Does cross-functional coordination support adaptive capability in highly uncertain business environments?

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Track: **Marketing Strategy**

Marketing performance measurement systems and firm performance: the mediating effect of marketing capabilities

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Track: **Marketing Strategy**

Structuring entrepreneur and small businesses marketing: taking the business model beyond the fingertips

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Track: **Marketing Theory and New Paradigms**

Competing with Mickey Mouse: are museums aware of it? Managing rising competition and new services in museum environment

Komarac, Tanja, University of Zagreb
Ozretic-Dosen, Durdana, University of Zagreb
Skare, Vatroslav, University of Zagreb
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Track: **Public Sector and Non-profit Marketing**

The Impact of Marketing Capabilities on Performance in Brazilian Manufacturing Firms

Kato, Heitor Takashi, PUCPR - Pontifical Catholic University of Paraná
Giacomini, Monica Maier, PUCPR - Pontifical Catholic University of Paraná & Universidade Federal do Paraná
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Track: **Marketing Strategy**

CLUSTER 4: MARKETING IN NEW AND EMERGING MARKETS

International franchising in emerging markets: a qualitative study

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Track: **Retailing**

Global brands in emerging countries: effects of country of origin, brand and family income on willingness to buy

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Track: **Marketing in Emerging and Transition Economies**

How firm's strategic behavior is replicated on the consumer level? The mirror effect

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Track: **Consumer Behavior**

Brazilian country of origin image appropriation by a European brand

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Track: **Product and Brand Management**

Brazilianness: a look at the faces of the Brazilian national identity

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Track: **Tourism Marketing**

Brand Africa and the diaspora – meaning, feelings and relationships

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Track: **Product and Brand Management**

CLUSTER 5: MARKETING ACROSS BORDERS

What if they don't like you? An investigation of consumer animosity amongst urban adult Chinese consumers

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Track: **International and Cross-Cultural Marketing**

Geht ins ohr, bleibt im kopf? – An investigation about the influence of local adoptions in radio advertising on recall

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Track: **Advertising, Promotion and Marketing Communications**

Lifestyle values of global age cohorts: a means of market segmentation?

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Track: **International and Cross-Cultural Marketing**

Do we see the world through the lens of culture? Exploring between and within cultural variations in perception and implications for advertising

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Track: **International and Cross-Cultural Marketing**

The interplay of cognition and emotions in country evaluation process

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Track: **Marketing Strategy**

How do social networks contribute to the internationalisation of small firms?

Arnone, Laurent, University of Mons
Deprince, Elodie, University of Mons
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Track: **Online Marketing and Social Media**

CLUSTER 6: MARKETING INNOVATIONS

Diffusion within use: a new product from the perspective of a dynamically continuous innovation

Agyapong Siaw, Christopher, University of New South Wales
Payne, Adrian, University of New South Wales
Cadeaux, Jack, University of New South Wales,
Corresponding author: agyapongus@yahoo.com
Track: **Innovation and New Product and Service Developments**

What is a phone without voice and would you buy it? Feature deletion, use innovation and ad-hoc categorization

Mendini, Monica, Università della Svizzera Italiana
Gibbert, Michael, Università della Svizzera Italiana
Mazursky, David, The Hebrew University of Jerusalem
Corresponding author: monica.mendini@usi.ch
Track: **Innovation and New Product and Service Developments**

To share or not to share? Drivers for innovative value propositions

Milanova, Veselina, University of St. Gallen
Maas, Peter, University of St. Gallen,
Corresponding author: veselina.milanova@unisg.ch
Track: **Innovation and New Product and Service Developments**

Pricing strategy of base and add-on products in mobile application market: an empirical investigation of mobile games

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Track: **Pricing**

CLUSTER 7: OFFLINE AND ONLINE RETAILING

How emotions affect unplanned buying behavior: the role of valence and arousal

Abedniya, Abed, Monash Business School
Oppewal, Harmen, Monash Business School
Spassova, Gerri, Monash Business School
Corresponding author: abed.abedniya@monash.edu
Track: **Consumer Behavior**

Do private labels lead to store loyalty? An integrated framework of analysis using a structural equation modeling approach

Coelho Do Vale, Rita, Catholic University of Portugal
Verga Matos, Pedro, ISEG-University of Lisboa
Caiado, Jorge, ISEG-University of Lisboa
Corresponding author: ritavale@ucp.pt
Track: **Retailing**

Why don't some people return products when they experience post purchase dissonance?

Zhang, Yakun, Durham University
Xiao, Sarah, Durham University
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Track: **Consumer Behavior**

Predicting chinese consumer online purchase intention for fashion with perceived risk, fashion innovativeness and impulse buying

Ma, Jenny, University of Worcester
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Track: **Online Marketing and Social Media**

Spatio-temporal drivers of the grocery click-and-collect services: an explorative study

Mahama Musah, Fuseina, Vrije Universiteit Brussel
Vanhaverbeke, Lieselot, Vrije Universiteit Brussel
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Track: **Retailing**

Examination of interdependencies of segmentation bases: personal values, fashion attitudes and online shopping attitudes

Scheuffelen, Stefan, RWTH Aachen
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Brettel, Malte, RWTH Aachen
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Track: **Consumer Behavior**

CLUSTER 8: SOCIAL MEDIA AND C2C INTERACTIONS

The relation between consumer sharing propensity and companies' incentives

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Track: **Online Marketing and Social Media**

Factors influencing eWOM credibility in the fast-food sector

Van Tonder, Estelle, North-West University
Shamhuyenhanzva, Roy Malon, University of Johannesburg
Roberts-Lombard, Mornay, University of Johannesburg
Hemsworth, David, Nipissing University
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Track: **Online Marketing and Social Media**

Forming of brand attitudes in the online environment

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Schlegelmilch, Bodo, Vienna University of Economics and Business
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Track: **Online Marketing and Social Media**

"in the beginning was the word": Exploratory analysis of text from Facebook predicts self-report measures

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Settanni, Michele, University of Torino
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Track: **Online Marketing and Social Media**

Social media adoption by small and medium size enterprises in the Saudi Arabian context

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Dwivedi, Yogesh, Swansea University
Williams, Michael, Swansea University
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Track: **Online Marketing and Social Media**

Content marketing: conceptualizing and measuring. Evidence from a sample of Italian firms

Rancati, Elisa, Università degli Studi di Milano-Bicocca
Gordini, Niccolò, Università degli Studi di Milano-Bicocca
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Track: **Advertising, Promotion and Marketing Communications**

CLUSTER 9: FOOD MARKETING

Evocative depictive portions on a box of cereals: the impact on children's consumption

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Neyens, Evy, KU Leuven
Smits, Tim, KU Leuven
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Track: **Advertising, Promotion and Marketing Communications**

Consumers' perceptions of produce at a canadian farmers' market, fruit and vegetable trucks, farm store and public market

Basil, Michael, University of Lethbridge
Wang, Matthew Yuchen, University of Lethbridge
Drollinger, Tanya, University of Lethbridge
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Track: **Consumer Behavior**

Discovering waste causing practices in bread and bakery goods in a hypermarket

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Track: **Retailing**

When do transparent packages increase purchase intention?

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Chiou, Guo-Wei, National Chung Hsing University
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Track: **Consumer Behavior**

How exposure to images of food can influence the persuasiveness of health product communications

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Track: **Advertising, Promotion and Marketing Communications**

Cognitive load and visual cues complexity on packaging: effects on consumers' attitude

Thomas, Fanny, Jean Moulin University III
Capelli, Sonia, Jean Moulin University III
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Track: **Product and Brand Management**

Promoting healthy eating through implementation intentions: a meta-analysis in fat intake

Vila, Irene, Universidad Pontificia Comillas
Carrero, Isabel, Universidad Pontificia Comillas
Redondo, Raquel, Universidad Pontificia Comillas
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Track: **Public Sector and Non-profit Marketing**

An evaluation of competitiveness and effectiveness of Nepal's e-tourism: case of tourism website

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Track: Tourism Marketing

CLUSTER 10: TOURISM

'we just kept on coming back': Familiar tourists and familiar places

Clarke, Jackie, Oxford Brookes University
Bowen, David, Oxford Brookes University
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Track: **Tourism Marketing**

Strategic marketing planning for heritage tourism: an insight into community participation in Northern Ireland

Mccamley, Claire, University of Huddersfield
Audrey, Gilmore, University of Ulster
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Track: **Tourism Marketing**

Stakeholders' perception of tourism development: a premise of sustainable tourism

Roch, Lydie, University of Quebec at Rimouski
Laflamme, Josée, University of Quebec at Rimouski
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Track: **Tourism Marketing**

Why would anyone come to Corfu to have a Heineken?

Melewar, TC, Middlesex University
Skinner, Heather, Green Corfu
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Track: **Tourism Marketing**

CLUSTER 11: MARKETING COMMUNICATION

Model size and promoted product: do they influence overweight and normal weight female consumers in their skepticism towards the advertisement?

Brauneis, Sabrina, Klagenfurt University
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Track: **Consumer Behavior**

Hierarchical structuration of modders communities through creation and attribution of link's value

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Track: **Online Marketing and Social Media**

Overall Involvement And Its Impact On Attitude Toward A Video Ad: Case Of Four Product Categories

Crete, David, University of Quebec, Trois-Rivieres
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Track: **Online Marketing and Social Media**

Facts versus feelings? The effectiveness of hard versus soft sell appeals in online advertising

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Track: **Advertising, Promotion and Marketing Communications**

Split-screen advertising in television: a qualitative research of implicit perception

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Track: **Consumer Behavior**

The ad annoyance process model: negative consumer emotions and advertising effects

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Track: **Advertising, Promotion and Marketing Communications**

Sport sponsorship: the effect of sponsor recognition & attitude towards sponsors to purchase intention and word of mouth

Koronios, Konstantinos, University of Peloponnese
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Kriemadis, Athanasios, University of Peloponnese
Zervoulakos, Pavlos, University of Peloponnese
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Track: **Advertising, Promotion and Marketing Communications**

Integrated marketing, communications and sales promotion

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Track: **Advertising, Promotion and Marketing Communications**

Sexist female stereotypes in advertising: descriptive meta-synthesis

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Deschênes, Andree-Anne, University Laval
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Track: **Advertising, Promotion and Marketing Communications**

How to affect brand attitude with authenticity in advertising

Tang, Yun-Chia, National Tsing Hua University
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Track: **Advertising, Promotion and Marketing Communications**

Brand extension or co-branding? Analysis of brand reputation for brand strategies

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Track: **Product and Brand Management**

Prestige brand extensions and brand image

Peters, Theodoro, Centro Universitario da Fei
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Track: **Consumer Behavior**

How neuromarketing tools can be used to measure the impact of audiovisual content

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Luzhin, Alexander, Neurotrend
Naumova, Anna, Neurotrend
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Track: **Advertising, Promotion and Marketing Communications**

Theoretical concept of promotion optimization model for higher educational institutions (UNIPOM)

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Track: **Public Sector and Non-Profit Marketing**

CLUSTER 12: ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Forging links between business network research and ethical theories

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Makkonen, Hannu, University of Turku
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Track: **Social Responsibility and Ethics**

Ethical business scenarios and revelations of moral judgments: a collective culture consumers' perspective

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Track: **Social Responsibility and Ethics**

Exploiting labor in the sporting goods industry: who cares?

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Track: **Advertising, Promotion and Marketing Communications**

Corporate cultural responsibility: how can online communication build relevance?

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Jakob, Lea, Leuphana University of Lüneburg
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Track: **Social Responsibility and Ethics**

CLUSTER 13: CONSUMER BEHAVIOR

Effects of self-control on variety seeking

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Track: **Consumer Behavior**

Status products and role of information on recognition overestimation and WTP

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Track: **Advertising, Promotion and Marketing Communications**

The influence of tactile stimulation in online product evaluations

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Correa Dantas, Danilo, HEC Montreal
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Track: **Consumer Behavior**

Romantic relationships and risky sports

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Track: **Consumer Behavior**

The mediating role of construal levels in explaining choice overload

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Track: **Consumer Behavior**

Handling endogeneity and causal thinking in mediation models

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Track: **Modelling and Marketing Analytics**

Emotional states and behavior of brand community members: The Harley-Davidson case

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Track: **Consumer Behavior**

Mortality Beliefs Distorted: Magnifying The Risk Of Dying Young

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Track: **Consumer Behavior**

EMAC 2015

FRIDAY

FRIDAY
29 MAY 2015

PROGRAM OVERVIEW **FRIDAY 29/05/2015**

TIME	SESSION/MEETING	ZONE
9:00-10:30	Conference Theme Session	B
	Special Interest Groups	A and C
	Film Festival	B
	Competitive Papers	A and C
10:00-16:30	Booksellers Market – Exhibits	C
10:30-11:00	Coffee Break	C
11:00-12:30	Conference Theme Session	B
	Roundtable Discussion	C
	2015 Distinguished Marketing Scholar Session – G. Lillien	A
	Special Interest Groups	A, B and C
	Competitive Papers	A and C
	Film Festival	B
12:30-14:00	Lunch	C
14:00-15:30	Invited Session – EMAC: a Global Research Community	A
	Special Interest Groups	A, B and C
	Competitive Papers	A and C
	Collaboration Group	B
14:00-18:00	Job Market	B
15:30-16:00	Coffee Break	C
16:00-17:30	Conference Theme Session	B
	Invited Session: Association Française du Marketing	B
	Special Interest Groups	A and C
	Competitive Papers	A and C
19:00-23:00	Conference Dinner at Arenberg Castle	
23:00 - ...	Afterparty in the Depot	

Focusing on consumer competence for a better policy

Chair: **Siegfried Dewitte,** KU Leuven

Empowering consumers is high on policy makers' agendas. Empowered consumers are believed to make better decisions and to resist market powers that may not act in consumers' best interest. Although the notion of empowerment can be considered as a response to the challenges set by the behavioral revolution in economics, we argue that empowerment continues to be inspired by a view of consumers as rational decision makers. Policy makers acknowledge that consumers' rationality is bounded but in response seem to inform consumers even harder, to make them think harder about their decisions, or to financially discourage problematic behavior (e.g. a luxury tax). The CONCORT network takes a critical look at these attempts to overcome consumers' bounded rationality and investigates new ways of enhancing consumer welfare based on consumer's existing competences.
This symposium provides the audience with an anthology of the research that is being conducted in the network. After a 10 minute introduction situating the research program, seven ten-minute contributions highlight some of the remarkable findings that this research program has spawned. Each contribution focuses on one exemplar study. Contributions are organized by the two major themes: (1) questioning the standard practices of empowering consumers and (2) exploring unexpected ways of boosting consumer competence. Papers 1-3 empirically demonstrate the downsides underlying current policy assumptions. We show that informing consumers may spoil their experiences, that making consumers deliberate about their options may lead to budget waste, and that poor consumers may be intrinsically motivated to acquire luxury products, which questions the effectiveness of a luxury tax. Papers 4-6 empirically demonstrate that consumers' depleted resources and embodied affective reactions can be harnessed to improve competent decision making and that consumer power may improve the accuracy of the information they share and hence of consumer reviews. Paper 7 takes a reflexive stance and investigates the factors that affect consumers' acceptance of the novel ways of affecting their decision making.

Negative effects of information on consumer experience

Samuel Franssens*, London School of Business
Simona Botti, London School of Business

To deliberate or not? The effects of deliberating under anticipated regret on valuation

Dionysius Ang*, INSEAD
Enrico Diecidue, INSEAD

The luxury tax and poor consumers' hunger for luxury

Cara de Boer*, ESMT
Francine Espinoza, ESMT
Siegfried Dewitte, KU Leuven

Promoting healthy choices in low self-control conditions

Tracy Cheung*, Utrecht University
Floor Kroese, Utrecht University
Denise de Ridder, Utrecht University
Bob Fennis, University of Groningen

Embodied resistance to persuasion

Peter Lewinski*, University of Amsterdam & VicarVision
Marieke Fransen, University of Amsterdam
Ed Tan, University of Amsterdam

The word of a power-holder's mouth

Michelle van Gils*, KU Leuven
Derek Rucker, Northwestern University
Andrea Weihrauch, KU Leuven

Reflection: In the eye of the consumer: Assessing determinants of approval with nudging

Astrid Junghans*, Utrecht University
Tracy Cheung, Utrecht University
David Marchiori, Utrecht University
Catharine Evers, Utrecht University
Denise De Ridder, Utrecht University

From multi-channel retailing to omni-channel retailing

Chairs: **P.C. Verhoef,** University of Groningen
Jeff Inman, University of Pittsburgh
PK Kannan, University of Maryland

Retailing has changed dramatically in the last two decades and retailers have started multichannel strategies. The scope of multi-channel retailing has, however, been broadened and is moving to omni-channel management. Observing the stronger focus on multi-channel retailing in the last decade and the movement to omni-channel retailing, we initiated a special issue on multi-channel and customer touch points in the Journal of Retailing. In this SIG we let four contributors present their work that will be published in the special issue. These papers consider strategic multi-channel issues, channel choice modelling and consumer behavior issues within multi-channel research.

The impact of cross-channel integration on retailers' sales growth

Cao Lanlan*, NEOMA Business School
Li Li, Sup de Co Montpellier Business School

The impact of brand, retailer, peer and earned touchpoints on consideration

Shane Baxendale*, Cranfield School of Management
Emma K. Macdonald, Cranfield School of Management
Hugh N. Wilson, Cranfield School of Management

The impact of the multi-channel retail mix on online store choice: Does online experience matter?

Kristina Melis*, KU Leuven
Katia Campo, KU Leuven
Els Breugelmans, KU Leuven
Lien Lamey, KU Leuven

Integrating bricks with clicks: retailer-level and channel-level outcomes of online-offline channel integration

Dennis Herhausen*, University of St. Gallen
Jochen Binder, University of St. Gallen,
Marcus Schoegel, University of St. Gallen
Andreas Herrmann, University of St. Gallen

Language effects in the marketplace

Chair: **Anne-Sophie I. Lenoir,** Erasmus University Rotterdam

Discussant: **Tina M. Lowrey,** HEC Paris

Day and Montgomery in a 1999 article “Charting New Directions for Marketing” identified “rethink the role of theory” as one of the most important challenges as the marketing discipline entered the 21st century. However, a decade and a half later the discipline has failed to respond to this challenge. Several scholars have recently lamented the lack of attention given to conceptual papers in leading marketing journals. In this Special Session four leading international scholars present their views on how to remedy this is and enhance theory development.

What shall I call thee? The impact of brand warmth and competence on consumer response to formal and informal address

Anne-Sophie I. Lenoir*, Erasmus University Rotterdam
Stefano Puntoni, Erasmus University Rotterdam
Stijn M.J. van Osselaer, Cornell University

Brand names and slogans guide visual attention

Zachary Estes*, Bocconi University
Duncan Guest, Nottingham Trent University
Michael Gibbert, University of Lugano
David Mazursky, Hebrew University

The effect of incentives on language use land perceived helpfulness of online reviews

Peeter W. J Verlegh, VU Amsterdam
Lotte C. M. Willemsen*, University of Amsterdam

Enhancing theory development in the marketing discipline

Chairs: **Ajay Kohli,** Georgia Tech University
Roderick Brodie, University of Auckland Novancia Business School Paris

Discussant: **Roland Rust,** University of Maryland

In a 1999 article "Charting New Directions for Marketing", Day and Montgomery identified "rethink the role of theory" as one of the most important challenges as the marketing discipline entered the 21st century. However, a decade and a half later the discipline has failed to respond to this challenge. Several scholars have recently lamented the lack of attention given to conceptual papers in leading marketing journals. In this Special Session four leading international scholars present their views on how to remedy this is and enhance theory development.

A repositioning strategy for the field of marketing

Hubert Gatignon, INSEAD

Enhancing marketing theory: insights from complementary fields

Nicole Coviello, Wilfrid Laurier University & University of Turku

Increasing contribution by bridging theory and practice

Roderick J. Brodie, University of Auckland

Rigour versus relevance: is there a trade-off?

Roland Rust, University of Maryland

We’ve only just begun: advertising and new media

Chair: **Eline De Vries,** Carlos III University, Madrid

Attention to advertising and online magazines

Kaye Chan*, The University of South Wales
Mark Uncles, UNSW Business School

A perennial challenge for advertisers is how to gain the attention of consumers. This study investigates in-media drivers of attention to advertising (namely, the impact on advertising attention of duration, breadth and frequency of media usage) and whether this relationship can be generalised across different magazine genres (general interest, specialist trade and lifestyle). Three online magazine subscriber datasets are analyzed to see if the findings can be generalized across different genres. The results show that breadth of media usage is a more important driver of attention to advertising than the number of times an issue is viewed or the amount of time spent viewing an issue. Results provide publishers and editors with insight into approaches that can be used to further increase their users’ attention to advertising within an online magazine.

How to catch mobile users’ attention to in-app banner ads?

Mesut Cicek*, Yalova University
İrem Eren-Erdogmuş, Marmara University
İkram Daştan, Yalova University

In-app banner ads appear as a promising communication tool and are increasing in popularity due to spread and use of mobile technologies in consumers’ life. On the other hand, the effectiveness of these ads are under scrutiny due to banner blindness and habituation. This study aims to fill this gap in research by applying an experimental design to examine the effects of banner location, application type and application orientation. The results of the study show that all the factors had an effect on recall of in-app mobile advertising. Users recalled the banner and its contents better when the context was landscape game and the banner was located at the top. The results of this study contribute to the extant knowledge on literature and also put forth significant implications for the brand owners that want to use in-app ads in the future.

The effect of second screen activities on sponsor awareness

Matthew Gorton*, Newcastle University
Johannes Sauer, Technische Universität München
Rob Angell, Cardiff University
John White, Plymouth University

The use of handheld devices such as smartphones and tablets while watching TV, known as second-screening, has become prevalent but is subject to limited academic research. This paper, drawing on a field experiment, examines the impact of second screening on awareness (next day recall and recognition) of field sponsors of a televised football match and how different types of second screening increase or inhibit awareness. Recall and recognition are modelled using mixed-effects ordered logit models. Results indicate second screening can both positively and negatively sponsor awareness, is dependent on the specific secondary screen activity and the extent to which it relates to the first screen.

Interactive cinema advertising increases recommendation likelihood and buying intention of advertised product by enhancing attitude towards product category

Eline De Vries*, Carlos III University Madrid
Nora Lado Couste, Carlos III University Madrid

The present research is the first that examines the effects of interactivity in cinema advertising. Addressing this gap is especially important as traditional cinema advertising lacks in effectiveness and existing research on interactive advertising shows conflicting results about the effectiveness of interactivity. In the present research we show that all is not lost for cinema advertising. We focus on two-way communication as the understudied dimension of interactivity and show that introducing interactivity into cinema advertising by means of trivia questions, enhances the attitude towards the product category, resulting in a higher recommendation likelihood and buying intention of the advertised product.

Consumer behavior

Chair: **Sandor Czellar,** University of Lausanne

How nutrition claims can increase the perception of nutritional risk: the influence of perceived naturalness

Marie-Eve Laporte*, Paris I Sorbonne University / IAE Graduate Management School

While consumers prefer naturalness, many food brands use nutrition claims suggesting processing, such as enriched with or reduced in. How do these nutrition claims influence the naturalness perceived by consumers? What is their effect on perception of nutritional risk and eating intentions? Using two experiments with French consumers, this paper finds that nutrition claims can decrease the product's perceived naturalness. This, in turn, increases the perception of nutritional risk and diminishes the intention to consume or recommend the product. This research helps explain why some nutrition claims actually backfire in France. It also alerts policy-makers on implications for public health.

Greening up a materialistic world

Pia Furchheim*, University of Lausanne
Steffen Jahn, University of Goettingen
Cornelia Zanger, Chemnitz University of Technology

The present paper extends existing research on materialism by uncovering a new layer of materialistic consumption. Not only product features but also the signaling capacity of rare personality traits by means of consumption can be used to explain materialistic consumer choice. This mechanism might even apply to domains traditionally considered to be incompatible with materialism such as green consumption, the purchase and use of environmentally friendly and ethical products. Across two studies, we document the role of perceived scarcity of attributed personality traits. That is, materialists that perceive "green personality traits" to be rare show a stronger preference towards green products.

Male-male status-signaling through favoring organic foods in different socio-cultural contexts: is the signaler perceived and treated as a driend or a foe?

Petteri Puska*, University of Vaasa
Sami Kurki, University of Helsinki (Ruralia Institute)
Marjo Siltaoja, University of Jyväskylä (JSBE)
Merja Lähdesmäki, University of Helsinki (Ruralia Institute)
Harri Luomala, University of Vaasa (EPANET)

Even though consumers' status-signaling is a heavily researched topic, two areas have been largely neglected: mundane food context and the male-drivenness of status-signaling. Because recent research has shown that status-signaling can occur through sustainable consumer choices, it was empirically investigated how a male signaling about his status through favoring organic foods is perceived and treated by other males in two different socio-cultural settings. In an urban area – but not in rural – the signaler was perceived as more respected, altruistic and affluent than a male who does not signal about this. The signaler also received more money in a charity donation task. These results indicate that in a certain context signaling about this tendency is not only a way to attain status, it can also make others to behave more positively towards the signaler.

Exploring the role of consumers' self-nature connection as an antecedent Of green values

Christian Martin*, University of Lausanne
Sandor Czellar, University of Lausanne

Recent research proposes and finds that consumers' identification with green values plays a major role in their tendency to engage in environmentally-relevant behaviors. However, the processes through which consumers form green values are not well understood. We propose that consumer adherence to green values is influenced by the extent to which they have feelings of connection between their self and nature (self-nature connection). We provide evidence in two studies to support this conceptual relationship.

Me, myself and I

Chair: **Ali Faraji-Rad,** Nanyang Technological University

Identity change and consumer behavior

Maria Cristina Cito*, University of Bologna
Elisa Montaguti, Alma Mater Studiorum, Bologna University
Alessandra Zammit, Alma Mater Studiorum, Bologna University

This research aims at investigating the effect of the identity change on consumer behavior. In this work, we define the identity change as the acquisition of a new identity, entering the self concept. We investigated how individuals react to identity-based marketing stimuli after experiencing a change in their identity. We argue that the novelty of the new identity may generate a disruption in daily time and people can experience the new identity as more enacted than the other ones. As results, individuals may prefer products related to their old identity, albeit not temporarily activated. Results from a first study confirm our hypothesis. Analyses show that after an identity change, individuals prefer products related to the old, non-salient identity, albeit the new one has very high level of identification.

I love to be unique! I will pay the price! How mass customization causes higher willingness to pay through spotlight effect

Saeedeh Rezaee Vessal*, Grenoble II Pierre Mendes France University
Pierre Valette-Florence, Grenoble II Pierre Mendes France University
Haithem Guizani, University of Grenoble

The main purpose of this research is to define the internal stimuli of customers to pay more for customized products. To test the research propositions, 4 experiments are designed with a total number of 291 participations. The results reveal that increasing customers feeling of uniqueness through mass customization impacts their overestimation of others' attention to their possession and consequently on their willingness to pay. Moreover, we find out that the level of the product considering luxury vs. non-luxury has a moderating role on the relation between mass customization and spotlight effect. Compare the values resulting from customizing (utilitarian/hedonic) features is the third part of this study. The impact of the number of choices provided to customization is the last factor studied in this paper in relation to willingness to pay.

Clothe your minds with unique fashion that feels right to you

San Young Hwang*, Hong-Ik University
Nara Youn, Hong-Ik University

Through four studies, this article demonstrates that wearing unique clothing can alter an individual's creativity. This relationship between uniqueness of fashion and creativity is moderated by extroversion. We also unveil the mediating role of self-awareness of being in the social spotlight which explains the moderating role of extroversion on the effect of uniqueness of fashion on wearers' creativity.

On the persuasiveness of similar others: the role of mentalizing and the feeling of certainty

Ali Faraji-Rad*, Nanyang Technological University
Bendik Samuelsen, BI Norwegian Business School
Luk Warlop, KU Leuven and BI Norwegian Business School

We propose that to process the advice, advice-takers need to understand the adviser's mental states. Similarity creates a perception of such an understanding and creates a feeling of certainty (feeling of knowing), which validates the advice as a decision input and increases persuasion. We find that the effect of similarity attenuates if advice takers are less likely to try to understand the adviser's mental states or are already primed to feel certain. Furthermore we show that (d) the feeling of certainty emanating from similarity influences decisions that are unrelated to the advice.

Travel stories and identity construction

Chair: **Alain Decrop,** University of Namur

Around the world of tourist souvenirs

Julie Masset*, University of Namur
Alain Decrop, University of Namur

Through a naturalistic interpretive approach, this videography conducted in tourism research invites to travel inside tourist souvenirs around the world. To bring back souvenirs is as old as travelling itself. The film shows that souvenirs are often considered as special possessions that help consumers remember and extend their trips in time, space and the social environment. Through a grounded theory approach, the film presents the motives for buying and consuming souvenirs. A typology of four types of symbolic souvenirs, i.e. tourist trinkets, destination stereotypes, paper mementoes and picked-up objects is also developed. Finally, it emphasizes five functions these souvenirs fulfill in terms of consumer identity construction, that is, connection, integration, socialization, self-expression and sacralisation.

Need for narrative

Tom Van Laer*, Cass Business School, City University London
Luca Visconti, ESCP Europe Business School
Stephanie Feiereisen, Cass Business School, City University London

What is a useful story from the perspective of its consumer? Through semi-structured interviews with 55 Eurostar passengers from 14 countries, this film documents how consumers define stories, distinguish between different reasons to need narrative and experience the effects of need for narrative.

Competition and drivers of innovative success

Chair: **Bart Devoldere,** Vlerick Business School

What makes business model innovation successful? An empirical study of drivers, process and management

Jana Poelzl*, University of Hohenheim
Markus Voeth, University of Hohenheim
Robert Kienle, University of Hohenheim

Facing intensive competition, globalization and stagnating markets companies are increasingly challenged to innovate. Since product and process innovation reach their limits of achieving further growth, more and more companies are turning towards business model innovation. However, so far business model innovation research still is at its beginning and no research has yet been dedicated to the question: "What makes business model innovation successful?" Therefore the purpose of this paper is to answer this question by analyzing drivers, process and management of business model innovation with the help of in-depth field interviews. Our findings indicate that an analysis of external and internal developments, a structured process, good organization as well as team and corporate culture are key to successful business model innovation.

Exploring the strategic drivers of the timing of introduction of brand extensions and new-name brands

Danielle Chmielewski-Raimondo*, University of Melbourne

Why do some firms enter a market sooner whilst others enter a market later? Using firm-based factors (including market orientation and resource orientation) and market-based factors (including competitive intensity and market turbulence), this paper seeks to explain why firms enter brand extensions and new-name brands earlier or later into a market. Using survey data collected from SBUs operating in consumer product categories, the authors find that market orientation is an important driver of earlier introduction of new brands. The results also indicate that competitive intensity and market turbulence have an impact on the timing of new brand introduction.

The role of absorptive capacity in expediting entry timing as a competitive response

Mariyani Ahmad Husairi*, Grenoble École de Management
Robert Morgan, Cardiff University
Luigi De Luca, Cardiff University

The Competitive Dynamics literature highlights the importance of capability in driving a firm's competitive response to a rival's move. Despite this, prior studies in entry timing, capability as well as competitive dynamics have largely ignored the role of absorptive capability as a dynamic capability in determining a firm's market entry as a counter move to a competitor's introduction of an innovative product. This study examines the role of potential and realized absorptive capacity in the expediting entry timing. We demonstrate that the relationship between potential and realized absorptive capacity is moderated by a firm's level of R&D intensity. We further show that the role of realized absorptive capacity in expediting entry timing is contingent on a firm's level of marketing capability.

Modelling consumer behavior

Chair: **Rutger van Oest,** BI Norwegian Business School

A generalization of The (m)bg/nbd model for customer base analysis: the nonhomogeneous poisson purchase trend model

Jost Adler*, Duisburg University

In recent years, several authors developed models for customer base analysis in noncontractual relationships, which consistently assume a homogeneous Poisson purchase process (HPP) on the individual level. Poisson processes are characterized by stationarity and lack of memory. Consequently, the individual purchase rates of these models do not change over time. In contrast to this, present research in marketing suggests that with changes in relationship duration one can observe increasing or decreasing individual purchase trends. To accurately describe the (re)purchasing pattern of customers, the present paper develops a generalized purchase probability model that accounts for arbitrary trends by relaxing the stationary assumption of the HPP. The empirical analysis of three different datasets demonstrates a superior performance on model fit and a better prognostic power.

"Hello Jumbo!" The spatio-temporal roll-out and consumer adoption of a new chain

Arjen Van Lin*, VU University Amsterdam
Els Gijsbrechts, Tilburg University

In this paper, we explore the dynamics of consumer reactions to the roll-out of a new chain after a large takeover. We study how the geo-temporal pattern of store conversion from the old to the new banner, affects consumers' store choice process and, hence, the stores' performance. Our model links patronage to changing value assessments of the old banner and consumer learning about the new banner (through neighborhood effects and actual visits). The empirical application considers the national roll-out of an EDLP player, Jumbo, after the takeover of a leading HiLo chain. We find that (i) the timing and order of conversion matters, (ii) long integration jeopardizes the value offer and traffic of the old banner, (iii) neighborhood effects influence new-banner traffic substantially and (iv) the magnitude of these effects depends on local market characteristics.

When do consumers use past prices to form internal reference prices?

Rutger van Oest*, BI Norwegian Business School
Richard Paap, Erasmus University Rotterdam

While survey studies indicate that consumers have limited price knowledge, scanner panel data models with internal reference prices do no accommodate this. We develop a brand choice model in which households may form internal reference prices based on all prices observed in the past, a subset of past prices or may not have enough price knowledge to construct a reference price at all. We show how the model can be used to determine the amount of past price usage (not just price knowledge) in brand choice decisions and how it depends on underlying factors suggested in the price knowledge literature.

Things that seem to go wrong

Chair: **Peter T.L. Popkowski Leszczyc,** University of Alberta

Big data and consumer behavior: the imminent cultural clash

Charles Hofacker*, Florida State University
Fareena Sultan, Northeastern University
Edward Malthouse, Northwestern University

The field of study known as consumer behavior has traditionally moved forward using a priori theory followed by experimentation. It now seems that the nature of the feedback loop between theory and results is shifting under the weight of big data. A new data culture is now represented in marketing. The new group advocates atheoretical data mining and A/B testing rather than human intuition. The group brings with it interest in numerous secondary data sources. In the first part of this submission we describe the consumer decision-making process with respect to the new big data sources. We then look at the implications for theory and for practice.

The risk of advertising on non-premium websites

Nadia Abou Nabout*, Vienna University of Economics and Business
Edlira Shehu, University of Hamburg
Michel Clement, University of Hamburg

Marketers have long struggled over the question of whether advertising in non-premium environments is a good strategy. While advertising in non-premium environments is less expensive, it also bears the risk of potential damages to the advertised brand. This study aims at answering the question of whether advertising in non-premium environments really puts brands at risk. We analyze a large-scale data set from several field experiments conducted for different brands on a global video-sharing platform (N=6,027) and compare brand recall, ad and brand likeability and the likelihood of skipping the ad across premium and non-premium ad inventory. Our results show that negative effects of advertising in non-premium environments are lower than assumed by advertisers: it does not affect brand recall or skipping behavior and influences ad and brand likeability of high-involvement brands only.

Cross channel effects of search engine advertising on brick & mortar retail sales: evidence from multiple large scale experiments on google.com

Kirthi Kalyanam*, Santa Clara University / Leavey School of Business
John Mc, Google Inc
Jonathan Marek, Applied Predictive Technologies
James Hodges, University of Minnesota
Lifeng Lin, University of Minnesota

We report the results of 15 field experiments conducted to investigate the cross channel effects of increase in search engine advertising on google.com on sales in brick and mortar retail stores. 76 product categories received a total increase of over $4 Million in search advertising spending in test markets. We use a Hierarchical Bayesian (HB) approach to combine the estimates across experiments. We find that search engine advertising increased brick and mortar retail sales by 1.27% in the advertised categories, increased overall store sales by 1.27% and yielded a incremental return on ad spend of 2.5 dollars with several retailers achieving breakeven.

Marketing star or marketing myth? The promotion effectiveness of group buying and its drivers

Peter T.L. Popkowski Leszczyc*, University of Alberta
Jun Pang, Renmin University of China
Kanliang Wang, Renmin University of China

Results from a field experiment find that a group buying promotion results in higher sales than a comparable coupon promotion. This difference is largely driven by sales signal and upfront payment. Results of a lab study provide further evidence for the consumer-driven mechanisms that underlie these effects. Sales signal has a positive effect on deal value and this effect is positively moderate by prior attitude toward the brand. Upfront payment has a positive effect on deal proneness, and this effect is negatively moderated by consumer procrastination. Furthermore, the latter effects are mediated by impulsiveness.

Brand extensions, brand alliances and luxury branding

Chair: **Adrian Peretz,** Oslo School of Management

Differences in the emotional and rational appeal of premium and standard brands in the promotion of automobiles

Christian W. Scheiner*, University of Erlangen Nuremberg
Christian V. Baccarella, University of Erlangen Nuremberg
Timm Trefzger, University of Erlangen Nuremberg
Kai-Ingo Voigt, University of Erlangen Nuremberg

This study examines differences in the emotional and rational appeal of premium and standard brands in the promotion of automobiles. A content analysis of 216 print advertisements of premium brands and 276 of standard brands serve as basis for the analysis. Emotional and rational cues as well as emotion and argument types are used to compare premium with standard brands. The findings show that print advertisements are dominated by emotional appeals and that premium brands differ significantly from standard brands regarding the use of cues and types. Also, a clear hierarchy among emotional and argument types is found.

An empirical investigation of the relevance of attitude functions for luxury brand consumption in different age groups

Michael Schade*, University of Bremen
Sabrina Hegner, Twente University
Florian Horstmann, University of Bremen
Rico Piehler, University of Bremen

The main purpose of this study is to understand the consumption of luxury brands in different age groups. The authors suggest that attitude functions (social-adjustive, value-expressive, hedonic, utilitarian) explain luxury brand consumption among three age groups. A total of 297 respondents between the age of 16 and 59 participated in the survey. Using structural equation modeling, this study shows that the hedonic and utilitarian attitude functions are relevant across all age groups, while the impact of the social functions greatly differ among the target groups. Whereas the social-adjustive function strongly enhances luxury brand purchase behavior of late adolescents (16 to 25 years), value-expressiveness only impacts the luxury consumption of young adults (26 to 39 years). The social functions do not determine the acquisition of luxury brands by middle-aged adults (40 to 59 years).

The effect of brand gender similarity on brand-alliance fit and purchase intention

Miriam Van Tilburg*, University of St. Gallen
Andreas Herrmann, University of St. Gallen
Bianca Grohmann, Concordia University Montreal
Theo Lieven, University of St. Gallen

A brand alliance, particularly by co-branding, is a strategic alternative to a brand extension. A brand alliance is only successful if the brand fit between the two constituent brands is high. Recent literature suggests the brand personality as a promising basis for brand fit. On this basis, brand gender is a relevant factor influencing the success of a brand alliance, yet has not been considered in previous studies. This paper, which relies on congruency theory, presents two experiments exploring the role of brand gender as a driver of both positive consumer response and consumer behavior towards a brand alliance. The first experiment demonstrates that if a consumer is asked to match a brand with a second brand from a set of brand options, the consumer will pair brands congruent in brand gender. The second experiment reveals that brand gender similarity in a brand alliance results in greater perceived fit, visual appeal and perceived unity for the alliance and increased purchase intention. Managerial implications for successful brand alliances may be drawn from these findings.

Growing without getting bigger

Adrian Peretz*, Oslo School of Management
Lars Erling Olsen, Oslo School of Management

Brand extensions require cognitive effort on the part of consumers as they must learn and maintain new brand associations linked to the parent brand. As a brand grows the number of associations needed to maintain a working model of a brand's associative network in memory may grow to the extent that this weakens or dilutes the parent brand. The goal of the current research is to identify a way to create broad, yet strong, brands, by maintaining an appropriate level of abstraction for the diagnostic brand associations.

Retail brand equity and loyalty

Chair: **Kathleen Cleeren,** Maastricht University

The effect of pop up brand stores on brand experience, brand attitude and word of mouth

Jan F. Klein*, EBS Business School
Franz-Rudolf Esch, EBS Business School
Tomas Falk, Aalto University School of Business

Despite the increasing use of stores to create memorable customer experiences rather than selling products, research investigating the effectiveness of experiential stores on brand and behavioral outcomes is scarce. Collecting data from visitors of a pop up brand store, we find that hedonic shopping value and store uniqueness positively affect brand experience, brand attitude and word of mouth intentions. We offer novel insights for researchers and sales managers, as we quantify the effects of these relationships and illustrate that pop up brand stores are an exceptional opportunity to strengthen the brand in existing and new target groups alike.

The impact of market related drivers on brand loyalty. A longitudinal investigation with consumer panel data

Gauthier Castéran*, Toulouse I University Of Social Sciences
Polymeros Chrysochou, Department of Business Administration, Aarhus University, Aarhus
Lars Meyer-Waarden, University Toulouse 1 Capitole, IAE School of Management, CRM CNRS & EM Strasbourg Business School-HuManiS (EA 1347)

Understanding the reasons that make consumers loyal is of primary importance for marketers. Drivers of brand loyalty could be categorized into consumer-, brand- and market-related and in this study we investigate the impact of market-related ones. More specifically we study the impact of assortment size, category penetration, category purchase frequency and proliferation of private label brands on brand loyalty. We use purchase data from the GfK panel in Denmark from 55 packaged good product categories over six years (2006-2011). Our results show that purchase frequency has a positive impact on brand loyalty, whereas assortment size, category penetration and proliferation of private label brands have a negative impact.

Executing the perfect retail brand: the impact of multiple level brand meanings

Richard Gyrd-Jones*, Copenhagen Business School
Louise Jonas, Copenhagen Business School

The alignment of employees around the corporate brand has emerged as a major area of study in corporate and service branding literature generally and in the retail branding literature in particular. Corporate brand scholars are focused on achieving coherence in brand expressions. Traditionally focus has been on using corporate communication to align employees around the corporate brand to achieve this. Through in-depth, longitudinal, ethnographic research this paper suggests that coherence can only be achieved by understanding the complex interplay of identities between occupational groups and management levels in the organisation. It is argued that responsibility for brand expressions should be more decentralised.

A longitudinal analysis of the reciprocal effects between perceived value and retail brand equity

Bernhard Swoboda*, Trier University
Julia Weindel, Trier University
Thomas Foscht, University of Graz

The importance of consumer-based retail brand equity and perceived value (i.e. hedonic and utilitarian value) rests on the ability of a retail firm to alter shopper reactions and behavior. However, there is an increasing need for reciprocal models to assess the influence of both retail brand equity and perceived value on consumer behavior. This article describes the results of cross-lagged structural equation models based on two studies with longitudinal designs in two major retail sectors. The results suggest varying conclusions for unidirectional versus reciprocal paths and suggest unequal mechanisms with regard to how brand equity and utilitarian versus hedonic value influence store loyalty in fashion retailing and grocery retailing.

Corporate reputation

Chair: **Stefano Pace,** Kedge Business School

Word and deed of sustainable brands: the impact of non-brand-consistent employee behavior on the consumers' perception of a sustainable brand

Hürrem Özcamlica*, University of Paderborn
Nancy V. Wünderlich, University of Paderborn

This research examines the effect of non-brand-consistent (NBC) employee behavior on the evaluation of a sustainable brand from two stakeholder perspectives – the consumer's and the potential applicant's view. As companies express sustainable orientation through presenting socially responsible, environmentally friendly and economically viable behavior, we analyze whether the effect of NBC employee behavior on brand evaluation is attenuated or strengthened when the social, environmental or economic facet of sustainability is communicated by the brand. Our experimental study with 319 participants shows that the NBC employee behavior hurts customers' and potential applicants' brand evaluation. The attenuating effect on employer attractiveness is even stronger when economically sustainable cues are provided.

Crisis congruence and corporate reputation: the moderating role of product involvement

Stefano Pace*, Kedge Business School
Matteo Corciolani, University of Pisa
Giacomo Gistri, University of Macerata

Corporate reputation plays an important role in determining the impact of crises on firms. Through an experimental study, we show that the congruence between the salient dimension of corporate reputation and the dimension affected by a crisis influences consumer behavior. Product involvement moderates this effect. Individuals lowly involved in the product category increase their negative WOM and decrease their intention to buy in case of incongruence between corporate reputation and crisis (i.e. the crisis hits the salient dimension of corporate reputation); those who are highly involved in the product category decrease their negative WOM and increase their intention to buy.

Panel discussion: behavioral evidence as input to consumer policy

Chairs: **Dan Dionisie,** Head of Unit, Consumer Markets, European Commission
Efthymios Altsitsiadis, KU Leuven

In competitive markets, consumers' choices should reward those offers that truly meet their preferences, not those that take advantage of their 'blind spots'. Thus, understanding consumer behavior is important for regulators in order to restrict insidious marketing techniques that distort competition by exploiting behavioral biases.

Real behavior often differs from the predictions of classical economics models and it is possible to test – either through laboratory experiments or through field trials – how different 'nudges' or 'choice architectures' influence consumers' decisions. The European Commission started incorporating behavioral insights in policymaking since 2008. Over the past three years, various European Commission services carried out over 20 behavioral studies collecting evidence to inform policymaking (on e.g. energy labelling, food information, fees on credit cards' use, online gambling, financial services).

The session will give account of recent progress in policy applications of behavioral evidence and will help identify future directions in this field. It is planned as a panel discussion centered around a few key questions:

1. What have been the most impactful policy applications of behavioral insights?
2. Has behavioral science lived up to policy makers' expectations?
3. What are the main challenges and limitations in making policy behaviorally-informed?
4. What is the way forward for policy-relevant behavioral research and its application?

The panel discussion and the subsequent Q&A session will be moderated by **Dan Dionisie**. Panel members will be **Alberto Alemanno** (HEC, NYU School of Law), **Emanuele Ciriolo** (Foresight and Behavioral Insights unit, European Commission), **Tina Lowrey** (HEC Paris) and **Kai Purnhagen** (Wageningen University and Erasmus University). **Despina Spanou**, Director for Consumer Policy, European Commission, will introduce the session and provide closing remarks.

Positive consumer psychology: when and why consumption fosters health, happiness and well-being

Conveners:
Bob M. Fennis, University of Groningen
Koert van Ittersum, University of Groningen

Confirmed session speakers and discussion participants

Nicole Mead, Erasmus University Rotterdam
Denise de Ridder, Utrecht University
Erica van Herpen, University of Wageningen
Gert Cornelissen, Universitat Pompeu Fabra
Mario Pandelaere, University of Gent

When dealing with how and why people acquire, use and dispose of goods and services, consumer psychology has traditionally placed large emphasis on 'the dark side' of consumption. A large body of research focuses on why people fail at self-control, why they indulge in unhealthy consumption, why it is so hard to curb the trend toward obesity, how marketing stimuli feed the flame of desire and promote materialism and why people engage in excessive and compulsive buying, eating, drinking, gaming and browsing. While this research has yielded important insights and tremendous benefits to society, it also portrays a skewed picture of consumers as hedonistically fueled, self-enhancing, ego-centered pleasure-seekers. To set the balance straight, the conveners of the present Roundtable invite a broad audience to help provide a counterpoint by highlighting an alternative and promising perspective on the role and impact of consumption in daily life.

The B2B knowledge gap

Chair: **Gary L. Lilien,** Penn State University

Roughly equal in terms of the economic value of transactions, B2B marketing sees a small fraction of the research attention that B2C marketing sees. In my presentation I will address some of the reasons for that imbalance and some things academic leaders might do to redress it. Building on this emerging B2B Agenda, I then highlight three specific areas – B2B Innovation, B2B Buying and B2B Analytics – that have the greatest potential for yielding academically important research contributions that meet the needs of practitioners. In each area, I sketch the state of knowledge and then identify key research questions. I close with some more general comments on the importance of crafting academic research that is both rigorous and relevant and what we as a profession might do to encourage more such research.

Agent-based modeling in marketing

Chairs: **Roland T. Rust,** University of Maryland
Michael Haenlein, ESCP Europe

Agent-based models (ABM) are gaining increasing acceptance and usage within the marketing discipline. An ABM consist of a set of artificial agents that are governed by simple rules and may interact with and influence each other individually. It is the method of choice for modelling phenomena that are highly complex at the aggregate level and/or intractable analytically. This SIG consists of four presentations that show how the creative use of ABM can shed new light on existing marketing phenomena, guide managerial decision making and help to find new techniques to deal with common methodological problems.

Local and global effects in social networks: an agent-based modelling approach

Eitan Muller, NYU, Stern School of Business,
Arvind Rangaswamy*, Penn State Smeal College of Business
Nazrul Shaikh, University of Miami College of Engineering

How does shared consumption affect new product life cycles of hedonic goods?

Sebastiano A. Delre*, University of Bocconi
Thijs L. J. Broekhuizen, University of Groningen
Tammo H. A. Bijmolt, University of Groningen

The effect of propagation dynamics and network structure on marketing diffusion

Wouter Vermeer*, Erasmus University Rotterdam
William Rand, University of Maryland, USA

The sampling supercharger: using agents to improve survey samples

Roland T. Rust, University of Maryland
Michael Haenlein*, ESCP Europe

FRIDAY

Mobile marketing and competitive Strategy

Chairs: **Xueming Luo,** Temple University
Michelle Andrews, Temple University

The explosive growth of smartphones greatly impacts consumers, managers, and public policy makers. Business can engage mobile marketing to reach consumers and generate competitive advantages in novel ways. On the basis of randomized field experiments, Andrews et al. show that consumers in crowded subway trains are more receptive to mobile promotions. Melumad et al suggest that amongst various substantive differences, content generated from smartphones is consistently more affectively-rich than content posted from PCs. Van Ittersum and Sheehan note the role of the temporal distance between the promotional offer and the promoted product and its influence on redemption likelihood with smart shopping carts and smartphones. Fong et al. find that locational mobile targeting has enormous potential as a competitive weapon (geo-conquesting) that allows a retailer to maintain a presence and acquire customers anywhere – including on a competitor's doorstep.

Mobile crowdsensing

Michelle Andrews*, Temple University
Xueming Luo, Temple University
Zheng Fang, Sichuan University
Anindya Ghose, New York University

WOM on the go: differences in content generation across devices

Shiri Melumad*, Columbia University
Jeff Inman, University of Pittsburgh
Michel Pham, Columbia University

Temporal price promotions with smart technology

Koert van Ittersum*, University of Groningen
Daniel Sheehan, Georgia Institute of Technology

Geo-conquesting Mobile Promotions

Nathan Fong*, Temple University
Zheng Fang, Sichuan University
Xueming Luo, Temple University

Mercy mercy me: socially responsible advertising

Chair: **Svetlana Bialkova,** University of Twente

Understanding opposition in green advertising: the opposite does not always attract

Svetlana Bialkova*, University of Twente
Arlette Hubner, University of Twente
Anna Fenko, University of Twente

Opposition (contrasting images and/or verbal cues) is acknowledged as a powerful tool to increase ads recall. Yet, no evidence exists whether opposition may be efficiently used in green advertising. The current study addresses this issue. European consumers (N=120) were exposed to print ads. Type of the picture (coherent vs. oppositional), ecolabel presence (present vs. absent) were manipulated between participants. Oppositional ads had negative effect on consumers' response (attitude towards the ad, attitude towards the product, purchase intention). The effects appeared irrespective of ecolabel presence. These outcomes suggest that opposition in green advertising should be used with caution.

Transparency as a marketing tool: the effects of proactive disclosure on consumer behavior

Joris Demmers*, University of Amsterdam
Anne Sophie Erbé, University of Amsterdam
Jet Van Strijp, University of Amsterdam
Claire Wientjes, University of Amsterdam

The concept of corporate transparency is an increasingly important feature of the current marketing landscape in which marketers no longer control the flow of information available to consumers. The present research examines the idea that when a firm actively discloses relevant but unfavorable information, the positive effect of this transparency outweighs the negative effect of the unfavorable information. In a set of four experimental studies, including two auctions and a field study in a supermarket, we offer systematic support for this theorizing. Unfavorable information consistently led to increased willingness to pay and product choice, but only when the brand disclosed the information. Mediation analysis showed that perceived valence and relevance of the disclosed information accounted for this effect of corporate transparency.

Changing the rules of the game: competition among cause-related marketing promotions

Christina Patricia Knupfer*, University of Hamburg
Karin Ludwig, University of Hamburg
Mark Heitmann, University of Hamburg

The strong momentum of cause-related marketing (CM) gives rise to competition among simultaneous CM campaigns in various markets. This research investigates how the rules of the game change if CM is no longer an instrument for distinction but instead a point of parity. Based on norm theory (Kahneman & Miller, 1986) the authors expect the relative importance of charitable causes and subsequent choice decisions to reverse when two previously isolated promotions from different cause domains are implemented jointly. Four experimental studies support this conjecture and suggest that brand-cause fit is a stronger moderator under competition when the level of fit becomes more salient. Overall, this research has implications for first- and second-movers that plan to conduct CM unveiling the mechanism of competitive dynamics on expected market impact.

Buyer-supplier interactions

Chair: **Konstantinos Lionakis,** Agricultural University of Athens

Home country as a cue in cross-border supplier assessment

Frank H. Jacob*, ESCP - Europe Business School Berlin
Sarah Schätzle, ESCP Europe
Fabrizio Zerbini, ESCP Europe

In cross-border business-to-business settings, customers can use a supplier's home country as a cue for supplier assessment. To shed light on the mechanisms behind this phenomenon, the authors propose conceptualizing the cue as a two-level phenomenon with home country as a surface-level category and organizational competence as a deep-level category. To empirically validate their proposal, the authors undertake an exploratory qualitative study using repertory grid analysis. Their data set consists of 17 purchasing agents from car manufacturers in three European countries. They extract eight competence traits for European automotive suppliers.

Customer attractiveness and supplier choice: an empirical investigation in professional services

Matevz Raskovic*, University of Ljubljana
Anja Geigenmüller, Ilmenau University of Technology
Denis Marinšek, University of Ljubljana, Faculty of Economics

In order to sustain their competitiveness, buyers need to understand how to obtain the best resources from their suppliers. Investigating buyer-supplier relationships in professional services with Importance-Performance Analysis (IPA) and OLS regression, this paper explores effects of customer attractiveness on service provider satisfaction and a service provider's willingness to select a customer as preferred partner. By providing empirical insights, this paper supports and extends prior and mainly conceptual studies that postulate positive relationships between customer attractiveness, supplier satisfaction and preferred customer status. The results indicate that customer attractiveness is a more effective predictor of preferred customer status than of service provider satisfaction.

Configurations and effectiveness of marketing-sales interface in B2B firms

Konstantinos Lionakis*, Agricultural University of Athens
George Avlonitis, AUEB

This paper focuses on the effectiveness of marketing-sales interfaces in B2B firms. As the body of knowledge on this domain is scarce, there is a greater need to investigate the specific aspects of marketing-sales configurations in such firms. The objectives of this paper are to expand existing knowledge regarding marketing-sales interfaces in B2B firms and to identify the most effective interface. Based on quantitative data collected from marketing or sales managers of 98 B2B firms, the study shows that the "Marketing-Sales Integration" is the most effective interface in terms of both smooth relationships and enhanced performance.

I can see clearly now

Chair: **Elizabeth Cowley,** University of Sydney

“Two sugar cubes or ten grams of sugar?”: The effect of discrete versus continuous units on magnitude perception

Christophe Lembregts*, Ghent University
Bram Van Den Bergh, Erasmus University

Recently, an emerging literature has shown that consumers have different preferences when quantitative information is expressed in alternative units. This work has not considered how specifying information in alternative units affects the mental representation of quantities. In this manuscript, we focus on how specifying information in alternative units leads consumers to represent quantities as either discrete or continuous. Specifying a quantitative difference in discrete units, rather than in continuous units, might inflate magnitude perceptions (study 1). In study 2, we demonstrate that numeracy moderates this discrete unit effect. Study 3 shows how the discrete unit effect affects consumers’ choices.

“a change of pace” Goal gradients in locomotor behavior

Nico Heuvinck*, IÉSEG School of Management
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Iris Vermeir, Ghent University

A series of field and lab studies indicate that the number of markers placed along a walking path affects walking speed. Consistent with a goal gradient account, we show that people are more motivated (i.e. walk faster) to reach a goal (i.e. the end of walking path) when they perceive themselves to be close to the goal (i.e. when fewer markers are placed along the path). This effect is attenuated when people are further from the goal, diminishes when the markers are unrelated to the goal and reverses when rate of progress, rather than goal proximity, is salient.

How to be a cool brand? The impact of brand biography and authenticity on consumers’ perception of coolness

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Josko Brakus, Leeds University Business School
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Angela Carroll, Leeds University Business School

Being perceived as “cool” is a common brand objective. Results from two experiments show that rebellious positioning and a disadvantaged brand biography lead consumers to evaluate the brand as more cool. This effect stays stable across product categories and it is mediated by consumers’ perception of brand authenticity and moderated by consumers’ self-construal. Implications for theory and practice and future research directions are discussed.

When do consumers believe salespeople: the role of sinister attributions in the perception of deception

Elizabeth Cowley*, The University of Sydney
Christina Anthony, University of Sydney Business School

Consumers need to determine whether salespeople are attempting to deceive them or not. One common assumption is that when people are lying they say too much. We compare sales situations where a sinister attribution is activated versus other situations where the attribution is not activated to investigate how consumers detect deception. We find that when sinister salespeople behave as expected, consumers judge the salesperson as less believable. On the other hand, when non-sinister salespeople do not behave as expected, they are deemed less believable. Neither a general disconfirmation effect, nor the existence of an on-going relationship, explain the results.

The consumer side

Chair: **Reinhart Gross,** Private University Seeburg Castle

Consumer choice of complex products: the role of expected learning opportunities

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When companies develop a new product, they need to decide on its complexity, i.e. on the number of features the product contains. It is not obvious whether more features help or hurt: they offer more capabilities and social value, but make the product more difficult to use. The authors suggest an additional driver of consumers' choice between more or less complex products: learning opportunities. Consumers may be more likely to buy a more complex product now in order to learn using some new features and not lose track of technological developments. The authors show that learning opportunities mediate the effect of the number of features on choice and plan to study several moderators in further experiments. Their research has important implications for how companies can enhance sales of complex products with advertising messages.

The effect of attributions of self-service technology users on their exchange relationships with service providers

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Customers often think that service providers introduce self-service technology (SST) to cut costs, not to extend customer service levels. Drawing on attribution and relationship marketing theories, we develop a model that accounts for these attributions and study the consequences on the exchange relationships customers have with their service provider. Results confirmed that attributions partly mediate the impact of customer satisfaction with the SST on relational value. Remarkably, for adopters who do not understand their provider management's motivation for introducing the SST a detrimental effect on their exchange relationship with the firm was found.

Positive effects of uncertainty in preannouncements

Roland Schroll*, University of Innsbruck
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This article investigates positive effects of uncertainty in preannouncements. While extant literature, drawing from signaling theory, views uncertainty as generally less effective, we suggest a more nuanced perspective grounded in affective adaptation theory. We show that uncertainty's effects on market anticipation depend on whether or not a preannouncement triggers an immediate decision. Uncertainty increases (decreases) market anticipation when no (a) decision is immanent. Across two studies, we collect evidence, uncover mechanisms and compare effects of different degrees of uncertainty. In sum, this article challenges the predominant negative perspective on uncertain preannouncements and offers a novel strategy for increasing market anticipation.

Using mobile applications as an in-store marketing tool: the effects of personalized product recommendations and popularity information on sales

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Sandro Schopfer, ETH Zurich / Information Management
Thorben Keller, University of St. Gallen / Technology Management (ITEM)
Liane Nagengast, University of St.Gallen / Retail Management (IRM)
Elgar Fleisch, ETH Zurich and University of St.Gallen / Information Management and Technology Management
Thomas Rudolph, University of St. Gallen / Retail Management (IRM)

In marketing research, it remains unclear how consumers consider smartphone app recommendations in the course of their decision making process that leads to product choices in the physical store. With respect to the theoretical and managerial importance of recommendation services through smartphone apps, we shed some light on this topic. In a field experiment with a European grocery retailer, our study shows that personalized recommendations help to boost customers' spending amounts compared to customers who do not use such applications. Furthermore, additional popularity information provided along with the recommended product does not amplify the positive effect of personalized recommendation. In addition, we found that men spend significantly more money on recommended products than women. Finally, we discuss key implications and further research ideas.

Cross-national marketing research

Chair: **Tatjana Koenig,** Saarland Business School, HTW Saar

Advances and perennial problems of sampling issues in cross-cultural marketing research: a five decade review and recommendations

Lars Matthias Jensen*, Dortmund University
Anna Scheer, Friedrich Schiller University of Jena

We systematically analyze 34 authoritative reviews published over a period of five decades in order to identify areas of progress and perennial problems of sampling issues in cross-cultural research. We extracted information along key issues pertaining to methodological challenges in sampling (e.g. selection of cultures, number of cultures studied, applied sampling techniques, the balance between representativeness and comparability, selection of research subjects, data collection procedures and sample size). Based on our analysis, we outline persistent sampling problems and positive developments. Moreover, we identify five steppingstones for more rigorous sampling procedures in cross-cultural marketing research projects.

Do we really know what makes us happy? An examination of the effect of cultural, economic and psychological variables on subjective well-being

Lin Jia*, VU Amsterdam
Hester Van Herk, VU Amsterdam

Subjective well-being (SWB) has raised heated discussions from multiple disciplines. However, most previous research is conducted within the context of the specific domain. Drawing on insights from different scientific disciplines, we incorporate economic, cultural and psychological variables. We use data from the European Social Survey including representative samples from 21 European countries (N=37948). A 3-level hierarchical linear model is adopted. In short, our preliminary findings provide support for the multidisciplinary approach. Our findings underline the important role of individual-level variables in explaining differences of individual SWB. Therefore, combing country, regional and individual-level variables could enhance our understanding of individual SWB.

Drivers of 50+-fashion consciousness: evidence from 5 western countries

Tatjana Koenig*, Saarland Business School, HTW Saar
Val Larsen, James Madison University, College of Business

Fashion is traditionally associated with beauty and youth. However, in increasingly ageing Western societies, size, buying power and need to stay young in the “grey” segment suggest exploring 50+-fashion consciousness. This research identifies potential drivers of fashion consciousness and tests them on the basis of a 50+stratified sample in 5 Western countries: Italy, Spain, France, Germany and the U.S.. The results of the multi-group structural equation model suggest that factors associated with fashion consciousness significantly vary by country as well as the role fashion plays in contributing to 50+-life satisfaction.

Communities

Chair: **Niels Kornum,** Copenhagen Business School

"You've got great taste" - The role of ingratiation in understanding the specificity of online luxury brand communities

Benjamin Voyer*, ESCP Europe
Marina Leban, London School of Economics

Over the last decade, luxury brands have started to engage with consumers using digital platforms and social media. New types of online communities have emerged, dedicated to discussing and exchanging information about luxury. The present study explores the specificity of these communities and the motivations and behaviors of its members, using an observational netnography. We analysed forum activities in the light of Jones' (1964) ingratiation theory. Results suggest high and low-power members use different strategies to maintain / gain status in the community. Low-power members appear primarily motivated by gaining recognition from high-power members and use flattery to reach their goals.

Developing customer collective empowerment in online communities: a netnographic study

Long Nguyen*, The University of Adelaide
Sally Rao Hill, The University of Adelaide / Marketing
Jodie Conduit, The University of Adelaide / Marketing
Vinh Lu, Australian National University

Collective empowerment has rarely been examined in the marketing discipline. Different from customer individual empowerment that focused primarily on perceptions of personal control, customer collective empowerment takes place when a group of customers use their collective resources to challenge the brand. Online community platforms empower like-minded customers to get together and voice their concerns toward a targeted brand. Using the netnographic approach, this study examines how customer collective empowerment emerges during the process of collective action when customers defined the goal, gathered their group knowledge and took control over the issue to pressure the brand for changes. Our study suggests an organization should not underestimate the role of community collective action and endeavor to maintain regular interactions with its customers in online communities.

The interplay between online and offline community culture

Niels Kornum*, Copenhagen Business School
Richard Gyrd-Jones, Copenhagen Business School, Department of Marketing
Nadia Al Zagir, Account Manager at the advertising agency Wibroe, Duckert & Partners in Copenhagen
Kristine A. Brandis, Account Manager at the advertising agency Anew

This study examines the interplay between online and offline community cultures based on identifying the distinct features of both. Studying this interaction explicitly and in empirical analysis is new to community literature and brands can through this better know the coammunities to which they relate. The findings reveal that without a thorough understanding of both online and offline cultures and their interaction, companies or brands may get a misleading picture of these cultures. For instance, if only looking at the culture online and not core values offline, the company might intervene in ways that are dysfunctional to the culture.

Managerial issues in pricing

Chair: **Daniel Halbheer,** HEC Paris

Linking pricing power to financial performance

Manu Carricano*, EADA Barcelona
Vinay Kanetkar, University of Guelph

The recent economic downturn has made even more critical for investors to identify companies with durable competitive advantage and more specifically what is known as pricing power. We propose in this paper a novel approach to predict effect of price changes on firm's profitability. As a by-product of this work, it is possible to estimate price power for a firm using publicly available income statements. Based on our estimate on a large dataset of 260 firms among the Fortune 500 across 11 years, we conclude that if a firm raises its price by 1% percent, then the average firm's profitability would go down by about 5.64%, which is counterintuitive for most pricing professionals. One of the key learnings is that these results vary greatly between and within sectors. Therefore, we also provides a very useful benchmark on how companies behave regarding pricing power. We compared performance across sectors and isolated a set of 55 companies with superior pricing power. This companies were compared to the rest of the sample in terms of financial performance and shareholder value, and show clear patterns of outperformance.

Using willingness-to-pay ranges for targeting revenue leaders in seeding programs

Florian Dost*, European University Viadrina

This research puts the idea to target revenue leaders in new product seeding campaigns to an empirical (field) test. Furthermore, using willingness-to-pay ranges instead of predictions for future customer lifetime value, it offers a simpler means to identify and select revenue leaders. The field test results show that revenue leaders identified with this new approach reach significantly more profitable receivers.

Payment evasion

Daniel Halbheer*, HEC Paris
Stefan Buehler, University of St. Gallen
Michael Lechner, University of St. Gallen

This paper models payment evasion as a source of profit by letting the firm choose the price charged to paying consumers and the fine collected from detected payment evaders. The consumers choose whether to purchase, evade payment or refrain from consumption. We show that payment evasion allows the firm to charge a higher price to paying consumers and to generate a higher profit. We also show that higher fines do not necessarily reduce payment evasion. Finally, we provide empirical evidence which is consistent with our theoretical analysis, using comprehensive micro data on fare dodging on the Zurich Transport Network.

Brand crises, disasters and transgressions

Chair: **Nicolas Kervyn,** Catholic University of Louvain

You're hot then you're cold: a field study on consumers' response strategies to brand ethical transgressions

Marta Pizzetti*, Università della Svizzera Italiana
Giulia Miniero, Università della Svizzera italiana
Michael Gibbert, Università della Svizzera italiana

This paper presents a field study that investigates consumers' response strategies to ethical transgressions of brands. Prior research has demonstrated that consumers cope with brand transgressions by either forgiving the brand or ending the relationship. A computer-assisted content analysis on consumers' comments on the company's Facebook page reveals new consumers' responses to brand transgressions. Confronted with an ethical misconduct, consumers believe the brand deserves a punishment. Therefore, consumers actively and purposely engage in negative communication about the brand (hijacking). Furthermore our analysis shows that brand transgressions evoke Schadenfreude: the pleasure derived from brand misfortune and failure.

Uncertainty and polarization of consumer opinions in times of crisis: the effect of product recalls and media coverage on the volatility and the dispersion of brand perception

Michael Stradner*, RWTH Aachen University
Malte Brettel, RWTH Aachen University

When reports about product recalls hit the news, the affected brand's image is highly at risk. In this study, we seek to understand the influence of media coverage about product recalls on the uncertainty and the polarization of consumer opinions, as measured by the volatility and the dispersion of brand perception. The authors gathered a unique secondary dataset for brand perception, U.S. automotive recalls and media coverage and apply principal component analysis and a fixed effects model. We find evidence for an increase in brand perception volatility and dispersion, triggered by media coverage. This study contributes to marketing research by unveiling the influence of negative signals on the uncertainty and polarization of brand perception and shows practitioners the need to manage volatile and heterogeneous consumer opinions in times of crisis.

Consumer reactions to a product-harm crisis: the role of perceived country of origin's competence and warmth

Camilla Barbarossa*, Lumsa - Free University
Alberto Marcati, LUISS Guido Carli

Prior studies have widely advocated the country of origin (COO) effect in routine consumption decisions. Conversely, the influence of perceived COO on consumer evaluations and behaviors in non-routine, critical consumption contexts (i.e. product-harm crisis) remains under-researched. This study assesses the influence of implied COO competence and warmth on consumer attributions of blame and the consequent behavioral outcomes in a product-harm crisis setting. The 2013 European horsemeat scandal provides the framework for the empirical study. The method involves a survey of 498 consumers and the structural equation modeling technique to analyze the data. Results show that perceived COO competence and warmth play different roles in affecting consumer evaluations of the brand and consequent behavioral outcomes.

Not all disasters are equal in the public's eye: the negativity effect on warmth in brand perception

Nicolas Kervyn*, Catholic University of Louvain
Emily Chan, Colorado College
Chris Malone, Fidelum partners
Adam Korpusik, Colorado College
Oscar Ybarra, University of Michigan

The Brands as intentional Agents Framework has shown that warmth and competence are fundamental dimensions used to characterize people, social groups and even corporations. We predict that an organization that caused a disaster would be judged more harshly if its warmth rather than competence reputation was called into question. Our results suggested that framing the cause of a local (study 1) or global (study 2) environmental disaster in terms of low warmth resulted in harsher judgements than an incompetence framing. These results suggested that warmth and competence shape perceivers' blame attribution following a corporate or organizational disaster.

Interventions and campaigns

Chair: **Stefan Hoffmann,** University of Kiel

Social marketing: legal assistance in Indonesia

Adilla Anggraeni*, Binus International
Sofjan Assauri, University of Indonesia
Sari Wahyuni, University of Indonesia
Bambang Wiharto, University of Indonesia

This study aims to conceptualise different factors that may impact attitude and intention to use legal assistance. It is posited that consumer knowledge, trust, and perceived benefits will influence attitude and intention to use legal assistance programme. The respondents of the study are people who have visited district courts in Indonesia to get legal assistance. In total, 119 usable responses were gathered from the legal assistance users in district courts in Jakarta, Bogor and Bekasi. The quantitative data gathered from the survey method was analysed using regression analysis methods. The study contributes and provide insights to the marketing literature in general and social marketing literature in particular. Furthermore, the findings can be utilised by the Indonesian government in general and legal assistance service providers in particular to ensure the success of the programme and enhance the usage rate.

Fairtrade products buying intention: the role of functional and symbolic brand utilities

Maria Del Mar Garcia De Los Salmones*, University of Cantabria
Andrea Perez, University of Cantabria

The paper proposes a model of buying intention, including as direct determinants the utilities of the Fairtrade generic brand. We measure the functional and symbolic utilities provides by this brand, together with the attitude towards the commercializing Nonprofit Organisation (NPO), consumer concern and perceived knowledge about Fair Trade issues. We surveyed 292 members of a "Fair Trade University" and we could see that perceived functional utility is the most important antecedent of buying intention, while the symbolic dimension has a significant but weaker explanatory power. On the opposite, the attitude towards the NPO has no influence. The paper also highlights the importance of communication and concern to stimulate consumer behavior.

Less paternalistic ways of transforming consumer behavior

Stefan Hoffmann*, University of Kiel
Robert Mai, University of Kiel

Approaches to transform consumer behaviors by social marketing campaigns often provoke reactance because of conflicting objectives. In a health context, efforts to fight diet-related diseases by raising health awareness have been markedly ineffective because these attempts are often paternalistic and normative. To provide less intrusive ways of transforming consumer behavior, the paper explores the side effects of motives that are unrelated to health, namely, quality awareness (QA) and physical appearance awareness (PAA), in three stages of a multi-method approach. Stage 1 delineates the implicit mechanisms by which QA and PAA operate. Stage 2 validates the side effects for shopping cart composition. Finally, Stage 3 excludes alternative explanations by experimentally increasing QA and PAA. Overall, the side effects framework provides new avenues for nudging consumers towards healthier choices.

Retail competition

Chair: **Mika Skippari,** University of Tampere

It's not easy being green – the effect of retailer-enforced sustainability programs on suppliers' shareholder value

Max Nohe*, Tilburg University
Katrijn Gielens, University of North Carolina at Chapel Hill
Inge Geyskens, Tilburg University
Barbara Deleersnyder, Tilburg University

An ongoing debate in the channels literature deals with the question of coercive power use by giant retailers vis-à-vis their suppliers. This study examines the effect of a retailer-enforced sustainability program (RESP) on suppliers' stock market performance, using the Walmart Sustainability Index as the empirical context. The conceptual framework relates suppliers' performance impact from the RESP to their competitive positioning in terms of operational, environmental and marketing competences. The findings show that the more developed a supplier's competitive positioning, the more negative the effect of the enforced programs, whereas less differentiated suppliers are harmed less or may even benefit. Dependence on the enforcing retailer moderates these effects.

Multi-store patronage: analyzing retail brand patronage using blockmodeling technique

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Olaf Rank, Albert-Ludwigs-University of Freiburg
Hanna Schramm-Klein, University of Siegen
Gerhard Wagner, University of Siegen

This study shows that multiple-store patronage behavior gives rise to distinct retail brand portfolios. We analyze a random sub-sample of 500 households out of a panel data set of 36'502 German households in the FMCG sector and apply blockmodeling as an alternative methodological approach. This technique yields better insights into customers' strategies when combining purchasing acts at different retail brands, identifying homogeneous groups of customers that are characterized by similar patronage patterns. We show that customers with similar retail brand portfolios also share common characteristics, thus allowing for customer segmentation.

Exploring the drivers of local store patronage

Mika Skippari*, University of Tampere
Jussi Nyrhinen, University of Jyvaskyla
Heikki Karjaluoto, University of Jyvaskyla

In this paper we examine the drivers of local grocery retail patronage. Drawing on social network theory and retail patronage literature we develop a framework to investigate how local values and engagement of consumers to local communities affect consumer satisfaction and local store patronage. We test our model with survey data on 1504 Finnish consumers. Our results show that the relationship between customer local engagement and local retail patronage is indirect rather than direct and it is mediated by vitality of local services, social interaction and consumer satisfaction.

Sales force effectiveness: antecedents and outcomes

Chair: **Martin Klarmann,** Karlsruhe Institute of Technology (KIT)

Voluntary turnover of salespeople in mlm organizations – examination of the effect of social ties among coworkers

Hans-Christian Martin Bosch*, Muenster University
Nora Goldnick, Institute of Marketing

Salespeople's voluntary turnover has gained increased interest from practice and academia in the last decades. While some studies focused on cognition-based models other studies developed affect-based models to explain turnover. However, less traditional antecedents such as social ties among coworkers have been nearly neglected. There are only a few studies with a focus on institutionalized interaction among coworkers, but social ties, like informal communication, friendship and integration into the peer group have not been investigated so far. In this study, the authors address the existing research gap by conducting a survey with a large Multi-Level Marketing organization. It results that social ties like informal communication, friendship and integration into the peer group increase overall satisfaction and organizational commitment and thus increase motivation and decrease turnover intention.

Retail salesperson job engagement: antecedents and performance implications

Rita Dimascio*, The University of New South Wales
Craig Tapper, Australian Graduate School of Management

Work engagement has been found to lead to higher performance in a range of occupations. Because of these benefits, managers and researchers have become interested in the development of employee work engagement. Using a Job Demands-Resources framework, this paper aims to determine the impact of several job-related factors on retail salespeople engagement and the effect of engagement on sales performance. This study found that antecedents of engagement in retail salespeople differ somewhat from those in other occupations; and contrary to what is expected from the literature, engagement influences only behavioral sales performance, not output sales performance.

Demonstrating value to customers: when salespeople need to become interorganizational management accountants

Martin Klarmann*, Karlsruhe Institute Of Technology (KIT)
Marc Wouters, Karlsruhe Institute of Technology (KIT)

This paper conceptualizes value selling in business markets and identifies potential drivers, outcomes and enablers based on data from a sample of 226 German B2B salespeople, gathered through an online survey. Value selling in business markets concerns the extent to which information about the economic worth of the offering for the customer is central in five stages of communicating with the customer in order to realize sales transactions. The degree that salespeople exchange information with customer firms appears to be the strongest antecedent of value selling. Furthermore, salesperson characteristics moderate the link between value selling and sales performance.

CSR communication

Chair: **Valérie Swaen,** Catholic University of Louvain

Intrinsic and extrinsic ecological attributes and their influence on brand and product benefits perceptions

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Jan Schoormans, TU Delft
Dominique Crié, IAE Lille

Studies have usually tested the influence of ecological attributes on consumers' reactions based on intrinsic attributes. However, in order to stimulate consumers' positive responses, brands can present ecological stimuli related to both intrinsic and extrinsic attributes. Across two studies, we seek to provide guidance on the latter issue. Study 1 (N=273) specifically focuses on the extrinsic attribute and tests the influence of the eco-friendliness of three package design elements on brand ethicality, and on individual-related and others-related product benefits. Study 2 (N=127) takes into consideration both extrinsic (package) and intrinsic (organic) attributes of the product and compares their influences on the same variables used in study 1. The results of these studies give important insights to brand managers to enhance their CSR initiatives.

Framing effects for CO2 emissions metrics in car advertisements

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Romain Cadario, ESSEC
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Amélie Thiard, ENS Cachan

In this article, we examine the framing effects for CO2 emission metrics (i.e. units of measurement) in car advertisements. Three studies consistently show that consumers pay more attention to foreground (e.g. g in g/km) than background information (e.g. km in g/km), and suffer from a "numerosity" framing bias such that they perceive bigger numbers as an expression of bigger quantities. Moreover, we find that this framing bias in ecological image is reinforced for individuals showing high numeracy abilities, who pay closer attention to numbers. Last, we show that the framing bias in ecological image may be eliminated by simply including a traffic-light reference scale in advertisements. We discuss both theoretical and regulatory implications of these results.

The impact of reductive and evaluative environmental label formats on sustainable consumer choice

Elizabeth Simpson*, University of Otago
Robert Hamlin, University of Otago

Environmental or sustainable marketing commonly relies upon a distinctive mark or label to distinguish products at the point of sale. These marks or cues may be evaluative or reductive. The term 'organic' containing no specific information is an evaluative mark, the complex, information-dense marks of the Grenelle Initiative are reductive marks. This article describes a field experiment in New Zealand that investigated the relative impacts of these two label formats on consumer choices of woolen products. The research results indicate that consumers do pay attention to these marks, but that their impact on consumer choice is marginal at present. The evaluative environmental marks had a greater impact upon the sample's choice than the reductive marks.

CSR communication and the skeptical consumer: an investigation of the roles of third-party labels and type of appeal across two product categories

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Catherine Janssen, IESEG School of Management (LEM CNRS)
Dupont Barbara, Université catholique de Louvain, Louvain School of Management

Previous research suggests that consumers tend to respond positively to corporate social responsibility (CSR). At the same time, consumers can be highly skeptical toward companies' CSR claims. Thus, knowing how best to communicate about CSR is key for companies. This research investigates how different CSR communication framing elements (absence vs presence of a third-party label, emotional vs rational appeal) affect consumers with high versus low dispositional skepticism, across two product categories (hedonic vs utilitarian). Among other results, our research shows that the use of a third-party label is not the miracle solution to improve the credibility of CSR claims and highlights how companies can leverage various message elements to communicate more effectively about their CSR activities with their consumers.

Transforming Energy Consumption (TRECO): customer value-based solutions for stimulating consumer acceptance of sustainable energy innovations

Organisers:
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Primary Collaborators:
Johan Janson, Umeå School of Business and Economics
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Mika Westerlund, Carleton University

One of the biggest societal challenges is to increase the use of sustainable energy to reduce dependency on fossil fuels. Previous studies on consumer behavior indicate that consumers have favorable attitudes towards sustainable consumption, but their actions do not reflect these good intentions. This 'green-gap' seems to concern consumers' energy behavior too. Influencing consumers' energy choices is not an easy task, especially when launching renewable emission-free energy solutions and, at the same time, striving to promote a resource and system-efficient economy. We contend that the changes in consumers' energy choices and consumption, such as energy efficiency and purchasing renewable-energy based electricity, cannot simply be estimated by studying consumers' attitudes, motives and intentions towards sustainability. We need a deeper understanding on factors resisting the shift to buy renewable energy and incentives that initiate the behavioral change. We suggest a multi-discipline approach that combines cutting edge research from (i) consumer behavior, (ii) innovation management, and (iii) customer value creation domains.

EMAC: a global research community

Chair: **Marnik G. Dekimpe,** Tilburg University & KU Leuven

Corporate social media: which impact do online conversations have on blogging effectiveness?

Florian Stahl, University of Mannheim

The growth of social media and the decreasing effectiveness of traditional marketing have led to a surge of interest in using corporate weblogs for marketing purposes. Despite the potential of corporate social media to increase the visibility of brands, products and services without spending millions of dollars in advertising, companies still struggle in finding an effective and traffic generating communication strategy for corporate weblogs. In this paper we analyze the impact of user-generated comments and online conversations between firms and (potential) customers on the attractiveness of corporate weblogs. In particular, we quantitatively analyze the formal as well as content-related characteristics of feedback triggered weblog conversations and their effects on weblog readership measured in the number of visitors and page views. Using a unique cross-sectional sample of corporate blogs of twelve global Fortune 500 companies, we derive empirical insights about the impact of conversational activity on weblog traffic. The findings of our study provide several insights how micro-conversations on corporate social media such as weblogs can lead to an engagement with current as well as potential customers.

Assessing gender portrayals in emerging markets print ads: A new mixed-methods approach

Steve Burgess, Nelson Mandela Metropolitan University

Institutions in emerging markets present significant departures from the assumptions of global advertising strategies that complicate advertising strategy execution. Accordingly, there is a trend toward pattern standardization, allowing local creative teams freedom to choose and portray people in advertising executions. Pattern standardization assumes that local creative teams will understand emerging consumers better and thus create more effective advertising that is grounded in local context and cultural meaning systems. We argue that these assumptions may not hold in practice, due to extreme heterogeneity in emerging markets. To help address this risk, we propose a new and more rigorous mixed-methods approach to gender portrayal assessments, employing content analysis and longitudinal multilevel latent class analysis. The approach can be extended to include multiple media and contexts and is appropriate for print, electronic and digital communications.

Customer satisfaction, costs and the moderating role of investor sentiment

Kapil Tuli, Singapore Management University

Most of the empirical research that examines financial consequences of marketing actions and assets tends to explore either the top line metrics (e.g. sales) or bottom line metrics (e.g. stock returns, profits, ROI and cash flows). Surprisingly, few studies directly examine the effects of marketing actions and assets on the operating costs of the firms. This is surprising given that, (i) marketing investments are generally treaded as expense items that are viewed as "costs", (ii) analysts, investors, and senior managers keep a very close eye on operating costs, and (iii) that managing operating costs is viewed increasingly difficult by managers and experts. Against this background, this study presents an empirical examination of the effects of a key marketing metric, i.e. customer satisfaction on the operating costs of a firm. Using longitudinal panel data, the author(s) find that increases in customer satisfaction have a negative impact on future operating costs of a firm. Importantly, this negative effect of customer satisfaction is strongly moderated by the capital markets performance of the firm. Specifically, the author finds strong empirical support for the argument that negative effects of customer satisfaction on operating expenses are observed only in those cases where the firm experienced either a decline in stock returns or an increase in stock returns volatility. Importantly, these results are consistent across different types of costs (e.g. cost of selling and cost of producing) and alternative sample compositions and model specifications.

Using voter-choice modeling to plan the final campaign in runoff elections

Wagner Kamakura, Rice University

Even though runoff elections are the most common form of presidential elections in the world, voter-choice behavior in these two-round elections have not received their deserved attention in the literature. Two-round elections allow political analysts to apply their voter-choice models to actual voting behavior (rather than voting intentions) on a multi-party election on the first round and validate their predictions on a two-party election in the final round. They also provide marketing consultants and candidates with rich and factual data on voter preferences, revealed through the voting behavior observed in the first round, which can guide the planning and implementation of their final campaign. We use results from the four most recent Brazilian presidential elections to demonstrate how voter-choice models can be applied to guide the political campaign in runoff elections.

Mobile marketing and consumer insights

Chairs: **Xueming Luo,** Temple University
Andy Reinaker, Temple University

Consumers are making new and different choices and decisions on the smartphone, on-the-go and in real time. Reinaker et al. note that compared to cloudy weather, good sunny (bad wet) weather induces more (less) mobile purchase using large-scale field data with over 10 million users. This evidence is robust to location effects and many potential confounds. Zubcsek and Cooke develop a collaborative research system, mLab, which utilizes mobile technology and enables researchers to interact with participants over time, controlling when, where and under what conditions participants receive particular questions. Lin and Chiang point out that the key differences on PC vis-à-vis mobile across four types of advertising channels, sponsored search, display, WOM referral and group buying, for nuanced consumer insights.

Weather and mobile ads

Andy Reinaker*, Temple University
Chenxi Li, Fudan University
Chen Zhang, Fudan University
Xueming Luo, Temple University

Behavioral science research on and with mobile devices

Peter Zubcsek*, University of Florida
Alan Cooke, University of Florida

How mobile commerce is different from pc commerce

Chen Lin*, Michigan State University
Jeongwen Chiang, China Europe International Business School

Current topics in online marketing

Chairs: **Bernd Skiera,** Goethe University Frankfurt
Caroline Wiertz, Cass Business School

Online marketing continues to evolve at a fast pace, creating the challenge for firms and researchers to keep up with continuous innovations and related changes in consumer behavior. The aim of this session is to draw together the latest research on online marketing to investigate different facets of how online consumer behavior influences firm profits. Making use of “big data,” the four presentations adopt different methodological approaches to study important current topics; including search-engine marketing, trend targeting on Twitter, possible cannibalization of Facebook browsing behavior, and survival strategies of brick-and-mortar retailers in an age of increased online retailing.

Search-engine-profit-at-risk: a new model to measure a firms’ risk to lose visibility in organic search ranking”

Christian Doppler, Goethe University Frankfurt
Bernd Skiera*, Goethe University Frankfurt

Should you target early trend propagators? Evidence from Twitter

Anja Lambrecht, London Business School
Catherine Tucker, MIT Sloan School of Management
Caroline Wiertz*, Cass Business School

Friend or foe: how does social network activity affect online news consumption

Ammara Mahmood*, Cass Business School
Catarina Sismeiro, Imperial College Business School

Saving the main street: how can brick-and-mortar retail stores survive in an online world?

André Marchand*, University of Muenster
Ann-Kristin Knapp, University of Muenster
Thorsten Hennig-Thurau, University of Muenster

Relationship marketing reality: when does it help? When does it hurt?

Conveners: **Lisa K. Scheer**, University of Missouri
Lena Steinhoff, University of Paderborn

Confirmed session speakers and discussion participants

David A. Griffith, Lehigh University
Vishal Kashyap, University of Graz

Relationship marketing is a dominant concept in marketing management and research, as such efforts are believed to build stronger customer relationships and generate superior company performance. Yet not all relationship marketing investments have the intended positive effects. Recent research demonstrates the unintended (and under-researched) dark sides of relationship marketing. This Roundtable session aims to provide a more balanced view of the pros and cons of relationship marketing and closer business relationships. Taking an interactive approach, the session chairs engage presenters and audience to unleash potential for carving out interesting issues to be pursued in prospective relationship marketing research. Given the EMAC 2015 conference theme of "Collaboration in Research," we intentionally break away from a paper presentation format. Instead, we aim at engaging presenters and audience members to interact and collaborate to identify pressing research questions to be pursued in future relationship marketing research. The session will start with a few kick-off presentations, followed by a research–idea brain storming session, a panel discussion to identify high potential ideas and eventually start-up meetings for collaboration. Every conference delegate is welcome to attend.

Going the distance: long term effects, established firms and integration

Chair: **Sascha Raithel,** Munich Ludwig-Maximilians University

Determinants of the long-term impact of price promotions on customer lifetime value components

Herbert Casteran*, EM Strasbourg Business SchooL
Lars Meyer-Waarden, University Toulouse 1 Capitole, IAE School of Management, CRM CNRS & EM Strasbourg Business School-HuManiS
Polymeros Chrysochou, Department of Business Administration, Aarhus University, Aarhus

The positive effect of price promotion for short-term sales is proven. However, possible adverse effects have been suggested for long-term sales. We apply stochastic NBD models in 72 packaged good categories of a consumer panel and measure the accumulated long-term effects of price promotions on customer lifetime value by considering the impact on purchase frequency, lifetime duration and average purchase basket. The impact of price promotions is positive on the three variables in 72%, non-significant in 18%, balanced in 4% and negative in 6% of the categories analyzed.

Online and offline integration in marketing communication. Delving into the business perspective

Maria Vernuccio*, Rome "La Sapienza" University
Ludovica Cesareo,
Laura Michelini,
Alberto Pastore

Literature about Integrated Marketing Communication (IMC) is still evolving, but lacks a systematic focus on online and offline integration approaches. This research aims to identify the key managerial issues related to online and offline integration within IMC and explore the existence of clusters of firms with consistent conducts and results. We carried out a survey with 124 large firms operating in Italy, running first exploratory factor analyses and then a non-hierarchical cluster analysis. The former highlight the nature of the implementation modalities of online and offline integration in IMC, the main types of advantages and the different categories of barriers to such implementation. The latter results in two clusters of firms. Academic and managerial implications are presented along with future research directions.

Effect of incumbent switching costs on the advertising response of established firms to market entry

Franco Sancho-Esper*, University Of Alicante
Francisco Jose Mas-Ruiz, University of Alicante

In the last decades, market liberalization has increased competition and globalization, increasing the importance of incumbent reaction to new entrants. In this context, we examine the role of incumbent switching costs on its advertisement reaction to market entry facing different types of entrants. We propose that switching costs have dynamic effect on incumbent advertising behavior, which is also moderated by the type of entrant. Hence, under stable switching costs, incumbent market power allows it making smaller ad increases towards low-cost entrants than other types of entrant. Whereas, under unstable switching costs, incumbent is forced to make greater ad increases towards low-cost entrants than other types of entrants. We studied advertising reaction to entry of established carriers in the Spanish airline domestic market during the 2000-2009 period.

Short- and long-term effects of advertising on brand equity: analysis of the super bowl as a major brand-building event

Sascha Raithel*, Munich Ludwig-Maximilians University
Charles R. Taylor, Villanova School of Business
David W. Stewart, Loyola Marymount University

Refuting many critics who argue that Super Bowl ads are a waste of money, this study shows that, on average, Super Bowl ads do have a brand building effect in that they generate a positive buzz for a brand and produce higher consumer evaluations of overall brand favorability. These significant effects seem to persist for a period of time but decay within a matter of weeks. In contrast, brand equity measures that are closer to the end of the brand funnel, such as satisfaction and WOM, are not affected by Super Bowl ads. Finally, the study examines two different measures of advertising quality and finds that expert panel ratings are better predictors for brand equity effects than consumer panel ratings.

B2B partnerships

Chair: **Mat Robson,** Leeds University Business School

Stock market reactions to business service outsourcing in manufacturing firms

Christina Cramer*, University of Paderborn
Eva Böhm, University of Paderborn
Andreas Eggert, University of Paderborn

Manufacturers adding services to their offering portfolio often risk to overstrain competencies and lose strategic focus. One option to overcome these risks is business service outsourcing. We investigate the effects of different types of business service outsourcing on shareholder value. Our event study provides evidence that external service outsourcing that directly affects the company's customers leads to more favorable outcomes than internal service outsourcing. This effect is contingent on several arrangement characteristics, i.e. outsourcing intention, outsourcing technology and outsourcing partner. Our findings help managers decide on why, how and to whom to outsource and shape communications towards their investors.

Visitors' motives for B2B trade fair participation: the secondary role of the buying function

Maria Sarmento*, Minho University / School of Economics And Management
Minoo Farhangmehr, University of Minho
Cláudia Simões, Open University

This study attempts to understand the major reasons, from the visitors' viewpoint, for participating and interacting at business-to-business (B2B) trade fairs. The nature of the study is exploratory and combines qualitative interviews with trade fair organizers, experts and trade fair participants and a survey administered to visitors of an international trade fair held in Portugal. The study revealed purchasing at these events is not the main focus for visitors. Most experienced visitors are the ones who devalue most buying at trade fairs. In fact, when considering the most important supplier with whom visitors interacted, they do not highlight the trade fair context as relevant to place orders. The study allows drawing managerial implications to exhibitors, visitors and trade fair organizers.

Desire for control, monitoring strategies, and performance outcomes in strategic alliances

Giuseppe Musarra*, Leeds University Business School
Matthew Robson, University of Leeds
Constantine Katsikeas, University of Leeds

We argue that a novel dark personality trait—the focal firm's desire for control—may drive key decisions pertaining to how to monitor strategic alliances, which in turn can deter performance outcomes. Our conceptual model was tested based on a survey of 361 strategic alliances. Results demonstrate that the firm's use of process monitoring to oversee the counterpart drives its performance outcomes only if there is a low level of information exchange between alliance partners; as such, information exchange norms substitute for process monitoring. Whereas, the focal firm's use of outcome monitoring enhances its performance outcomes only if it is reinforced by a high level of information exchange; that is, these two monitoring mechanisms complement each other in alliances.

What do you do when you are scared?

Chair: **Kobe Millet,** VU University Amsterdam

The influence of social exclusion on consumer preference for anthropomorphized brands

Rocky Peng Chen*, University of Hong Kong
Echo Wen Wan, University of Hong Kong
Eric Levy, University of Cambridge

This research demonstrates that social exclusion increases consumers' preference for anthropomorphized brands. This effect is mediated by consumers' perception that the brand serves as a new social affiliation and is mitigated when consumers have the opportunity to socialize with other people before evaluating and choosing anthropomorphized brands. Further, socially excluded consumers differ in the types of relationship they would like to build with anthropomorphized brands, depending on consumers' attributions of being socially excluded. Specifically, consumers who blame themselves (others) for being socially excluded and form a negative view towards themselves (others) show greater preferences for anthropomorphized partner (fling) brands.

Feeling physically short triggers compensatory behavior

Anika Stuppy*, Erasmus University Rotterdam / ERIM
Gabriele Paolacci, Rotterdam School of Management, Erasmus University
Nailya Ordabayeva, Carroll School of Management, Boston College

We show that the psychological experience of physical shortness triggers compensatory behavior because it poses a threat to people's identity. Participants who felt chronically or temporarily short (vs. tall) were more likely to compensate by choosing high-status products and high-status roles. Moreover, we provide evidence that feeling physically short caused more competitive and status-oriented interpersonal behavior. Lastly, we demonstrate that self-affirmatory actions offered a remedy: Elaborating on personal values reduced preferences for status-enhancing behaviors for those feeling short. Taken together, these findings suggest that feeling physically short is an aversive psychological state that triggers status-conscious and status-elevating compensatory behaviors.

Counter-signaling and status attacks - when does consumption help to signal prestige?

Robert Kreuzbauer*, Nanyang Technological University
Bobby Cheon, Nanyang Technological University

This research presents a series of studies, which show that luxury goods do neither signal power nor prestige when they are used in the context where ones status is attacked. Instead we demonstrate that showing a counter-signal, that is, the exact opposite from a luxury good (e.g. cheap and shabby clothes) can enhance a person's perceived prestige if the signal is used as a response to when the person's social status has been attacked. Our research helps to shed some light onto the partially conflicting findings that past research has been revealed about contents of signaling of luxury good.

Washing away your threats

Kobe Millet*, VU University Amsterdam
Arianne Van Der Wal, VU University Amsterdam
Amir Grinstein, Ben-Gurion University; VU University Amsterdam; Northeastern University Boston

A question of interest is how people cope with threats. Preliminary evidence demonstrates how sales of cleaning products increase following an economic threat. Experiment 1 replicates this in a controlled setting, also showing that the preference for cleaning products following an economic threat disappears when the threat to the self is taken away. Experiment 2 shows that a physically threatening situation leads to an enhanced inclination to clean especially for people with a high perceived infectability to disease. These results suggest that the increased interest in cleaning under threat may be explained by the activation of the disease avoidance motive.

Eat it

Chair: **Rhiannon Macdonnell,** City University London

Slow me down: the influence of chopstick length on taste evaluations

Hung-Ming Lin*, Minghsin University of Science and Technology

This research explored the influence of length of chopsticks on taste evaluations. Participants (N = 78) had a greater liking for their food and higher purchase intentions when using long rather than short chopsticks. Findings also indicated that the long (versus short) chopsticks can cause people to slow down when eating, resulting in greater eating duration and a higher number of mouthfuls.

How convenient packaging decreases consumption

Elke Huyghe*, Ghent University
Maggie Geuens, Ghent University and Vlerick Business School
Iris Vermeir, Ghent University

During the past years, 'convenient' packaging formats have been increasingly added to product assortments. But, would convenient packaging - besides offering usage convenience - also affect consumption volume? And if so, in what way? Two studies show that convenient packaging indeed affects consumption volume in the sense that consumers use less of the product when it comes in a convenient package. A third study shows that convenient packaging reduces consumption volume because it facilitates consumption monitoring and that the convenient packaging effect is much more prominent for consumers who hold a taste vs. a control focus.

Exploring the implicit goal conflict in food choice: are food tastiness and healthiness inversely related (or not)?

Robert Mai*, University of Kiel

Using the Implicit Association Test (IAT), research has shown that many consumers favor energy-dense products because they implicitly associate unhealthy foods with tasty, even if they do not consciously subscribe to this so-called unhealthy = tasty intuition. Yet, recent studies produced contradictory findings. This raises the question of whether taste and healthiness are negatively related at all. This paper aims to resolve the seemingly contradictory findings. It is the central assumption that the IAT responds to shared stereotypical beliefs. The environmental stereotypes interpretation is explored in two studies. Study 1 focuses on internal validity by systematically manipulating different characteristics of the IAT. Study 2 then applies an alternative technique and ascertains the consequences for consumer's body fatness.

When donating to address hunger is more desirable than donating to serve a meal: the role of message alignment and perceived abundance on consumer charitable giving

Rhiannon Macdonnell*, City University London
Katherine White, Sauder School of Business

Across 3 studies, we assess the extent to which consumers' sense of money as abundant (vs. non-abundant) yields a construal alignment with an abstractly-framed (vs. concretely-framed) charitable message. We predict and find that when money is perceived as abundant, consumers donate more to the cause when it is abstractly framed (e.g. addressing hunger), and when money is perceived as scarce, consumers donate more the cause when it is abstractly framed (e.g. serving a meal). We show that fluency underlies this effect and demonstrate how marketers can align their donors with a higher-level frame for their cause.

Innovation events

Chair: **Fernando Angulo-Ruiz,** Grant MacEwan University

Open innovation in the European food & drink industry: a CIS-based empirical study

Ana Isabel Almeida Costa*, Catholic University of Portugal
Marco Greco, University of Cassino and Southern Lazio
Michele Grimaldi, University of Cassino and Southern Lazio
Livio Cricelli, University of Cassino and Southern Lazio

Although the F&D industry remains Europe's largest manufacturing sector, the study of its innovation activities has been quite neglected. Starting from the widespread assumption that F&D manufacturers are essentially low-tech, we formulated hypotheses about how they conduct innovation outside organisational boundaries. These were tested on data drawn from a sample of 54.088 manufacturing firms in 14 European countries, participating in Eurostat's 2008 Community Innovation Survey. Results show that F&D manufacturers make a fair use of external sources of information, but still relatively less than other manufacturing firms. Innovation cooperation seems to be more relevant, particularly when compared to other sectors.

Innovation events: a novel supplier engagement approach - the case of Unilevers 'partner to win summit'

Linda Nhu Laursen*, Aalborg University
Poul Houman Andersen, Aalborg University

Supplier inputs are increasingly recognized as important for innovation. In the competition for supplier engagement, companies have started to stage 'Innovation Events', where facilitators seek to involve suppliers through facilitating experiences. Through a case study of Unilever's 'Partner to Win Event', the present paper examines innovation events as a particular approach to facilitate supplier engagement. The paper addresses facilitation of external involvement in innovation including attracting and selecting, motivating, facilitating interaction and reached outcome. The study contributes with a conceptualization of innovation events, as a time-limited event facilitated by an organisation to emotionally engage suppliers in shared experiences.

Put it in a new perspective: the influence of intrapreneurial orientation in objective and subjective future performance through product development exploration

Ana Lisboa*, Polytechnic Institute of Leiria
Dionysis Skarmeas, Athens University of Economics and Business

This study investigates the role of product development exploration as the internal mechanism through which intrapreneurial orientation (IO) influences future performance in export markets. We tested this influence considering both objective and subjective measures of performance. The findings suggest that only the new business venturing, innovativeness, self renewal and risk taking dimensions of IO promote exploration, with higher weight of self renewal. Further, product development exploration enhances future performance, regardless of the measure considered. The study findings can offer useful guidance to researchers and practitioners on the successful management of firms and export operations.

Boundary spanning activities in NPD teams: conceptualization, scale development and validation

Pilar Carbonell*, York University
Ana Rodriguez Escudero, University of Valladolid

In this era of global markets, fast technological change, and increasing job specialization, there is a greater need for new product development teams (NPD) to span boundaries and connect with external actors in order to coordinate activities, acquire information and secure needed resources and support for the team. Using data from 140 new product projects, the current study develops and validates a multidimensional scale of boundary spanning activities in NPD teams. Results reveal that boundary spanning is a second order multidimensional construct comprising six dimensions: external and internal ambassador activities, external and internal task coordination activities and internal and external scouting activities

Making online tangible

Chair: **Luk Warlop,** KU Leuven

Impacts of virtual fitting rooms on exploratory behavior and purchase intentions. Applications in online and offline contexts

Marie Beck*, Lille I University / Iae Graduate Management School
Dominique Crié, University of Lille 1 - IAE

Because the lack of trial is a major disadvantage of online purchasing, companies now propose Virtual Fitting Rooms (VFR) on their websites. This research aims to highlight the effects of an online VFR on online and offline consumer's exploratory behavior and purchase intentions. Results of two quantitative studies showed that the presence of such a tool significantly increases specific curiosity about the product, patronage intentions (online and offline) and purchase intentions (online and offline). The latter effect is mediated in serial by the specific curiosity about the product and patronage intentions.

Do recommender systems really help people make optimal choices? The influence of personalized recommender systems on choice efficiency, user satisfaction and user-provider relationships

Florentine Frentz*, University Of Siegen
Paul Marx, University of Siegen

Recommender systems (RS) are supposed to help customers make optimal choices by reducing a wide range of an online retailer's offerings to a manageable list of potentially relevant products. Although theoretically explained, this assumption remains largely not backed up empirically. But do RS really increase choice efficacy? Do RS foster customer satisfaction, trust in, acceptance of and loyalty to online businesses? This paper presents an experimental study that confirms the presence of these effects and quantifies them empirically. Results also indicate that RS are capable of inducing the flow state, making customers not notice the time spend on a retailer's web page.

"Wow, it looks like it's real! But can you fix it a bit?" Measuring effects of augmented reality on affective, cognitive and behavioral aspects

Ana Javornik*, Università della Svizzera Italiana

The goal of this paper is to explore consumer responses to augmented reality (AR) technology and introduce the concept of augmentation as a media characteristic of AR applications. Augmentation refers to AR's ability to directly enrich physical surroundings with virtual elements and differentiates it from earlier virtual technologies. The experimental study, which replicates research by van Noort et al. (2012), shows that perceived augmentation leads to flow that mediates consumers' affective responses and behavioral intentions. These findings suggest that perceived augmentation represents a suitable measurement for consumer experience with AR and that flow mediates the relation between perception of the AR stimuli and brand-related responses.

Retail strategy

Chair: **Nikolaos Stylos,** University Of Wolverhampton

Direct and indirect performance implications of retailers' international strategy

Lukas Morbe*, Trier University
Bernhard Swoboda, Trier University

This article proposes and tests a model for studying the effects of retail firms' international strategy with respect to integration/responsiveness on important implementation variables and performance in a country. It is based on the rationale that retailers design their international strategies according to their firm-specific advantages, but their local embeddedness requires successful strategy implementation in each country. Based on a survey of international retailers the results show that the effect of international strategy on performance in host countries follows different indirect paths via subsidiary-specific implementation variables. The direction and strength of the paths vary in psychologically close and distant countries.

Capabilities development and performance of new and small retailers: does gender matter?

Albena Pergelova*, Grant MacEwan University
Fernando Angulo-Ruiz, Grant MacEwan University

In this paper, we investigate whether the owner's gender has an influence on capabilities building and performance of small and new retailers. We ground our theoretical framework on the social feminist theory and RBV of the firm to argue that female owned small retail businesses build higher stocks of marketing capability and in turn are able to leverage those stocks better than their male counterparts to achieve higher performance in retail sectors. Our results indicate that in fact, in retail sectors, female owned new and small businesses achieve higher stocks of marketing capability than male owned businesses. However, contrary to expectations, female and male owned businesses translate those stocks of capability into revenues and profits very similarly. These findings remain consistent after several robustness checks. Our results have implications for women owned and led businesses and for gender and retailing research.

Evaluating service quality in bank encounters: an examination of factorial equivalence

Nikolaos Stylos*, University Of Wolverhampton
Chrysi Alexiadou, University of Macedonia
Chris Vassiliadis, University of Macedonia
Andreas Andronikidis, University of Macedonia

This study develops a model to examine invariance between service encounters' perceptions. Respondents representing banking encounters were separated in two groups: bank customers and employees. SERVPERF was the instrument used for measuring banking service quality and a multi-sample confirmatory factor analysis (MCFA) approach was employed twice, testing the SERVPERF measurement model with respect to the relationships between latent variables, as well as between latent and observed variables. The field research study involved 165 bank branches and 1522 respondents reporting differences between customers' and employees' perceptions and pointing out implications for a market oriented strategy.

Sales trends

Chair: **Melanie Bowen,** Justus-Liebig-Universität Gießen

The end of avoiding procurement in a buyer-seller relationship: a qualitative study from an empowered buyer's perspective

Bert Paesbrugghe*, Vlerick Business School
Devarajan Rangarajan, Vlerick Business School

In this paper we focus on the increased internal support of the purchasing department and its consequences on the sales profession from a buyer's point of view. Since the financial crisis of 2008, sales and procurement are evolving at a different pace because of changes in the business environment, availability of new technologies and competition coming from new corners. The role of purchasers is more strategic than ever before and a strong buyer-seller relationship depends increasingly more on knowledge brokerage. Based on in-depth interviews with 34 purchase directors, we make propositions for sales organizations to counter the rapidly evolving purchasing discipline.

Source credibility and skepticism toward established products: a test of multi-level firm selling tactics

Devon Johnson*, Montclair State University
Breagin Riley, The Whitman School of Management, Syracuse University

This article describes a study in which the objectives are to evaluate effectiveness of two key selling tactics used by multi-level sales organizations in selling nutritional supplements to consumers. Specifically it examines the strategic use of source credibility and skepticism toward the established product in favor of an attacking product. The study also answers the question of whether consumers can be effectively inoculated against these sales tactics. Using experimental data collected online from US consumers, the study provides interesting and conclusive answers to these questions. Our findings point to the need for public policy makers to encourage consumers of nutritional supplements to become more knowledgeable about the product category.

The relevance of social media literacy in B2B sales

Melanie Bowen*, Justus-Liebig-Universität Gießen
Alexander Haas, Justus-Liebig-Universität Gießen

Social media has been suggested to create great opportunities for improving salesperson performance by researchers and managers alike. However, to date there is little research that investigates how social media is able to increase salesperson performance. This study sheds light on this so far neglected issue, and shows that salespeople´s social media literacy (i.e. social media competence) influences salesperson performance through three important selling related behaviors (i.e. value-oriented prospecting, adaptive selling, proactive postsales servicing). Our study contributes to a better understanding of social media´s impact on the performance outcomes of salespeople. It highlights the importance of individual characteristics which drive the beneficial effects of social media in a selling context.

This is where it works: places and brains

Chair: **Christos Koritos,** Alba Graduate Business School at the American College of Greece

Do neurotransmitters shape our reactions to service encounters? The case of SE & OT.

Nanouk Verhulst*, Ghent University
Iris Vermeir, Ghent University
Hendrik Slabbinck, Ghent University

Neurotransmitters play a crucial role in economic behavior, but the effects of neurotransmitters in service encounters have never been investigated. This study investigates whether increased oxytocin and serotonin levels have an impact on service performance indicators. We found that increased levels of oxytocin, triggered by watching an emotional video, results in higher return intentions and service satisfaction (study 1). Furthermore, increased serotonin levels (study 2), induced by eating chocolate, also results in higher satisfaction and return intentions. The latter effect is fully mediated by mood. Our findings provide the first evidence that neurotransmitters are important in the service context.

An empirical investigation of how interpersonal similarity influences customers' crowding perceptions in services contexts

Lili Wenli Zou*, The University of Hong Kong
Chi Kin (bennett) Yim, The University of Hong Kong
Echo Wen Wan, The University of Hong Kong

Crowding is a common phenomenon in services and is detrimental to customer experience. How to alleviate the perceptions of crowding, particularly when the physical service environment cannot be improved, represents a challenge for practitioners. Drawing from the social impact theory, we investigate how customers' crowding perceptions in a high customer density environment can be mitigated by interpersonal similarity through a decreased perception of transgression of comfortable interpersonal distance. We further show that interpersonal similarity contributes to alleviate crowding perceptions only when the interpersonal similarity is positive or desired by the customer and when the similarity is perceived to be important.

Quo vadis servicescapes research? A critical review and empirical investigation of an integrative conceptualization

Christos Koritos*, Alba Graduate Business School at the American College of Greece
Kalipso Karantinou, Athens University of Economics and Business
Spiros Gounaris, University of Strathclyde

Through a critical literature review, the current study uncovers important contradictions in the theoretical conceptualizations that have been proposed and tested within the servicescapes literature. Drawing from the appraisal of emotion theory and the affect infusion model, we develop and empirically test an integrative conceptualization on the effects of servicescapes on customer behavior across both utilitarian and hedonic service contexts. Results support the suggested conceptualization while also uncovering customers' familiarity with the servicescape as a critical but neglected moderator that can account for much of the conceptual contradictions in the extant servicescapes literature.

Barriers to responsible consumption

Chair: **Isabel Carrero,** Comillas Pontifical University

Corporate social responsibility research: a content analysis

Yuhui Gao*, Dublin City University
Shuo Wang, China Huarong Asset Management Corporation/Wuhan University

Using content analysis, the objectives of the current paper are: (i) to review and examine underlying trends in CSR research, (ii) to classify milestones in the development of CSR research, (iii) to identify key research themes. An examination of 774 selected CSR articles shows a significant upward trend in the volume of CSR publications, particularly during the 2000s. Among those articles, 122 papers from leading academic journals are further analysed, leading us to classify and label the development stages of CSR research as: the incubation, exploration, adolescent development and relative maturity stages. Our findings reveal five major CSR research themes: concepts and reviews, corporate context, CSR-related strategy, corporate reputation and the linkage between corporate social performance (CSP) and corporate financial performance (CFP). The paper concludes with suggestions for future CSR study.

Increasing sustainable consumption: an analysis of the information admission- and transmission-process between customers and companies in the organic food market

Annika Schweighöfer*, Zeppelin University
Marco Hubert, Zeppelin University
Tim Eberhardt, EBC University

The implementation of sustainable consumption pattern has a high societal relevance. The German organic food market is growing constantly but slowly. However, the market share stays below five percent. Therefore, the underlying study investigates discrepancies between the transmission of information by organic food companies and consumer's information admission and use of different communication channels searching for information. The study provides an indication of a malfunctioning information policy between consumers and companies regarding the breadth and depth of used communication channels. Organic food companies have to change the way they use, invest in and communicate via suitable communication channels.

Fill the gap: a comprehensive and integrative analysis of the barriers to purchase responsibly

Isabel Carrero*, Comillas Pontifical University
Carmen Valor, Comillas Pontifical University

The main objective of this paper is to integrate the barriers to responsible consumption going beyond those that would appear between attitude and intention formation and behavior. The analysis of 30 in-depth interviews, following the principles of grounded theory revealed that barriers can be categorised according to the psychological process affected and the origin of the barrier. Responsible consumption is affected by external factors that may impede it to grow or may push it to "die". Regarding the psychological process, there are two broad kinds of obstacles: motivation-related ones and cognition-related ones. Some practical suggestions are provided for policy makers in order to promote and reinforce responsible consumption.

PARIS: personalized advertisements built from web sources

Chairs: **Marie-Francine Moens,** KU Leuven
Steve Muylle, Vlerick Business School
Frank Goedertier, Vlerick Business School

PARIS is a multi-disciplinary collaborative research project that investigates how user-generated content on social media platforms can be leveraged to design personalized advertisements online. In this session, four of the studies in the project. Susana Zoghbi investigates how the content of user 'pins' on the social media platform Pinterest can be automatically identified and used to automatically recommend relevant products from online shops. Golnoosh Farnadi investigates how to recognize essential user attributes online. As users actively generate content on different social media platforms, a unique opportunity arises for mining and inferring age, gender and personality characteristics of users. Freya De Berti examines the effectiveness of online personalized advertising based on the user characteristics of personality and privacy concern, using the Elaboration Likelihood Model. Finally, Maarten Truyens discusses the discrepancy between the strict (but vague) requirements of European privacy legislation and the rather 'flexible' approach taken by many of today's profiling activities. The impact of the pending new privacy legislation on profiling activities will also be touched upon. The Special Interest Group will conclude with a Q&A session in which the different research projects will be discussed with the audience.

What are they pinning? From social media to online shops

Susana Zoghbi, KU Leuven, Computer Science

Mining of social media

Golnoosh Farnadi, Ghent University, Applied Mathematics and Computer Science

Personality-matched online advertising

Freya De Berti, Vlerick Business School

Profiling & The Law: Exploring Muddy Waters

Maarten Truyens, University of Antwerp Faculty of Law

Consumer resistance

Chair: **Marc Vanhuele,** HEC Paris

This session has been proposed by the Association Française du Marketing (AFM) and its flagship journal Recherche et Applications en Marketing (RAM).
"La résistance du consommateur" is a well-recognized research theme among French academics, including among marketing academics. This interest probably has been stimulated by the legacy of French philosophers like Barthes, Baudrillard, Bourdieu, Foucault and de Certeau and, more recently, sociologists like Boltanski, Chiapello and Thévenot who produced, from different perspectives, critical analyses of capitalism, consumerism and the role of marketing.
In this session we present three research projects that analyze how and why consumers resist the influence of marketers, even if they benefit from the marketing initiatives targeted to them. These three presentations help us understand one of the main reasons for the lack of effectiveness of many marketing initiatives: the mental and, possibly, behavioral resistance of consumers.

Research paradigms to study consumer resistance

Dominique Roux, University of Paris Sud, RITM

Special treatment as a recruitment tool: issues of consumer resistance

Raphaëlle Butori*, ESSEC Business School
Virginie Pez*, Paris II Panthéon-Assas, Sorbonne Université

Regimes of critique and conflicts of "worlds": a conventionalist approach to loyalty programs

Mariem El Euch Maalej*, INSEEC Business School
Dominique Roux*, University of Paris Sud, RITM

Consumer skepticism and promotion effectiveness

Pauline de Pechpeyrou, University Paris Ouest Nanterre la Défense, CEROS
Philippe Odou*, Université de Reims Champagne-Ardenne

What drives (un)healthy product choices?

Chairs: **Kathleen Cleeren,** Maastricht University
Kelly Geyskens, Maastricht University

Western governments have declared obesity as one of today's most urgent challenges and suggested the development and stimulation of healthier products as well as the discouragement of unhealthy food as some of the remedies to solve the overweight problem. In this SIG, we focus on how changes in the shopping environment influence (un)healthy choice behavior, while focusing on the presentation of (un)healthy products within the large store context (i.e. place in the store and store format), and the presentation on-pack (i.e. health claims).

Stationing snacks in the supermarket: How product category location affects the (un) health snack choices made by consumers with different degrees of trait self-control

Kunalai Ploydanai*, Wageningen University
Erica van Herpen, Wageningen University
Hans C.M. van Trijp, Wageningen University

Clicks as a healthy alternative to bricks: How online grocery shopping reduces vice purchases

Elke Huyghe, Ghent University
Julie Verstraeten*, Ghent University
Maggie Geuens, Ghent University & Vlerick Business School
Anneleen Van Kerckhove, Ghent University

The impact of nutritional health claims on SKU choice

Hannes Datta*, Tilburg University
Kathleen Cleeren, Maastricht University
Kelly Geyskens, Maastricht University
Peter C. Verhoef, University of Groningen

Regular or low-fat? An investigation of the long-run impact of the first low-fat purchase on subsequent purchase volumes and calories

Kathleen Cleeren*, Maastricht University
Kelly Geyskens, Maastricht University
Peter C. Verhoef, University of Groningen
Joost M.E. Pennings, Maastricht University and Wageningen University

Sustainability sells? Promoting sustainable consumer behavior

Chair: **Jenny van Doorn,** University of Groningen

Although consumers show a high interest in sustainable products, this interest has so far not translated into large and stable market shares for sustainable products. This SIG presents recent insights on how consumers' sustainable choices can be encouraged, taking into account that a sustainable positioning can also have a dark side and backfire. We highlight several facets of (un)sustainable consumer behavior: We explore gamification as a new tool to promote sustainable behavior and highlight the role of brand positioning in explaining (un)sustainable choices. We also address how a novel type of sustainable behavior – sharing instead of buying – can be promoted.

Tuning-in to our competitive nature: how gamification increases sustainable behavior

Arianne J. van der Wal, VU University of Amsterdam
Femke van Horen, VU University of Amsterdam
Amir Grinstein*, Ben Gurion University and VU University of Amsterdam

Too good for this world – the risks of positioning sustainable brands as morally superior

Jan Willem Bolderdijk, University of Groningen
Gert Cornelissen*, Universitat Pompeu Fabra, Barcelona
Susanne Tauber, University of Groningen

Sustainable by sharing - the dark side of the sharing economy

Rosanna Garcia*, North Carolina State University

Do brands matter for sustainable new products?

Jenny van Doorn*, University of Groningen
Peter C. Verhoef, University of Groningen
Remco Prins, VU University of Amsterdam

From dyads to networks: recent developments in inter-organizational governance research

Chairs: **Kenneth H Wathne**, University of Stavanger & BI Norwegian Business School
Katrijn Gielens, University of North Carolina at Chapel Hill

“Marketing consists of actions taken to create, maintain and grow desirable exchange relationships” (Kotler and Armstrong 2014, p. 29). The SIG presents recent advancements in the area of inter-organizational exchange research in line with the growing recognition that marketing takes place within networks of relationships, the papers address questions pertaining both to the governance of dyadic relationships as well as the networks within which these exchange relationships take place. The session features researchers from the US, Canada, Europe and Australia.

The importance of fit between contract framing and relationship type in interorganizational exchange

Erik Mooi, University of Melbourne
Qiong Wang, University of Oklahoma
Steven H. Seggie*, Özyeğin University

Network governance

Stefan Wuyts*, Koç University, Turkey & Tilburg University
Kenneth H Wathne, University of Stavanger & BI Norwegian Business School

Managing crisis in co-branding alliance networks

Kersi D. Antia, Ivey Business School, Western University
Kenneth H Wathne*, University of Stavanger & BI Norwegian Business School
Robert Fisher, Alberta School of Business, University of Alberta
Xin Wang, Ivey Business School, Western University

United we stand: the impact of buying groups on retailer performance

Inge Geyskens, Tilburg University, the Netherlands
Katrijn Gielens*, University of North Carolina at Chapel Hill
Stefan Wuyts, Koç University, Turkey & Tilburg University

New research into rhyming, satisfaction, diversity and creative briefs

Chair: **Bob Fennis,** University of Groningen

The minority bonus: effects of diversity in advertising on social connectedness and empathy

Magnus Söderlund*, Stockholm School of Economics
Nina Åkestam, Stockholm School of Economics
Sara Rosengren, Stockholm School of Economics
John Karsberg, Stockholm School of Economics
Micael Dahlén, Stockholm School of Economics

This paper investigates value congruency effects of diversity themes in advertising. More specifically, we expect diversity to transfer values of inclusiveness to consumers, thereby increasing consumers' levels of social connectedness and empathy. The results of two experimental studies show that the audience exposed to diversity report higher levels of such effects. This paper adds to the literature on unintended effects of advertising, challenging the view that such effects must be of negative valence. For practitioners it suggests that diversity themes in advertising go beyond affecting consumers of the featured minority.

Measuring employee satisfaction with internal corporate communication channels: the Musa method

Stelios Tsafarakis*, Technical University of Crete
Konstantina Zefkili, Athens University of Economics and Business
Christine Dede, Technical University of Crete

Employee preferences regarding the channels of internal corporate communication (ICC) could provide useful insights that can be used by academics and practitioners with a view to identifying and meeting employees' needs and encouraging their engagement. Prior research discusses the participation, direction and content aspects of ICC. However, there is limited research on employee preferences for ICC channels. This study draws on Media Richness Theory and employs the MUlticriteria Satisfaction Analysis (MUSA) method to investigate employee preferences for ICC channels. The findings provide valuable guidance for companies aiming to develop an effective ICC climate and enhance organizational outcomes.

To rhyme or not to rhyme? How encoding modality moderates the recall of rhyming and non-rhyming brand slogans

Philipp Brune*, University of Wuppertal
Tobias Langner, University of Wuppertal
Alexander Fischer, University of Wuppertal

Slogans are omnipresent in today's advertising, especially slogans including figurative language such as rhymes. Consumers read them in print ads, hear them on the radio and perceive them audiovisually in TV commercials. In order to assess slogan effectiveness, considering modality-specific effects is mandatory. Building on the modality effect and the phonological similarity effect, we address the question how rhyming vs. non rhyming slogans are recalled depending on exposure modality. The results of our experiment show an interaction effect between rhyming and exposure modality. More specifically, exposure modality moderates the effects of slogan design such that rhyming slogans are recalled best after visual exposure whereas non-rhyming slogans are most effective after auditory exposure.

Online relationships and social media

Chair: **Roisin Vize,** University College Dublin

Trickle effects of barriers in B2B social media adoption

Hsin-Hsuan Meg Lee*, University of Amsterdam
Willemijn Van Dolen, University of Amsterdam Business School

Despite the previous efforts, it remains unclear what undermines successful B2B social media integration. In this paper, with a multi-method case study, we critically reviewed the barriers at macro (i.e. institutional factors), meso (i.e. managerial factors), and micro (i.e. individual factors) level. Based on social influence theory, we propose that there are "trickle effects" among barriers at the different levels. The barriers can diffuse between one another and when combined they can create major bottlenecks for organisations. In addition, we observe a new micro barrier, "identity labour," which refers to the process by which employees are expected to manage their identities compliant with organisationally defined social media guidelines. Our findings suggest that experiencing identity dissonance could be the most prominent challenge for B2B social media integration.

Social media in business-to-business sales relationships: an empirical analysis

Gerald Stei*, Reutlingen University of Applied Sciences
Alexander Rossmann, Reutlingen University of Applied Sciences

In recent years, the rise of social media received significant importance in marketing research and practice. Consequently, interfaces to social media platforms have also been integrated into Business-to-Business (B2B) salesforce applications, although very little is as yet known about their usage and general impact on B2B sales performance. This paper evaluates i) the conceptualization of social media usage in dyadic B2B relationships, ii) the effects of a more differ-entiated usage construct on customer satisfaction, iii) antecedents of social media usage on multiple levels and iv) the effectiveness of social media usage for different types of custom-ers. The framework presented here is tested cross-industry against data collected from dyadic buyer-seller relationships in the IT service industry. The results elucidate the preconditions and the impact of social media usage strategies in B2B sales relations.

Reconceptualising relationship quality in an online B2B context: its impact on loyalty

Roisin Vize*, University College Dublin
Joseph Coughlan, Dublin Institute of Technology
Aileen Kennedy, Dublin Institute of Technology
Fiona Ellis-Chadwick, Loughborough University

This research examines the role of relationship quality (RQ) as a determinant of loyalty in a B2B e-services context. Based within the emerging web services industry, aspects of the relationship between small retailers and the web service solution providers they employ are investigated. The study finds support for service quality and power as additional RQ components. The findings suggest differing aspects of RQ namely trust, commitment, satisfaction and power show significant links to differing aspects of loyalty. Trust and satisfaction impact advocacy (attitudinal loyalty) whereas commitment and power show a significant impact on willingness to pay more for the service (behavioral loyalty). Facets of these relationships are explored and managerial implications are highlighted.

Branded

Chair: **Peter Lewinski,** University of Amsterdam

Competent consumer: achievement mindsets and effectiveness of direct versus indirect comparative advertising formats

Efe Camurdan*, Koc University
Zeynep Gurhan-Canli, Koc University
Nilufer Aydinoglu, Koc University

Building on achievement goal theory, we demonstrate that the activation of different achievement mindsets influences the effectiveness of direct versus indirect comparative advertising claims. According to achievement goal theory, people define competence in two different ways. For individuals under mastery mindset, competence means outperforming themselves. For individuals under performance mindset, competence means outperforming others. Across three studies, we demonstrate that when the marketing context is personally relevant to them, consumers under mastery (vs. performance) mindset have more positive attitudes towards those brands that use direct comparative advertising. In contrast, consumers under performance (vs. mastery) mindset have more positive attitudes towards those brands that use indirect comparative advertising.

An implicit measure of the strength of mental brand representations

Mike Friedman*, UCL-Mons
Thomas Leclercq, UCL-Mons

This paper presents the development of an implicit measure to assess the strength of mental representations of brand elements in the mind of the consumer. The measure, termed the Brand Discrimination task, requires participants to identify whether images of brand elements (e.g. color, logo, packaging) belong to a target brand or not. Signal detection theory (SDT) is used to calculate a Brand Discrimination index which indicates overall recognition accuracy for a brand's elements in the context of its competitors. Two studies show that the Brand Discrimination task can discriminate between strong and weak brands and can predict brand choice.

Explicit and implicit country-of-origin stereotypes: using the stereotype content model to predict consumer responses

Georgios Halkias*, University of Vienna
Arnd Florack, University of Vienna, Adamantios Diamantopoulos, University of Vienna, **Johanna Palcu,** University of Vienna

This paper applies the Stereotype Content Model (SCM) employing both explicit and implicit measures to investigate how a brand's country-of-origin (COO) influences consumer responses. An empirical study with six well-known brands from different product categories and different countries shows that the SCM can be a valid theoretical framework for assessing COO effects, using both explicit and implicit measures. The results support the notion that the warmth dimension of the SCM precedes the competence dimension, which then has a positive effect on purchase intention through perceptions of higher quality and more positive brand affect. Implicit stereotype measures are found to contribute independently to the explicit ones and to explain unique variance in the outcome variables. The implications of the findings are discussed and future research direction are identified.

Emotion regulation through facial expressions predicts consumers' brand and advertisement attitudes

Peter Lewinski*, University of Amsterdam
Marieke Fransen, University of Amsterdam, **Ed Tan,** University of Amsterdam, **Mariska Snijdewind,** Human Insight Services, **Wouter Weeda,** VU University Amsterdam, **Karolina Czarna,** VicarVision B.V.

In two studies we demonstrated how consumers' emotion regulation affects their attitudes toward advertisement through feedback from facial expressions. We recorded participants in their everyday environments and analyzed their facial expressions. In Study 1 it was found that cognitive reappraisal led to less facial expressions of happiness, which in turn caused lower attitudes. Study 2 replicated the findings while demonstrating that expressive suppression or amplification led to less or more expressions strengthening or weakening the attitudes. Our findings are consistent with the functional account of emotions that defines facial expressions as action readiness to engage or disengage with the stimuli.

New media

Chair: **Daniel Ringel,** Goethe University

Optimal pacing for budget allocation over time in real-time display advertising

Marc Heise*, Frankfurt University
Nadia Abou Nabout, Vienna University of Economics and Business
Bernd Skiera, Goethe University Frankfurt

Real-time advertising (RTA) is considered as a revolution for online display advertising, because it enables advertisers to buy single advertising impressions at individual prices in real-time auctions, instead of bulk-buying impressions at fixed prices in pre-negotiated contracts. The possibility to decide, which impressions to buy at which prices, gives advertisers more control over budget allocation over time (e.g. a day). Advertisers typically use so-called even pacing heuristics (EP) that aim at allocating campaign budgets evenly over time and by that ignore differences in advertising effectiveness over time. Therefore, we propose a profit-maximizing pacing heuristic (PMP) and compare it to EP in a simulation study. The results indicate that EP leads to an average profit loss of -58.9% when budget is set optimally. Interestingly, too high budgets (vs. too low) only lead to higher profit losses for EP, not for PMP.

Estimating social inter-correlation with sampled network data

Jing Zhou*, Peking University,
Yundong Tu, Peking University, **Yuxin Chen,** New York University, Shanghai, **Hansheng Wang,** Peking University

Social inter-correlation is a parameter of importance for understanding consumers' social relationships. To estimate social inter-correlation, maximum likelihood has been popularly used. However, its rigorous implementation requires the whole network to be observed. This is practically infeasible if network size is huge (e.g. Facebook, Twitter, Weibo, WeChat, etc). In that case, one has to rely on sampled network data to infer about social inter-correlation. By doing so, network relationships (i.e. edges) involving unsampled nodes are overlooked. This leads to distorted network structure and underestimated social inter-correlation. To solve the problem, we propose here a novel solution. Depending on the choice of the likelihood, we obtain respectively an approximate maximum likelihood estimator (AMLE) and paired maximum likelihood estimator (PMLE). Numerical studies based on both simulated and real datasets are presented for illustration purpose.

Purchase conversions and attribution modeling in online advertising: an empirical investigation

Tahir Nisar*, Southampton University School of Management
Man Yeung, University of Southampton

In a purchase funnel, a consumer may interact with an assortment of ad platforms ranging from display ads, paid search and organic search to social media and email. In this study, we consider attribution models that can be applied to assign sales credit to these and other online channels. Using an online firm's conversion data, we investigate the commonly used the last-click attribution model and compare its results to a cooperative game theory based (Shapley Value) attribution model. Our findings show that individual rewards vary significantly for different online channels under these two models. We also compute contributions of the various estimated factors using the Shapley Value regression approach in order to decompose a consumer funnel by regressed sources. Our empirical research provides insights into the complexity of attribution modelin

Quantifying new product cannibalization using online search data

Daniel Ringel*, Goethe University
Iman Ahmadi, Goethe University
Bernd Skiera, Goethe University

The success of new products is commonly measured by the market share they manage to capture. However, plain consideration of market share can overstate the success of new products since it does not consider the cannibalization of a firm's exiting products. Traditional approaches to estimating cannibalization such as surveys and panel data are time consuming, expensive, and not applicable to large markets containing hundreds of products. We propose a new model that uses online search data of over 100,000 consumers to quantify new product cannibalization and identify its constituent sources in large markets. We apply our model to the car navigation system market containing over 600 products and externally validate our findings with actual market shares.

Social media

Chair: **Wolfgang Weitzl,** Vienna University

Social media adoption by retailers: an opportunity or a threat?

Ralitza Nikolaeva*, Lisbon University Institute (ISCTE)
João Azambuja, Lisbon University Institute (ISCTE)

The interpretation of business decisions as opportunities or threats can result in different responses to the same phenomenon. The present study extrapolates this view to the industry level and tests it among imitation theories in the context of adoption of social media by e-retailers. By focusing on Facebook adoption and using a sample of e-retailers in the United States, the results provide evidence that support the informative value of information, suggesting opportunity driven imitation.

Social media and their influence on the selection of the purchase channel

Philipp Hendrik Steiner*, University of St. Gallen
Peter Maas, University of St. Gallen / Institute of Insurance Economics

Social Media (SM) is a phenomenon that has attracted considerable research attention in the past decade. Yet, the current research has predominantly focused on the influence of SM on consumers' purchase intention. This research investigates whether SM also influence the consumer's choice regarding the purchase channel. This research suggests that a high level of consumer identification with the brand using SM increases the likelihood of making a purchase online. This relationship is mediated by the consumers' evaluation of the channels. The proposed model is supported by data on four countries throughout three industries. The paper offers useful insights for managers that aim to guide consumers towards the typically more cost-effective online channels.

Understanding consuming, contributing and creating behaviors on social networks

Christine Balague*, institut Mines Télécom-Télécom
Damien Renard, institut Mines Télécom-Télécom school of management

This research aims at classifying social networks users' behaviors and modelling impact of social network structures on three categories of actions: consuming, contributing and creating. An empirical study on 4482 users of a social network specialized on food and recipes shows first that we can score users regarding their action of consuming, contributing and creating. We also characterize each of the three behaviors by network structures variables and show that creators belong to a central layer, contributors to an intermediary layer and consuming to a peripheral layer of users. We therefore underline the importance of managing new types of variables in social networks analytics.

The influence of marketers' and consumers' voices in the era of social media

Wolfgang Weitzl*, University of Vienna
Robert Zniva, WU Vienna
Udo Wagner, University of Vienna

This paper shows that consumers' trust in online advertising (oAD-Trust) and customer reviews (eWOM-Trust) is a powerful segmentation base of online consumers. Therefore, the authors (i) introduce a psychometrically-sound measurement instrument (the 22-item eWT-Scale) and (ii) apply it for developing an empirically-based consumer typology using a cluster analysis approach. By implementing the concept of trust to online communication, this research identifies and profiles four segments. Findings show that one third of consumers are High trusters – a particularly valuable consumer group for marketers as they are receptive to oAD and trigger diffusion of marketing messages online and offline.

Brand awareness, nostalgia, and love

Chair: **Bendik Samuelsen,** Bi Norwegian Business School

Brand awareness and mental availability: does more than one cue matter?

Gosia Ludwichowska*, University of South Australia
Magda Nenycz-Thiel, UniSA / Ehrenberg-Bass Institute for Marketing Science
Byron Sharp, UniSA / Ehrenberg-Bass Institute for Marketing Science
John Dawes, UniSA / Ehrenberg-Bass Institute for Marketing Science

This paper explores the relationship between two memory metrics: one traditional metric - prompted awareness and one recently developed by Romaniuk (2013a) - associative penetration. Our results reveal high stability and little congruence between the two metrics over time, at both category and brand level. There is slightly more variation in prompted awareness for smaller brands than for larger brands (v/v for associative penetration). These findings have implications for marketing theory and practice as they set the focus and expectations for these metrics for smaller and larger brands.

Antecedents of brand love: utilitarian and symbolic brand qualities

Cristela Maia Bairrada*, University of Coimbra
Filipe Coelho, Faculdade de Economia da Universidade de Coimbra
Arnaldo Coelho, Faculdade de Economia da Universidade de Coimbra
Richard Bagozzi, University of Michigan

Research on brand love determined that it leads to consumer outcome behaviors that are key for organizational performance. The current research aims to contribute to existing knowledge by developing and testing a model with several functional and symbolic antecedents that have not been previously tested. The results, based on a sample of 484 adults, reveal that constructs with a higher level of abstraction, specifically brand uniqueness, brand prestige and perceived value, totally mediate the effects of lower level constructs, including perceived quality, brand innovativeness and brand credibility, on brand love, the exception being brand intimacy, which directly effects brand love.

Brand-related motor actions: the impact of self-performed actions on brand knowledge

Alexander Fischer*, University of Wuppertal
Tobias Langner, University of Wuppertal

Brand-related motor actions offer a widely neglected method for building strong brands. In two experiments, we investigate their potential for strengthening new brands by building brand awareness and enriching brand images. In both experiments, brand-related actions are learned well (i.e. better than verbal information) and thus help enrich brand image. However, as the results of experiment 1 show, performing a brand-related action can lead to worse memory for the brand name and thus deteriorates brand awareness. While performing the action, attention focuses primarily on action-relevant information and not on the brand name. Experiment 2 shows that action-related brand names can overcome this attention related vampire effect.

"Oh when i was a child...": The role of consumers' perceptions of brand-induced nostalgia in the formation of consumer-based brand equity

Anne-Laure Bartier*, Catholic University of Louvain
Mike Friedman, Catholic University of Louvain
Isabelle Schuiling, Catholic University of Louvain

The concept of brand equity has a prominent place in the realm of marketing practice and theory. Brand associations in the consumers' mind represent one key dimension of brand equity. To date, marketing researchers have focused on brand tangibles (i.e. such as price of a car). Little attention has been paid to brand intangibles (i.e. such as emotional connections with a brand) and more specifically to brand nostalgia that may offer a competitive advantage. In this paper we propose and empirically test a hierarchy of effects model of consumer-based brand equity which includes brand nostalgia. Results from our survey indicate that brand nostalgia plays a role in the formation of consumer-based brand equity. The results confirm that brand nostalgia is a key driver for companies in order to add brand value in consumers' eyes.

In-store layout and promotions

Chair: **L.M. Sloot,** University of Groningen

Lost in store navigation: what's the bottom line of irritation, shortfall, and unplanned purchases?

Kim Willems*, Vrije Universiteit Brussel
Jeroen Schepers, Eindhoven University of Technology
Nathalie Demoulin, IÉSEG School of Management

This article addresses shoppers' wayfinding problems in-store. Study 1 identifies store layout illegibility (SLI) to be the main store environmental driver of shopping irritations, impacting negatively on customer satisfaction, based on a consumer survey (n = 150) in grocery retailing. Study 2 moreover finds a positive effect of wayfinding problems on shortfall and on unplanned purchases in grocery retailing (consumer survey, n = 402). Variety may well be the spice of life, but it's apparently not that of the retailer's business. A predictable layout, rather than the occasional change is advised in this paper's implications for retail academics and managers.

The effect of information on pre-purchase risk reduction tools on percep-tions and choices in competitive markets

Amir Heiman*, Hebrew University of Jerusalem
Lutz Hildebrandt, Humboldt-Universität zu Berlin

This study analyzes the effect of comparative information on intensity of two effective risk reduction marketing tools, money-back guarantees and pricing strategies on consumers' perceptions and choice processes. We depart from previous studies by considering the effect of asymmetric return (price) policies on consumers' choices. Based on experimental surveys, we show that information that compares risk reduction tools affects both consumers' perceptions and their choice processes. Exposure to comparative retail return information increased the perceptual relationship between risk and its consequences. Our findings suggest that the high-end incumbent is better off not responding, while low-end producers need to reduce their prices.

Using merchandising techniques and promotions to improve the sales of utilitarian & hedonic products

Álvaro Garrido-Morgado*, University of Salamanca
Katia Campo, Ku Leuven
Óscar González-Benito, University of Salamanca
Mercedes Martos-Partal, University of Salamanca

This paper analyzes the differences in effectiveness of in-store stimuli to boost sales of utilitarian and hedonic product categories. The typical differences in purchase behavior between these product types are closely related to differences in objective and impact of different types of merchandising techniques and in-store promotions. By analyzing the relationship between category characteristics and the sales impact of specific types of merchandising techniques and promotions, we aim to obtain a better insight into which types of in-store stimuli are more appropriate for utilitarian and for hedonic products. Our results confirm that (i) in-store stimuli have a differential effect on sales of utilitarian and hedonic products and (ii) congruency between merchandising/ promotion characteristics and categories' decision process, reinforces in-store stimuli effectiveness.

Understanding consumer reactions towards a promotional out-of-stock

L.M. Sloot*, University of Groningen
Frank T. Beke, University of Groningen
Peter C. Verhoef, University of Groningen

As promotions have become more important for retailers, the potential detrimental effect of promotional out-of-stocks (POOS) has likely also increased. We develop a conceptual model including promotional, product, store and situational related variables to explain POOS reactions. Most consumers respond by postponing their purchase, leading to a direct loss of sales for retailers, especially when consumers are deal prone.

Socially responsible people

Chair: **Mathias Peyer,** Potsdam University

The value-in-context of volunteer engagement

Jodie Conduit*, University of Adelaide
Ingo O. Karpen, RMIT University
Jemma Vandenbos, University of Adelaide

With a growing number of not-for-profit organisations facing limited resources, there is a rising demand for volunteers. Therefore, organisations must better understand volunteers to mobilise their support and ensure volunteer engagement. However, much of extant research neglects the value volunteers seek in their humanitarian activities. We investigate the nature and consequences of volunteer engagement and advance understanding of engagement in terms of cognitive, affective and behavioral components by enriching the concept through social and spiritual components. Our results demonstrate the importance of all engagement components while highlighting significant effect differences on volunteers' perceived value-in-context, offering important theoretical and managerial implications.

Social entrepreneurs' motivations and value creation dimensions

Marta Bicho*, Lisbon University Institute (ISCTE)
Ralitza Nikolaeva, Lisbon University Institute (ISCTE)
Carmen Lages, Nova School of Business and Economics

The study explores the motivations for social entrepreneurs to start a business and how social enterprises (SE) create value. The authors employ an inductive research and conduct a qualitative study of complementary and alternative medicine (CAM) service providers as examples of social entrepreneurs in a marginalized market category. We propose that social entrepreneurs are driven by evangelical motives to spread solutions to social problems, dissatisfaction with their prior professional situation and identification of opportunities arising from market failure. SE create value in three dimensions – contextual, social and financial. SE look at financial sustainability as a source of market legitimacy.

Is the voluntary simplicity consumption style truly voluntary? Identification and specification of a downshifted consumption style from a sustainable perspective

Mathias Peyer*, Potsdam University
Ingo Balderjahn, Potsdam University
Barbara Seegebarth, Technische Universität Braunschweig

Studies focusing on voluntary simplifiers are gaining in popularity, but doubt remains about the size of this segment in developed nations and how strongly it is attributable to sustainability-rooted choices. Based on equivalent incomes and consumption levels we can identify almost one quarter of Germans as voluntary simplifiers, based on a representative sample. By examining human values and the three-dimensional consciousness of sustainable consumption approach, results indicate that these voluntary simplifiers are the most sustainable consumer group with increased social value orientations. Despite policymakers' need to create a counter-image of today's high-consumption values and material needs, this paper gives insights into why it appears worthwhile for marketers to come to grips with the segment of voluntary simplifiers.

Tourism niches

Chair: **Andrea Weihrauch,** KU Leuven

Pay, travel, work – an exploration of volunteering tourism from an eudaimonic perspective

Juliane Borsdorf*, Chemnitz University of Technology
Katharina Hellwig, University of Lausanne
Pia Furchheim, University of Lausanne

The present paper proposes an alternative approach to explore the growing interest and the personal benefit for people who oftentimes pay significant amounts of money to work in physically and mentally challenging volunteering projects. By means of qualitative interviews and a review of mass culture representations that are interpreted through the lens of Eudaimonia as philosophy of human flourishing, we offer explanations that account for the rising interest in volunteer tourism and the personal benefits of the volunteer tourists.

Modeling the perceived impacts of mega events on host residents' overall satisfaction

Dimitra Margieta Lykoudi*, University of Piraeus
Konstantinos Pitsakis, Kingston University
Georgia Zouni, University of Piraeus

This study aims to investigate host residents' perceptions and satisfaction towards Mega Events. SEM analysis was used to examine whether any demographic differences exist among host residents' perceptions regarding their perceived overall satisfaction. Residents' demographic characteristics, as well as perceived cultural and social welfare impacts of the Olympics were proved to be significant predictors of overall satisfaction, whereas the perceived economic impact was not. This study is original in linking demographic characteristics with host residents' overall satisfaction towards Olympic Games. Furthermore, it is the first attempt to use an extended SEM model for investigating residents' perceptions towards mega events.

Defining the gay tourist niche: marketing and ethical considerations

Brendan Canavan*, Huddersfield University / Business School

Niche tourism is associated with the differentiation, competitive advantage and sustainability, of tourist destinations. However, limitations and moral implications of niche strategies have been raised. These apply particularly acutely to the gay tourist niche. Depth interviews reveal the ambivalence of gay individuals towards gay tourism. Sexuality appears an inadequate basis for distinguishing tourists. Gay tourism descriptions are perceived as stereotypes: unrepresentative and potentially insulting. The variety and multiplicity of tourism pursued by gay individuals is not recognised, nor are concerns for the alienation, isolation and stigmatisation, produced by gay tourist labels. The effectiveness and ethics of defining tourists based on sexuality, is therefore challenged.

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INDEX OF AUTHORS

A

NAME	PAGE
Aarikka-Stenroos, Leena	99
Abedniya, Abed	174
Abed, Salma	175
Abril, Carmen	87
Adekambi, Souleimane	49
Adiguzel, Feray	114
Adler, Jost	192
Aerts, Goele	107, 153, 175
Agante, Luisa	153
Agar, Nükhet	23
Aguirre, Elizabeth	88
Agyapong Siaw, Christophe	173
Ahmadi, Iman	237
Aken, Marc Van	132
Åkestam, Nina	234
Alamanos, Eleftherios	90
Alemanno, Alberto	197
Alexiadou, Chrysi	225
Alhonnoro, Lotta Isabella	175
Allaoui, Jamilla	163
Almpanopoulou, Argyro	170
Alpert, Frank	111
Alsaady, Jamal	111
Altsitsiadis, Efthymios	51, 100, 197
Alwi, Sharifah	93
Ammetller, Gisela	66
Anderl, Eva	30, 124
Andersen, Poul Houman	223
Andrade, Josmar	145
Andreassen, Tor Wallin	31, 96
Andrews, Michelle	201
Andronikidis, Andreas	225
Ang, Dionysius	183
Angelis, Matteo De	62
Angell, Rob	187
Anggraeni, Adilla	210
Angulo-Ruiz, Fernando	55, 138, 223, 225
Anisimov Viktor	177
An, Jake	54
Anthony, Christina	204
Antia, Kersi D.	88, 233
Arnegger, Andreas	170
Arnold, Armin	165
Arnone, Laurent	173
Arnott, David C.	172
Aroean, Lukman	63
Arslanagic-Kalajdzic, Maja	154, 163
Arteaga, Francisco	141, 171
Artz, Martin	104
Aryobsei, Suleiman	135
Ashill, Nicholas J.	90
Assauri, Sofjan	210
Ata, Lale Okyay	156
Atalay, Selin	133
Ates, Zelal	96
Audrain-Pontevia, Anne-Françoise	51
Audrey, Gilmore	176
Audrezet, Alice	118
Auh, Seigyoung	86, 169
Avlonitis, George	203
Aydinoglu, Nilufer	236
Azambuja, João	238

B

NAME	PAGE
Baccarella, Christian V.	194
Bachner, Katarina	139
Bachouche, Hajer	170
Backhaus, Christof	60, 142
Baghi, Ilaria	75
Bagdziunaite, Dalia	20
Bagozzi, Richard	239
Bairrada, Cristela Maia	239
Bakpayev, Marat	146
Balague, Christine	238
Balderjahn, Ingo	241
Baldin, Andrea	21
Banerjee, Sourindra	103
Barasch, Alixandra	42
Barbara, Dupont	213
Barbarossa, Camilla	209
Barbosa, Saulo	171
Bartier, Anne-Laure	239
Bartsch, Fabian	65
Basil, Michael	175
Basterretxea, Imanol	46
Bauer, András	31, 95, 169
Bauer, Johannes	119
Baumgartner, Hans	64
Baxendale, Shane	21, 184
Bayer, Emanuel	104
Béal, Mathieu	163
Beaudry, Catherine	177
Beckmann, Suzanne C.	19, 31, 66, 72
Beck, Marie	224
Beke, Frank T.	25, 240
Bekk, Magdalena	170
Bekmeier-Feuerhahn	178
Belaud, Lydie	58
Belei, Nina	107
Benoît-Moreau, Florence	213
Berács, József	137
Berger, Jonah	62
Berger-Remy, Fabienne	52
Bergkvist, Lars	131
Berg, Petra	214
Berman, Jonathan Z.	42

NAME	PAGE
Bertini, Marco	31
Bhattacharjee, Amit	42
Bialkova, Svetlana	202
Bian, Xuemei	45, 136
Bicho, Marta	241
Bidmon, Sonja	163
Biedenbach, Galina	158
Bielefeldt, Jonas	170
Bierhoff, Hans-Werner	92
Bigné, Enrique	31
Bijmolt, Tammo H. A.	31, 150, 200
Binder, Jochen	184
Biraglia, Alessandro	204
Bitter, Sofie	140
Björk, Peter	166
Blazevic, Vera	135
Bodur, H. Onur	196
Boettger, Tim	119
Bogaerts, Tess	133
Bögel, Paula Maria	178
Bogomolova, Svetlana	143
Böhm, Eva	118, 220
Boisvert, Jean	90
Bolderdijk, Jan Willem	232
Bonera, Michelle	75
Bonnin, Gaël	146
Borah, Abhishek	51
Borchardt, Mariko Thor	108
Borges, Fábio Mariano	172
Borsdorf, Juliane	242
Bosch, Hans-Christian Martin	212
Boso, Nathaniel	95
Botti, Simona	19, 183
Boutsouki, Christina	45
Bowen, David	176
Bowen, Melanie	226
Bradish, Cheri	60
Brakus, Josko	90, 204
Brandis, Kristine A.	207
Brauneis, Sabrina	176
Breiner, Florian	73
Brenčič, Maja Makovec	85
Brettel, Malte	92, 174, 209
Breugelmans, Els	31, 44, 150, 184
Brock, Christian	72
Brodie, Roderick J.	31, 50, 77, 139, 186
Broekhuizen, Thijs L. J.	200
Brune, Philipp	234
Bruyneel, Sabrina	47, 101, 155
Buehler, Stefan	208
Bui, Phuong Thao	163
Buratti, Andrea	157
Burgess, Steve	31, 215
Burke, Sandra	113
Bürklin, Nina	20
Burmann, Christoph	52
Burs, Lukas	46
Burton, Nicholas	60
Busca, Laurent	176
Butori, Raphaëlle	230
Büttgen, Marion	96
Buttle, Francis	62
Buvik, Arnt	138
Buzulukova, Ekaterina	158
C	
Cabooter, Elke	64
Cadario, Romain	213
Cadeaux, Jack	117, 173
Cadogan, John	31
Caiado, Jorge	174
Caleroa, Remedios	171
Camacho, Nuno	149
Camargo, Maria Adriana	172
Cambier, Fanny	171
Cambra, Jesús	117
Camp, Katia	164, 184
Camurdan, Efe	236
Canavan, Brendan	242
Canli, Zeynep Gurhan	156
Capelli, Sonia	163, 175, 178
Castéran, Gauthier	24
Carbonell, Pilar	223
Carlson, Kurt	134
Carrero, Isabel	176, 228
Carricano, Manu	208
Carrillat, Francois	82
Carroll, Angela	204
Castéran, Gauthier	93, 176, 195
Casteran, Herbert	219
Cauberghe, Verolien	131, 134, 177
Cebalos, Manuel	24
Cesareo, Ludovica	219
Chadwick, Simon	60, 82
Chae, Heeju	105
Chameroy, Fabienne	157
Chandy, Rajesh	103
Chan, Emily	209
Chan, Kaye	187
Chan, Kimmy Wa	144
Chan, Terri H.	131, 137
Chaplin, Lan Nguyen	134
Charterina, Jon	46
Chatzigeorgiou, Maria	173
Chatzopoulou, Evangelia	173
Chawdhary, Rahul	54
Chen, Charlene	155

NAME	PAGE
Chen, Ivy Siok Ngoh	154
Chen, Ming-Yi	175
Chen, Rocky Peng	144, 221
Chen, Shan	159
Chen, Yuxin	237
Cheon, Bobby	221
Cherchye, Laurens	155
Cheung, Tracy	183
Chiang, Jeongwen	216
Chiang, Lanlung	98
Chiou, Guo-Wei	175
Chiu, Hung-Chang	177
Chmielewski-Raimondo, Danielle	191
Christensen, Bo T.	89
Christian, Claas	116
Christian, Homburg	138
Christodoulides, Paul	157
Chrysochou, Polymeros	93, 195, 219
Chryssochoidis, George	179
Chun, Eunha	61
Chung, Jaihak	173
Chung, Jinhwa	113
Chung, Sorim	24
Chylinski, Mathew	54
Cicek, Mesut	187
Ciriolo, Emanuele	197
Cito, Maria Cristina	189
Claeys, An-Sofie	131
Clarke, Ann Højbjerg	99
Clarke, Jackie	176
Claus, Bart	110
Cleeren, Kathleen	44, 195, 231
Clegg, L. Jeremy	172
Clement, Michel	41, 193
C., Leonidas	157
Cobbs, Joe	82
Codini, Anna Paola	75
Coelho, Arnaldo	239
Coelho Do Vale, Rita	174
Coelho, Filipe	98, 239
Cohen, Justin	143
Coleman, Nicole Verrochi	156
Colicev, Anatoli	24, 51
Colley, David	20
Conduit, Jodie	77, 207, 241
Consiglio, Irene	109
Constantinides, Efthymios	139
Cooke, Alan	216
Corciolani, Matteo	196
Cordeiro, Rafaela	137, 178
Cornelissen, Gert	151, 198, 232
Correa Dantas	178
Costa, Ana Isabel Almeida	223

NAME	PAGE
Costers, Annelies	74
Coughlan, Joseph	235
Couste, Nora Lado	187
Coviello, Nicole	112, 186
Cowley, Elizabeth	19, 204
Cramer, Christina	220
Crescitelli, Edson	172
Crete, David	176
Cricelli, Livio	223
Crié, Dominique	63, 213, 224
Crijns, Hannelore	131
Crowther, Philip	82
Cunha, Reynaldo Dannecker	112
Czarna, Karolina	236
Czellar, Sandor	31, 188
Cziehso, Gerrit	161

D

NAME	PAGE
Dahlén, Micael	234
Dallwig, Simon	177
Dalman, M. Deniz	93
Daştan, İkram	187
Datta, Hannes	231
David, Natalie	211
Daviy, Anna	158
Davoust, Audrey	21
Davvetas, Vasileios	65
Dawes, John	239
De Bellis, Emanuel	92
De Berti, Freya	229
De Bock, Tine	89, 98, 170
de Boer, Cara	183
De Bondt, Caroline	20, 127
De Brentani, Ulrike	88
De Bruyn, Arnaud	19, 51
Debruyne, Marion	19, 31
Décaudin, Jean-Marc	163
Decrop, Alain	31, 63, 120, 167, 190
Dede, Christine	234
De Fátima Salgueiro, Maria	117
de Haan, Evert	41, 43
De Hooge, Ilona	156
De Juan Vigaray, Mayo	48
De Kerviler, Gwarlann	73, 118
Dekimpe, Marnik	31,41,44,104,164,169,215
Del Bosque, Ignacio Rodríguez	145
Delcourt, Cécile	96, 144
Deleersnyder, Barbara	44, 164, 211
De Lima da Silva, Francyanne	177
Dellande, Stephanie	144
Dellarocas, Chrysanthos	91
Del Mar Garcia De Los Salmones, Maria	210
De Locht, Mr. André	152
Delre, Sebastiano A.	200

NAME	PAGE
Del Rio Olivares, Maria José	21
De Luca, Luigi	191
de Maya, Salvador Ruiz	76, 97
Demirci, Ceren	43
Demmelmair, Marcus	165
Demmers, Joris	202
Demoulin, Nathalie	73, 240
Dempsey, Melanie	60
De Nisco, Alessandro	48
Dennis, Charles	90
de Oliveira, Mauro José	171
de Pechpeyrou, Pauline	230
de Pelsmacker, Patrick	31
Deprince, Elodie	173
de Ridder, Denise	183, 198
Deschênes, Andree-Anne,	177
De Veirman, Marijke	177
Devlin, James	83
Devoldere, Bart	191
Dewitte, Siegfried	47, 110, 155, 183
Diamantopoulos, Adamantios	65
Diaz, Estrella	166
Diecidue, Enrico	183
Dieijen, Myrthe Van	51
Dimascio, Rita	212
Ding, Qing Shan	173
Ding, Shibiao	156
Dionisie, Dan	197
Djedidi, Amina	172
Donlan, Leah	82
Donthu, Naveen	138
Doorn, Jenny van	117, 232
Doppler, Christian	217
Dörnyei, Krisztina	95
Dost, Florian	208
Dotterweich, Christoph	173
Dreisbach, Jan	60
Driessche, Liesbet Van Den	47
Driessen, Paul H.	99
Drollinger, Tanya	175
Droulers, Olivier	58
Dubé, JP	126
Dubelaar, Chris	55
Ducarroz, Caroline	92
Dupont, Barbara	151
Duque, Lola C.	96
Dwivedi, Yogesh	175
Dyshko, Irina	142
E	
Ebbes, Peter	19, 67
Eberhardt, Tim	228
Eckert, James A.	108
Egan, Bernadette M.	127
Eggers, Felix	68
Eggert, Andreas	220
Eichentopf, Thomas	118
Eidhoff, Anne Theresa	170
Eisenbeiß, Maik	43
El Haji, Anouar	109
Ellert, Guido	177
Ellis-Chadwick, Fiona	235
El-Manstrly, Dahlia	74
Emrich, Oliver	118
Eng, Teck-Yong	171
Engeset, Marit G.	47
Eppmann, René	170
Erbé, Anne Sophie	202
Eren-Erdogmuş, İrem	187
Eriksson, Kent	83
Erz, Antonia	89
Erzurumlu, Ismail	22
Esch, Franz-Rudolf	195
Escudero, Ana Rodriguez	223
Espinoza, Francine	183
Esseghaier, Skander	31
Esteban, Águeda	166
Estes, Zachary	185
Evagorou, Rania	45
Evald, Majbritt Rostgaard	99
Evangelides, Ioannis	133
Evangelista, Felicitas	171
Evanschitzky, Heiner	98
Evers, Catharine	183
Ewijk, Bernadette van	79
Ezan, Pascale	94
F	
Falcão, Roberto	171
Falchetti, Claudia	137
Falk, Tomas	195
Fang, Zheng	126, 201
Faraji-Rad, Ali	189
Farhangmehr, Minoo	31, 220
Farnad, Golnoosh	229
Faseur, Tine	98, 131, 134, 170
Fayos, Teresa	141
Fehrer, Julia	50
Feider, Lena	21, 118
Feiereisen, Stephanie	63, 190
Feitosa, Wilian	174
Feldberg, Frans	224
Fenko, Anna	202
Fennis, Bob	183, 198, 234
Ferguson, Ronald	141
Fernández, Estela	165
Ferrara, Stefan Alexander	24, 205
Ferraz, Sofia	153

NAME	PAGE
Festjens, Anouk	155
Feurer, Sven	81, 159
Fischer, Alexander	234, 239
Fischer, Marc	104
Fischer, Peter	48
Fisher, Robert	233
Flavian, Carlos	160
Fleck, Nathalie	71
Fleisch, Elgar	205
Floh, Arne	89, 119
Florack, Arnd	236
Florencio De Almeida, Luciana	170
Floristan, Elena	141
Fonferek, Katharina-Maria	21
Fong, Nathan	201
Foscht, Thomas	195
Fouss, François	92
Francisco-Maffezzolli, Eliane Christine	172, 177
Francu, Ruxandra Elena	22
Fransen, Marieke	183, 236
Franses, Philip Hans	51
Franssens, Samuel	23, 183
Frazier, Gary	88
Frentz, Florentine	224
Friedman, Mike	236, 239
Froesen, Johanna	86, 157
Fuduric, Morana	91
Füller, Johann	45, 149
Fung, Patrick K.O.	154
Furchheim, Pia	188, 242
Fürst, Andreas	138

G

NAME	PAGE
Galalae, Cristina	136
Galan, Jean-Philippe	140
Galkina, Natalia	177
Gallarza, Martina G.	141, 171
Gambín López, Jesús	170
Gao, Yuhui	171, 228
Garaus, Marion	71, 139, 143
García-Arrizabalaga, Iñaki	145
Garcia, Gemma	90
Garcia, Rosanna	232
Garnefeld, Ina	115, 118
Garnier, Marion	92
Garrido-Morgado, Álvaro	164, 240
Gatignon, Hubert	149, 186
Gatzweiler, Alexandra	135
Gaudet, Matthew	55
Gebara, Gabriela	153
Gedenk, Karen	142, 205
Geigenmüller, Anja	96, 203
Geiger, Alina	116
Germann, Frank	67
Geskens, Kristof	64
Geuens, Maggie	107, 127, 131, 222, 231
Geyskens, Inge	164, 211, 233
Geyskens, Kelly	231
Ghantous, Nabil	157
Ghose, Anindya	201
Ghys, Laurent	100
Giacomini, Monica Maier	172
Gibbert, Michael	173, 185, 209
Gielens, Katrijn	41, 211, 233
Gijsbrechts, Els	44, 192
Gijsenberg, Maarten	31, 59
Gils, Michelle van	183
Gil-Saura, Irene	171
Gineikiene, Justina	136
Gistri, Giacomo	196
Gloukhovtsev, Alexei	20
Goedertier, Frank	143, 229
Goldenberg, Jacob	41, 80, 148, 169
Goldnick, Nora	212
Gollety, Mathilde	94
Gollnhofer, Johanna Franziska	109
Gómez, Mar	120
González-Benito, Óscar	164, 240
Goranova, Milena	73
Gordini, Niccolò	175
Gorissen, Karen	55, 143
Gorton, Matthew	187
Gottschalk, Sabrina	115
Goudey, Alain	146
Gounaris, Spiros	227
Gourvennec, Bernard	58
Grabner-Kräuter, Sonja	140
Gracia, Daniel Belanche	205
Greco, Marco	223
Gretry, Anaïs	107
Grewal, Dhruv	88
Grewal, Rajdeep	67
Griffith, David A.	218
Grimaldi, Michele	223
Grinstein, Amir	221, 232
Groeger, Lars	62
Groeppel-Klein, Andrea	58
Grohmann, Bianca	194, 196
Grohs, Reinhard	60, 87, 205
Groh, Theresa	52
Grossmann, Manuel	72
Gross, Reinhart	205
Grötschel, Ann-Kathrin	22, 115
Groza, Mark	170
Grunert, Klaus G.	127
Grüschow, Robert Maximilian	92
Guelmami, Ziyed	139

Guenzi, Paolo 53
Guest, Duncan 185
Gu, Flora 88
Guillard, Valerie 116
Guizani, Haithem 189
Gunasti, Kunter 109
Guo, Boshuo 21
Guo, Zhaoyang 112
Gurhan-Canli, Zeynep 236
Gurrea, Raquel 160
Gustafsson, Anders 31, 64
Guyt, Jonne Y. 44
Gyrd-Jones, Richard 195, 207

H

Haas, Alexander 226
Haase, Michaela 50
Hadi, Rhonda 107
Haenlein, Michael 19, 200
Hafee, Ajmal 22
Halaszovich, Tilo 140
Halbheer, Daniel 208
Halkias, Georgios 236
Hallikas, Jukka 170
Hälsig, Frank 90
Hamlin, Robert 94, 213
Hammel Brandão 178
Hamza, Kavita 145
Han, Kyu Seok 61
Han, Sang Pil 126
Harrison, Tina 83
Hassan, Magda 103
Hatzithomas, Leonidas 45
Häubl, Gerald 87, 133, 140
Hauff, Jeanette 83
Haurand, Michelle 135
Haurum, Helle 72
Hazée, Simon 144
Hegner, Sabrina 194
Hehlmann, Corinna 90
He, Hongwei 96
Heima, Amir 240
Hein, Daniel 111
Heise, Marc 237
Heitmann, Mark 202, 205
Helkkula, Anu 50
Hellwig, Katharina 109, 242
Hemar-Nicolas, Valerie 94
Hemetsberger, Andrea 50
Hemsworth, David 174
Henneberg, Stephan 67
Hennig-Thurau, Thorsten 217
Herbst, Uta 66, 108, 170
Herhausen, Dennis 67, 184
Hermans, Marleen 44
Hermansson, Cecilia 83
Herrmann, Andreas 31, 87, 92, 140, 184, 194
Heuvinck, Nico 204
Hidalgo-Alcazar, Carmen 76
Hietanen, Joel 167
Hildebrand, Christian 87, 140
Hildebrandt, Lutz 240
Hillebrand, Bas 99
Hill, Sally Rao 207
Himme, Alexander 104
Hirschmann, Johannes 65
Hirvonen, Saku 137, 157
Hodges, James 193
Hodgkins, Charo 127
Hofacker, Charles 147, 193
Hoffmann, Arvid 83
Hoffmann, Stefan 210
Hofmann, Verena 45, 74
Hofstetter, Reto 133
Hokelekli, Gizem 164
Holden, Stephen 55
Hollebeek, Linda 77, 126
Holmqvist, Jonas 134
Holthoff, Lisa Carola 20, 177
Holthusen, Christoph 81
Holtrop, Niels 59
Holzmüller, Hartmut 74
Homburg, Christian 31, 90, 159
Hong, Sungtak 113
Horbel, Chris 76
Horstmann, Florian 194
Horváth, Csilla 107
Hota, Monali 48
Hottiger, Dieter 132
Houston, Michael 174
Hsu, Cathy 98
Hu, Feng 21
Hubert, Marco 72, 228
Hubne, Arlette 202
Hudders, Liselot 131, 134, 177
Huetten, Antje S.J. 171
Hultman, Magnus 95
Hurmerinta, Leila 141
Husairi, Mariyani Ahmad 191
Hutter, Katja 149
Huyghe, Elke 222, 231
Hwang, San Young 189

I

Iconaru, Claudia 49
Imgrund, Florian 95

NAME	PAGE
Im, Subin	154
Ingenbleek, Paul	49
Inman, Jeff	184, 201
Irmak, Caglar	109
Ishida, Daisuke	170
Ismail Hossain	171
Ivens, Bjoern	67, 111
Iwashita, Hitoshi	170

J

NAME	PAGE
Jaakkola, Elina	99, 165
Jacob, Frank H.	203
Jacob, Isaac	162
Jahn, Steffen	188
Jakob, Lea	178
Jamsawang, Jutatip	105
Jang, Seongsoo	173
Janson, Johan	214
Janssen, Catherine	151, 213
Janssen, Frank	157
Jansson, Johan	75
Jarnebrant, Peter	71, 179
Järvi, Henna	170
Jasienski, Michal	139
Javornik, Ana	224
Jazani, Mehrad Moeini	145
Jennes, Britt	98
Jensen, Lars Matthias	24, 206
Jia, Lin	206
Jiang, Yuwei	64
Jin, Liyin	117
Johnson, Devon	226
Jonas, Louise	195
Jong, Ad De	108
Junghans, Astrid	183
Jüttner, Uta	132

K

NAME	PAGE
Kadile, Vita	172
Kalyanam, Kirthi	193
Kamakura, Wagner	19, 31, 215
Kanetkar, Vinay	208
Kang, Jikyeong	136
Kannan, P.K.	41, 149, 184
Karaduman, Cansu	178
Karantinou, Kalipso	160, 227
Karelaia, Natalia	151
Karjaluoto, Heikki	211
Karpen, Ingo O.	241
Karpienko, Radoslaw	24, 114
Karsberg, John	234
Kashyap, Vishal	88, 132, 218
Kasprzak, Stephan	108
Kato, Heitor Takashi	171
Katsikeas, Constantine	220
Katsikeas, Konstantinos	147
Käuferle, Monika	43
Kauppinen-Räisänen, Hannele	166
Kawaf, Fatema	146
Kayande, Ujwal	19
Keller, Kristopher	164
Keller, Thorben	205
Kemmerling, Birte	108
Kemper, Jan	174
Kenesei, Zsófia	119
Kennedy, Aileen	235
Kerckhove, Anneleen Van	89, 107, 127, 231
Kervin De Meerendre, Nicolas	171
Kervyn, Nicolas	209
Keszey, Tamara	170
Ketteler, Dana	83
Khandeparkar, Kapil	173
Khanna, Monica	162
Kienle, Robert	191
Kim, Juran	86
Kim, Kyung Hoon	86
Kim, Sara	137
Kim, Su Jung	126
Kindler, Markus	150
King, Tamira	90
Kirmani, Amna	101
Klarmann, Martin	212
Klein, Hanna Schramm	73
Klein, Jan F.	195
Klein, Kristina	52, 170
Klepacz, Naomi A.	127
Klimanov, Denis	158
Knapp, Ann-Kristin	217
Knöpfle, Timo Andreas	108
Knupfer, Christina Patricia	202
Köcher, Sören	74, 115, 142
Koenig, Tatjana	206
Ko, Eunju	61, 105, 169
Kohli, Ajay	19, 31, 50, 85, 186
Kohli, Gurdeep Singh	93
Kolberg, Anika	70
Kolkova, Ksenia	177
Koller, Monika	89, 119
Komarac, Tanja	172
Konstantoulaki, Kleopatra	52
Konus, Umut	62
Koritos, Christos	227
Kornum, Niels	207
Koronios, Konstantinos	177
Korpusik, Adam	209
Kottika, Efthymia	171
Koval, Mariia	25

Krafft, Manfred 31, 150
Kranzbuehler, Anne-Madeleine 22
Kreis, Henning 115
Krekels, Goedele 155
Kreuzbauer, Robert 221
Kriemadis, Athanasios 177
Kroese, Floor 183
Krystallis, Athaasios 97
Kuazaqui, Edmir 177
Kuester, Sabine 81, 159
Kuhn, Kerri-Ann L. 31
Kühnl, Christina 138
Kuivalainen, Olli 154
Kumar, V. 56
Kunst, Katrine 69
Kurki, Sami 188
Kurtmollaiev, Seidali 96
Küsgen, Sarah 74, 115

L

Labyt, Christophe 110
Lacoste-Badie, Sophie 58
Laer, Tom Van 190
Laflamme, Josée 176, 177
Lages, Carmen 241
Lähdesmäki, Merja 188
Lajos, Joseph 178
Lambert-Pandraud, Raphaëlle 58
Lambkin, Mary 138
Lambrecht, Anja 217
Lamey, Lien 44, 56, 147, 164, 184
Landeta, Jon 46
Langaro, Daniela 117
Langerak, Fred 62
Langner, Tobias 234, 239
Lanlan, Cao 184
Laporte, Marie-Eve 188
Larsen, Val 206
Lassar, Walfried 54
Laukkanen, Tommi 137, 157
Laurent, Gilles 31, 58, 169
Laursen, Linda Nhu 223
Leban, Marina 207
Lechner, Michael 208
Leclercq, Thomas 92, 236
Lécuyer, Charlotte 163
Lee, Angela 89
Lee, Hsin-Hsuan Meg 235
Lee, Nick 31, 56
Lee, Seoungwoo 150
Lee, You-Cheong 22
Legoux, Renaud 88
Leijen, Ingmar 94
Leischnig, Alexander 67, 96
Leivaditi, Eleni 177
Lembregts, Christophe 204
Lenoir, Anne-Sophie I. 185
Lenzing, Aline 66
Leonidou, Constantinos 136
Leroi-Werelds, Sara 54, 72
Leszczyc, Peter T.L. Popkowski 193
Leung, Fine F. 131, 137
Levav, Jonathan 133
Levy, Eric 221
Lewinski, Peter 183, 236
Liang, Xiaoning 171
Liao, Lewis Xinwei 45
Li, Chenxi 216
Lienbacher, Eva 58
Lieven, Theo 194
Li, Jing 62
Li, Li 184
Lilien, Gary L. 29, 78, 79, 80, 199
Lilli, Nóra 170
Li, Lydia 171
Lim, Leon Gim 104
Lin, Arjen Van 125, 192
Lin, Chen 216
Lin, Didi 164
Lin, Hung-Ming 222
Lin, Lifeng 193
Linzmajer, Marc 205
Lionakis, Konstantinos 203
Lisboa, Ana 223
Liu, Chang Hong 45
Liu, Peng Wei 175
Li, Yi 23, 64, 133
Llonch, Joan 91
Lobschat, Lara 43
Loebnitz, Natascha 127
Lohmann, Stefanie 96
Lopez, Carmen 120
López, Inés López 97
López-López, Inés 165
Lopez, Manuela 69
Loureiro, Sandra 166
Lowe, Ben 111
Lowrey, Tina 19, 31, 134, 185, 197
Ludwichowska, Gosia 21, 239
Ludwig, Karin 202
Lukas, Bryan A. 113
Luomala, Harri 188
Luo, Xueming 126, 201, 216
Luu, Ngoc 117
Lu, Vinh 207
Luzhin, Alexander 177
Lykoudi, Dimitra Margieta 120, 242

NAME	PAGE
Lyrseth, Kristian Ove R.	179
M	
Maale, Mariem El Euch	230
Maas, Peter	72, 173, 238
Macdonald, Emma	62, 184
Macdonnell, Rhiannon	222
Machado, Joana César	71
Mac, Lancy	171
Maclennan, Maria Laura	172
Macovei, Octav Ionut	49
Maehle, Natalia	170
Mafael, Alexander	115
Magnier, Lise	213
Mahama Musah, Fuseina	174
Mahmood, Ammara	217
Mahr, Dominik	88
Maille, Virginie	71
Mai, Robert	114, 210, 222
Maira, Elisa	20
Ma, Jenny	174
Makkonen, Hannu	178
Maklan, Stan	132
Makovec-Brencic, Maja	169
Malone, Chris	171, 209
Malhotra, Naresh	31
Malthouse, Edward	126, 161, 193
Mandelli, Andreina	91
Manthiou, Aikaterini	98
Mantrala, Murali	147
Manzhynski, Siarhei	158
Manzinger, Sandra	143
Marbach, Julia	22
Marcati, Alberto	209
Marchand, André	217
Marchi, Gianluca	48
Marchiori, David	183
Marek, Jonathan	193
Marengo, Davide	175
Marinšek, Denis	203
Martin, Christian	188
Martín-Consuegra, David	166
Martinelli, Elisa	48
Martos-Partal, Mercedes	164, 240
Marx, Paul	51, 224
Maslowska, Ewa	161
Mas-Ruiz, Francisco Jose	219
Masset, Julie	120, 190
Mathiesen, Brian Vad	214
Mazodier, Marc	82
Mazursky, David	173, 185
Mccamley, Claire	176
Mcintyre, Charles	90
Mc, John	193
Mcneill, Lisa	94
Mead, Nicole	198
Medway, Dominic	82
Meissner, Martin	135
Melewar, T.C.	93, 176
Melis, Kristina	184
Melumad, Shiri	201
Mendes, Ana	71
Mendini, Monica	173
Menguc, Bulent	86
Menvielle, Loick	51
Menvielle, William	51
Merken, Anne	72
Meseguer-Artola, Antoni	66
Meyer-Waarden, Lars	93, 140, 195, 219
Michel, Géraldine	52
Michelini, Laura	219
Michel, Stefan	132
Milanova, Veselina	173
Millet, Kobe	221
Mimoun, Mohammed Slim Ben	92
Miniero, Giulia	75, 209
Minnema, Alec	150
Minvielle, Morgane	58
Miquel-Romero, Maria Jose	153
Mitev, Ariel	95
Mitropoulou, Angeliki	120
Mizik, Natalie	104
Moens, Marie-Francine	229
Mohsen, Kholoud	171
Mohan, Uma	176
Molina, Arturo	120
Molnár, László	178
Molnárné Konyha	178
Montaguti, Elisa	160, 189
Montellano, Catarina	153
Mooi, Erik	88, 132, 233
Moraes, Sergio Garrido	112, 172
Moraux, Helene	159
Morbe, Lukas	225
Morgan, Robert	191
Morhart, Felicitas	109
Mornay	174
Morren, Meike	114
Morris, Adam	45
Morwitz, Vicki	19, 101
Moser, Roger	49
Moser, Sabine	81
Mouhoub, Hani	172
Movarrei, Reza	178
Mueller, Steffen	111
Mühlbacher, Hans	50
Mühlhäuser, Stephan	159

Mukherjee, Anirban 41
Mukherjee, Kanchan 110
Muller, Eitan 41, 148, 169, 200
Munneke, Gert-Jan 109
Munnukka, Juha 97
Munzel, Andreas 115, 140
Musarra, Giuseppe 220
Muylle, Steve 3, 229
Muzanenhamo, Penelope 172

N

Nabout, Nadia Abou 193, 237
Nagai, Ryunosuke 170
Nagengast, Liane 205
Nagler, Hannah 108
Nagy, Gábor 137, 157
Nam, Hyoryung 149
Nanarpuzha, Rajesh 173
Narasimhan, Om 103
Narayanamurthy, Gopalakrishnan 49
Nash, Robert A. 127
Naumova, Anna 177
Nazifi, Amin 74
Nedeva, Valentina 20
Nel, Jacques 140
Nenycz-Thiel, Magda 239
Neyens, Evy 153, 175
Nezami, Mehdi 25, 46
Ngo, Liem 54, 117
Ngo, Vi Dung 157
Nguyen, Cathy 25
Nguyen, Long 207
Nguyen, Ngoc Duy 163
Nickell, David 60
Niemand, Thomas 114
Niemelä-Nyrhinen, Jenni 97
Nijssen, Ed 205
Nikolaeva, Ralitza 238, 241
Nilsson, Jonas 83
Nimmermann, Frederic 51
Nisar, Tahir 237
Noci, Giuliano 159
Nogami, Vitor 145, 153
Nohe, Max 211
Non, Marielle 150
Nordlund, Annika 75
Norman, Toby 103
Nyhus, Ellen K. 47
Nyrhinen, Jussi 211

O

Obeid, Moussa 112
Oberhofer, Manuela 45, 111
Odou, Philippe 230
Oest, Rutger Van 192
Ofir, Chezy 62
Oh, Wonseok 126
Oinonen, Minna 25
Okazaki, Shintaro 101
Oklevik, Ove 162
Olkkonen, Rami 178
Olsen, Lars Erling 52, 194
Onat, Jennifer 68
O'Neill, Colleen 80
Onzo, Naoto 170
Oppewal, Harmen 45, 143, 174
Oral, Cansu 67
Ordabayeva, Nailya 221
Ordanini, Andrea 147
O'Rourke, Anne-Maree 113
Orus, Carlos 160
Orzan, Mihai 49
Osinga, Ernst C. 43
Osselaer, Stijn M.J. van 109, 185
Otterbring, Tobias 23, 64
Ötzel, Sebastian 81
Oumlil, A Ben 178
Özcamlica, Hürrem 196
Özcan, Başar 59
Ozretic-Dosen, Durdana 172

P

Paap, Richard 192
Pace, Stefano 196
Paesbrugghe, Bert 226
Paladino, Angela 147
Palaiologos, Anastasios 160
Palcu, Johanna 236
Pallud, Jessie 115
Palmatier, Robert W. 46
Paluch, Stefanie 115
Pandelaere, Mario 31, 42, 110, 133, 156, 198
Pang, Jun 193
Paolacci, Gabriele 57, 156, 221
Paramita, Widya 63
Pardo, Catherine 67
Parguel, Beatrice 213
Park, Jaewoo 107
Park, Sungho 126
Pastore, Alberto 219
Paulin, Michele 141
Paul, Michael 73
Pauser, Sandra 22
Pauwels, Koen 41, 43, 59
Payne, Adrian 173
Pelser, Jan 88
Penaloza, Lisa 134
Pennings, Joost M.E. 231

NAME	PAGE
Pereira, Carolina Rezende	116
Peretz, Adrian	194
Pérez, Andrea	145, 210
Pergelova, Albena	55, 225
Peters, Theodoro	177
Petit, Olivia	30, 124
Petrovici, Dan	54
Peyer, Mathias	241
Pez, Virginie	230
Pfrang, Thilo	118
Pham, Michel	201
Phang, Chee Wei	126
Phillips, Paul	54
Pick, Doreén	50, 81
Piehler, Rico	52, 194
Pieters, Constant	25
Pillai, Kishore Gopalakrishna	136
Piller, Frank T.	135
Pintkänen, Ilona	22
Pinto De Mello, Cristina Helena	170
Pitsakis, Konstantinos	242
Pizzetti, Marta	209
Plewa, Carolin	82
Plotkina, Daria	115
Ploydanai, Kunalai	231
Poelzl, Jana	191
Polo, Edison	172
Polo, Iguácel Melero	117
Ponchio, Mateus	137
Poncin, Ingrid	92
Popp, Bastian	76
Poulis, Athanasios	52
Prabhu, Jaideep	103
Pracejus, John	31
Praxmarer-Carus, Sandra	141
Preuss, Melanie	108
Prigge, Jana-Kristin	90
Prins, Remco	232
Prior, Diego	138
Priporas, Constantinos	76
Psiloutsikou, Marina	177
Puchegger, Romana	71
Puchert, Cathrin	90
Puntoni, Stefano	19, 185
Puranam, Kartikeya	93
Purnhagen, Kai	197
Purwanto, Bernardinus M.	63
Puska, Petteri	188
Puusa, Anu	48
Pynnönen, Mikko	170
Q	
Qiu, Xinlu	22
Quamina, Latoya	22
Quaschning, Simon	156
Quester, Pascale	82
Quintanilla, Marta Lara	96
R	
Raassens, Néomie	44
Raats, Monique M.	127
Racat, Margot	178
Radic, Antonia	166
Raedts, Mariet	76
Rahman, Mahabubur	138
Raithel, Sascha	219
Rajala, Arto	214
Rajala, Risto	132
Raman, Kalyan	81
Rancati, Elisa	175
Rand, William	200
Rangarajan, Devarajan	31, 226
Rangaswamy, Arvind	19, 31, 200
Rank, Olaf	211
Raskovic, Matevz	203
Rasolofoarison, Dina	63
Razmdoost, Kamran	111
Rebiazina, Vera	86, 157, 158
Recio, Teresa	87
Redondo, Raquel	176
Reijonen, Helen	137, 157
Reinaker, Andy	126, 216
Reinartz, Werner	43, 78
Reisinger, Heribert	87
Renard, Damien	238
Ressler, Jamie	171
Restuccia, Mariachiara	88
Reutterer, Thomas	114, 119
Reynolds, Nina	136
Rhode, Ann-Kristin	61, 173
Rialp, Josep	91, 138
Riedl, Christopher	149
Riefler, Petra	105
Riley, Breagin	226
Riley, Francesca Dall' Olmo	54
Ringel, Daniel	237
Ringler, Christine	64
Rita, Paulo	117
Rizomyliotis, Ioannis	52
Robbert, Thomas	161
Roberts-Lombard, Mornay	174
Robson, Matthew	31, 172, 220
Roch, Lydie	176
Rock, Bram De	155
Rodero Rodero, José Antonio	170
Rodríguez-Ardura, Inma	66
Rodriguez-Sanchez*, Carla	153
Rodriquez-Santos, Carmen	214

NAME	PAGE
Roemer, Ellen	46
Roettl, Johanna	163
Rohmann, Elke	92
Rokka, Joonas	167
Rokkan, Aksel	138
Roozen, Irene T.M.	76
Rosenberg, Marius	71
Rosengren, Sara	234
Rossmann, Alexander	235
Rostiani, Rokhima	63
Roth, Stefan	161
Roth, Vivian Alexandra	139
Roux, Dominique	230
Rozhkov, Alexander	157
Rucker, Derek	183
Rudolph, Thomas	118, 205
Rueppell, Roland	133
Rüfenacht, Matthias	72
Ruiz, Carlos A. Diaz	134
Ruspil, Thomas	176
Russell, Cristel	63
Rust, Roland	124, 125, 186, 200
Rustagi, Nimish	20
Ruvio, Ayalla	134
Ruyter, Ko De	44, 88
Ruzeviciute, Ruta	136
Rydén, Pernille	171

S

NAME	PAGE
Sääksjärvi, Maria	89
Saarenketo, Sami	154
Sabadie, William	163
Sahoo, Nachiketa	91
Saito, Cláudio Sunao	172
Sakashita, Mototaka	69
Salge, Torsten Oliver	171
Salim, Azar	71
Salman, Aela	141
Salonen, Anna	132
Salzberger, Thomas	89
Samuelsen, Bendik	189, 239
Sanchez, Joaquin	87
Sancho-Esper, Franco	153, 219
Sandberg, Birgitta	141
Santiwatana, Pruit	76
Saridakis, Charalampos	68
Sarmento, Maria	220
Sattler, Henrik	41, 55
Sauer, Johannes	187
Scattolin, Leslie	20
Schade, Michael	52, 194
Schaefers, Tobias	49, 161
Schanbacher, Anja	23
Schattke, Kaspar	141
Schätzle, Sarah	203
Schatz, Lisa	74
Schau, Hope Jensen	63
Scheer, Anna	206
Scheer, Burkhard	142
Scheer, Lisa K.	218
Scheibe, Kristina	144
Scheidler, Sabrina	151
Scheiner, Christian W.	73, 194
Schellekens, Gaby	204
Schepers, Jeroen	205, 240
Scheuffelen, Stefan	174
Schifferstein, Hendrik	89
Schlager, Tobias	72, 87, 140
Schlegelmilch, Bodo	136, 174
Schlereth, Christian	81
Schmitz, Gertrud	95
Schnedlitz, Peter	58
Schnittka, Oliver	55, 144
Schnöring, Marc	142
Schögel, Marcus	67, 184
Schons, Laura	70, 151
Schoormans, Jan	213
Schopfer, Sandro	205
Schramm-Klein, Hanna	211
Schreier, Martin	162
Schroll, Roland	205
Schuhmacher, Monika	81, 159
Schuiling, Isabelle	239
Schulze, Christian	142
Schumann, Jan H.	81, 96
Schuurman, Mieke K.	66
Schwalb, Matilde	145
Schweighöfer, Annika	228
Seegebarth, Barbara	241
Seggie, Steven H.	19, 31, 233
Seifert, Rouven	25
Sels, Luc	168
Semprebon, Elder	177
Sen, Sankar	151
Sese, F. Javier	31, 117, 150
Settanni, Michele	175
Shaikh, Nazrul	200
Shamhuyenhanzva, Roy Malon	174
Sheehan, Daniel	127, 201
Shehu, Edlira	41, 193
Sheresheva, Marina	177
Sherpa, Wangchuk	176
Shin, Chang Yeop	89
Shin, Jiye	105
Shiraishi, Guilherme	171
Shrum, L. J.	134
Sicilia, María	69, 76

NAME	PAGE
Siems, Florian U.	171
Siltaoja, Marjo	188
Silva, Susana	71
Simões, Cláudia	220
Simonson, Itamar	133
Simpson, Elizabeth	213
Sipos, Philip	68
Sirianni, Nancy J.	64
Sismeiro, Catarina	217
Sitz, Lionel	139
Skare, Vatroslav	171, 172
Skarmeas, Dionysis	223
Skiera, Bernd	31, 81, 104, 217, 237
Skinner, Heather	176
Skippari, Mika	211
Slabbinck, Hendrik	156, 227
Sloot, L.M.	240
Small, Deborah A.	42
Smirnova, Maria	86, 157, 158
Smith, Sandra Dawn	50
Smits, Tim	107, 153, 175
Snijdewind, Mariska	236
Söderlund, Magnus	165, 234
Sohier, Alice	167
Sohier, Romain	167
Sokolova, Tatiana	70
Song, Wei	96
Sood, Ashish	149
Sørebø, Øystein	47
Soster, Robin	134
Sousa, Carlos	98, 112
Soyer, Emre	151
Spanou, Despina	197
Sparks, Beverley	98
Spassova, Gerri	174
Sprott, David E.	92
Spry, Amanda	113
Srinivasan, Raji	118
Srinivasan, Shuba	43, 91
Stahl, Florian	215
Stamos, Angelos	155
Staritz, Matthias	138
Steenberghen, Thérèse	98
Steenkamp, Jan-Benedict E.M.	28, 44, 79, 80
Stei, Gerald	235
Steils, Nadia	63
Steiner, Elisabeth	139
Steiner, Philipp Hendrik	72
Steinhoff, Lena	218
Steinmann, Sascha	73
Stern, Philip	59
Stewart, David W.	219
Stief, Sarah	66

NAME	PAGE
Stokburger-Sauer, Nicola	45, 74
St-Onge, Anik	176
Stradner, Michael	209
Straeter, Laura	156
Strahl, Catharina	20, 55
Strehlau, Suzane	116, 178
Strehlau, Vivian	172, 178
Stremersch, Stefan	78, 149
Streukens, Sandra	54, 72
Strijp, Jet Van	202
Stummer, Christian	135
Stuppy, Anika	20, 221
Stylos, Nikolaos	76, 225
Su, Lei	64
Sultan, Fareena	193
Supphellen, Magne	162
Sutter, Mariana	172
Swaen, Valérie	151, 213
Swoboda, Bernhard	65, 90, 195, 225
T	
Tabari, Saloomeh	176
Taheri, Babak	98
Talke, Katrin	162
Tan, Ed	183, 236
Tang, Yun-Chia	177
Tan, Qun	112
Tapper, Craig	212
Tatavarthy, Aruna Divya	110
Tauber, Susanne	232
Taylor, Charles R.	219
Tellis, Gerard	51, 69, 103, 149
Terho, Harri	165
ter Braak, Anne	19
Tessitore, Tina	107
Tezer, Ali	196
Thai, Nguyen T	178
Thaper, Carla	21, 67
Theotokis, Aristeidis	204
Thiard, Amélie	213
Thomas, Dominic	45
Thomas, Fanny	175
Thomsen, Thyra Uth	66
Tikkanen, Henrikki	157
Tilburg, Miriam Van	194
Tiscoski, Gabriela	172
Torkkeli, Lasse	154
Torres, Lez Trujillo	144
Totzek, Dirk	31
Toussaint, Stéphanie	167
Trefzger, Timm	194
Trijp, Hans Van	49, 231
Troilo, Gabriele	53
Truyens, Maarten	229

NAME	PAGE
Tsafarakis, Stelios	68, 234
Tse, Caleb H.	131, 137
Tsogas, Markos	120, 173
Tucker, Catherine	217
Tuli, Kapil	41, 104, 215
Turnbull, Sarah	234
Tu, Yundong	237
Tzoumaka, Eugenia	93
U	
Uncles, Mark	187
Uribe, Felipe	91
Ürkmez, Taylan	61
V	
Vacas-De-Carvalho, Leonor	71
Vaerenbergh, Yves Van	74, 144, 170
Valdalbero, Domenico Rossetti di	100
Valentini, Sara	160
Valette-Florence, Pierre	189
Valor, Carmen	228
Van Den Bergh, Bram	204
Van den Bergh, Jan	128
Vandenbos, Jemma	241
Van Den Broeck, Anja	74
Vandenbulcke, Virginie	92
Van den Bulte, Christophe	56, 149
Van den Driessche, Liesbet	23
van der Maelen, Sara	44
Van Der Molen, Maurits	109
Van Der Sar, Robin	107
Van Der Wal, Arianne	221, 232
Van De Sompel, Dieneke	23, 63
Van Dolen, Willemijn	224, 235
Vanhamme, Joëlle	31, 151
Vanhaverbeke, Lieselot	174
Van Herk, Hester	94, 206
van Herpen, Erica	198, 231
van Horen, Femke	232
Vanhouche, Wouter	110
Vanhuele, Marc	31, 70, 230
van Ittersum, Koert	127, 198, 201
Vanlangendonck, Marc	98
Van Lin, Arjen	30
van Loon, Joan	152
Van Riel, Allard	107
Van Riemsdijk, Lenka	22
Van Tonder, Estelle	174
Vänttinen, Veli-Heikki	97
Vassallo, Jarrod	103
Vassiliadis, Chris	225
Vecchioni, Federica	160
Vedanthachari, Lakshmi Narasimhan	76
Veloso, Andres	153
Verboven, Frank	164
Verga Matos, Pedro	174
Verhagen, Tibert	224
Verhoef, Peter	41, 78, 184, 231, 232, 240
Verhulst, Nanouk	227
Verlegh, Peeter W. J	31, 185
Vermeer, Wouter	200
Vermeir, Iris	47, 63, 204, 222, 227
Vernuccio, Maria	219
Verstraeten, Julie	231
Vessal, Saeedeh Rezaee	189
Viedma, Rosemarie	179
Vignola, Marina	48
Vila, Irene	176
Villanueva, Julian	87
Villeda, Isabel Victoria	55, 162
Vils, Leonardo	178
Virtanen, Ari	132
Visconti, Luca	190
Viswanathan, Vijay	69, 81, 126, 150, 161
Vize, Roisin	235
Voerman, Liane (J.A.)	66
Voeth, Markus	66, 68, 108, 170, 191
Vogel, Julia	73
Voigt, Kai-Ingo	73, 194
Völckner, Franziska	41, 170
Volle, Pierre	159
Vomberg, Arnd	159
Vonkeman, Charlotte	224
von Wallpach, Sylvia	66, 85, 106
Vos, Maren	21
Voyer, Benjamin	61, 207
Vries, Eline De	187
Vroegrijk, Mark	88
Vuegen, Maya	21
W	
Wagner, Gerhard	73, 211
Wagner, Ralf	61
Wagner, Udo	105, 143, 169, 238
Wahyuni, Sari	210
Wan, Echo	144, 221, 227
Wang, Danny T.	88
Wang, Fatima	86
Wang, Hansheng	237
Wang, Huangzhang	86
Wang, Jeff Jianfeng	88
Wang, Kanliang	193
Wang, Matthew Yuchen	175
Wang, Qiong	233
Wang, Shuo	228
Wang, Weisha	136
Wang, Weiyue	96
Wang, Xin	233

NAME	PAGE
Warlop, Luk	3, 31, 110, 189, 224
Warnaby, Gary	31
Wathne, Kenneth	19, 31, 78, 233
Watson, Kathryn	172
Weber, Karin	98
Weckx, Laure	23, 47
Weeda, Wouter	236
Weihrauch, Andrea	31, 183
Weijters, Bert	55, 64, 114, 143
Wei, Liyuan	117
Weindel, Julia	195
Weispfenning, Felix	53
Weispfenning, Isabella	53
Weitzl, Wolfgang	238
Wen, Xiaohan	25, 135
Wertenbroch, Klaus	42, 84, 101
Westerlund, Mika	214
Westin, Kerstin	75
Wetzels, Martin	44, 88
White, Darin W.	60, 82
White, John	187
White, Katherine	222
Wieluch, Marina Isabel	141
Wientjes, Claire	202
Wierenga, Berend	42
Wierenga, Jaap E.	19, 59
Wiertz, Caroline	217
Wieseke, Jan	70, 151
Wiesel, Thorsten	41, 43
Wies, Jana	115
Wiharto, Bambang	210
Wilcox, Keith	155
Wilken, Robert	108
Willemsen, Lotte C. M.	185
Willems, Kim	240
Williams, Michael	175
Wilson, Bradley	76
Wilson, Hugh	62, 184
Windler, Katharina	132
Wisker, Zazli (Lily)	52
Witt, Svenja	144
Woisetschläger, David M.	60, 142
Wolfsteiner, Elisabeth	60, 87, 143
Wolters, Heike	142
Wong, Leo	55
Wood, Matthew	94
Worm, Stefan	46
Wouters, Marc	212
Wünderlich, Nancy V.	150, 196
Wuyts, Stefan	19, 135, 233
X	
Xiao, Junji	117
Xiao, Sarah	174
Xie, Wei	126
Y	
Yao, Jun	143
Yazdani, Dariush	100
Ybarra, Oscar	209
Yeboah, Abena Animwaa	95
Yen, Dorothy	93
Yetiser, Begum	131
Yeung, Man	237
Yi, Jisu	24
Yildirim, Gokhan	43
Yilmaz, Tuba	25
Yim, Chi Kin (bennett)	227
Yoon, Byungik	47
Youn, Nara	47, 89, 189
Yuen, Simon S.M.	154
Yuksel, Ulku	178
Yunus, Fakir Md.	103
Z	
Zabkar, Vesna	154, 163
Zablocki, Agnieszka	174
Zagir, Nadia Al	207
Zambudio, Rafaela Lardín	97
Zammit, Alessandra	189
Zanger, Cornelia	188
Zarkada, Anna	93
Zauner, Alexander	89, 119
Zefkili, Konstantina	234
Zerbini, Fabrizio	203
Zervoulakos, Pavlos	177
Zeugner-Roth, Katharina Petra	48
Zhang, Chen	216
Zhang, Jie	150
Zhang, Yakun	174
Zhang, Yanwei	69
Zhou, Jing	237
Zhou, Kris Qiang	131
Zhu, Rui (Juliet)	64
Zhu, Weichun	96
Ziano, Ignazio	175
Zidda, Pietro	73
Zielke, Stephan	81
Zlatevska, Natalina	55
Zniva, Robert	58, 238
Zöchling, Andreas	105
Zoghbi, Susana	229
Zotos, Yorgos	45
Zou, Lili Wenli	227
Zouni, Georgia	120, 242
Zubcsek, Peter	216
Zuniga Heurtas, Melby Karina	171
Zurek, Peter	162

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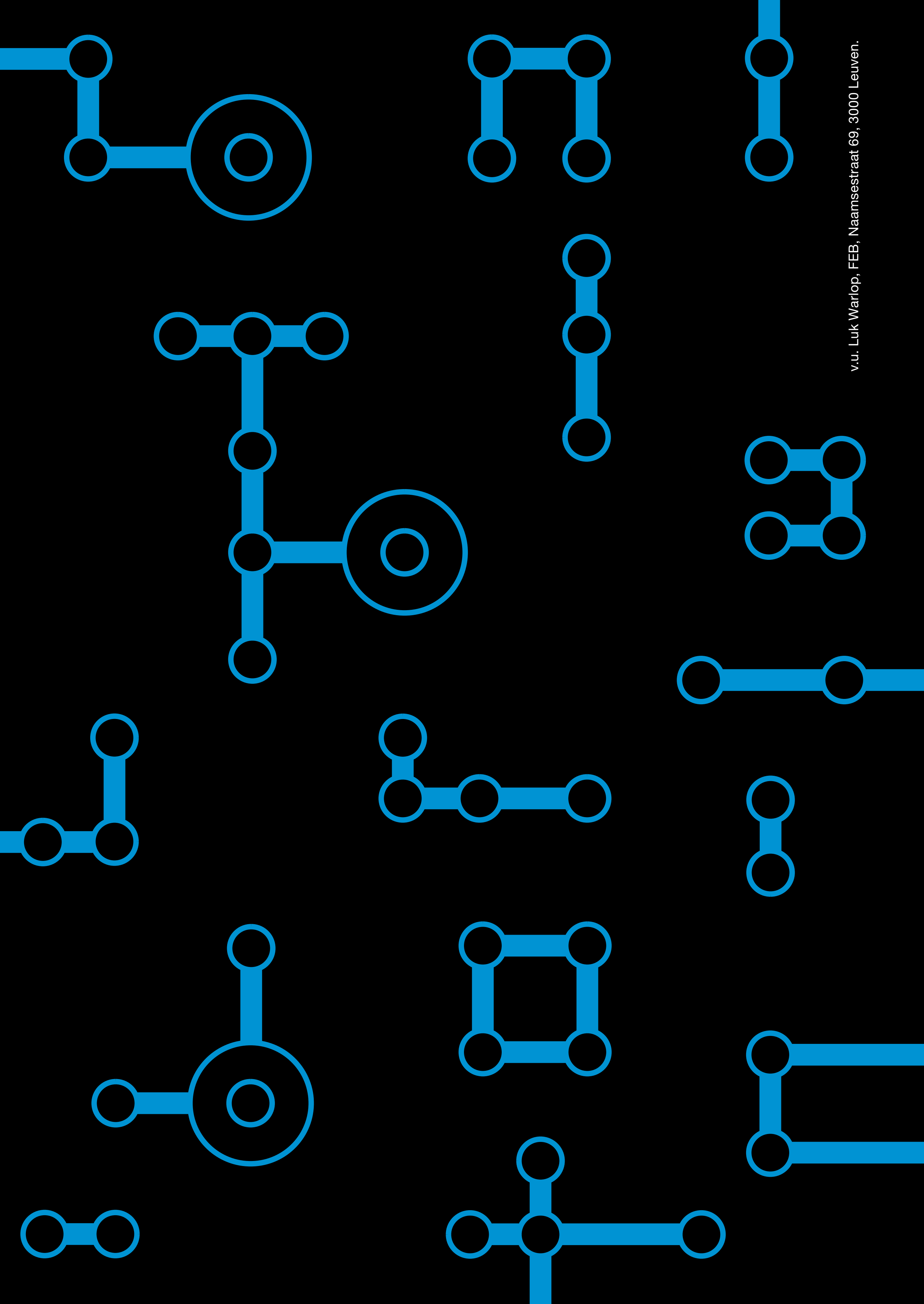

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