



**CORVINUS
UNIVERSITY**
of BUDAPEST



EMAC 2022 BUDAPEST



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Welcome to EMAC 2022

– Corvinus University of Budapest



Tamás Gyulavári, PhD
Chair of Organizing Committee

The events of the recent period, especially the pandemic and the war, have posed significant challenges to the conference organizers and the participants themselves. The people involved needed to consider several risk factors, both during the organization and in the decision to participate.

Despite all this, more than 800 people attend the conference in person this year, which has exceeded all expectations. All this shows the cohesive power of the EMAC community and the desire for a personal encounter, a shared experience that is irreplaceable.

We hope that EMAC 2022 Conference, with its usual diversity, will help researchers to delve deeper into their field of interest, and that many of them will find partners who they can establish fruitful international cooperation with in the future.

In addition to the conference, we hope that the participants will have opportunity to find the time to see Budapest, the city of thousand faces, which can offer many experiences to its visitors and is getting to regain its old charm 30 years after the political and economic transition.

Finally, I would like to thank the management and staff of the Corvinus University of Budapest for their support and work. Special thanks to the organizing committee for its contribution to the organization of the conference:

- ▶ András Bauer
- ▶ Kitti Boros
- ▶ Mirkó Gáti
- ▶ Tamás Gyulavári
- ▶ Ildikó Juhász
- ▶ Tamara Keszezy
- ▶ Henrietta Nagy
- ▶ Jhanghiz Syahrivar
- ▶ Livia Szabóné Pintér
- ▶ Moreno Frau

Acknowledgements

The EMAC 2022 Organizing Committee would like to thank to the following people for the support they have provided:

- ▶ Anne-Laure Marteaux, EIASM, Belgium
- ▶ EMAC 2018 Sponsors, Partners and Exhibitors
- ▶ EMAC 2018 Reviewers and Track Chairs
- ▶ Doctoral Colloquium 2022 Faculty
- ▶ All EMAC 2022 Participants and Presenters
- ▶ All EMAC 2022 Volunteers

Exhibitors

In order to keep registration fees to a minimum, it is important that we have the support of commercial organisations at the conference. Please take time to visit the stands in the Exhibition Foyer located on the Ground Floor Foyer of the Main Building.

The exhibition will be officially open during the following times:

Wednesday	25th May	09:00 – 17:30
Thursday	26th May	08:30 – 17:45
Friday	27th May	09:00 – 17:30



General Information

I. Conference Registration and Onsite Logistics

Conference Venues

The conference will take place between two venues, the Main Building (or E building) and the New Building (also known as C building).

To reach New Building you need to leave Main Building via South Gate (the one closer to the Registration and Information Desk). The signs will lead you to New Building and back. There's also a map at the back of your badge which shows the path between the two buildings.

Registration and Information Desk

EMAC 2022 delegates will receive their badge holder with lanyard and all relevant conference information upon registration.

Registration and Information Desk is located in Main Building, at the Ground Floor. You can enter the building from two directions, via North Gate and South Gate - there are signs at both gate, indicating where to find the Registration and Information Desk. When entering the building, please follow these signs.

Opening hours of the Registration and Information Desk as follows:

Sunday	22 nd May	13:00 – 19:00
Monday	23 rd May	08:30 – 19:00
Tuesday	24 th May	08:00 – 21:00
Wednesday	25 th May	08:00 – 20:00
Thursday	26 th May	08:00 – 21:00
Friday	27 th May	08:00 – 19:00

DC delegates who also registering for the EMAC Conference, may collect their Conference badges upon registration at the Doctoral Colloquium.

Certificate of Attendance

Certificates of attendance will be given to all delegates in the conference package.

Presenter and poster presentation certificates will be sent upon request - if you require these, please email emac2022@uni-corvinus.hu with your request.

Catering

Doctoral Colloquium: Coffee breaks and lunch breaks will be located in the Main Building, 3rd Floor Foyer, except Tuesday's lunch break, which will be located in Main Building's Aula, at the Ground Floor.

Annual conference: Coffee breaks and lunch breaks will be located in Main Building's Aula, at the Ground Floor. Please be advised that **no** lunch will be served at the New Building and all delegates must make their way to the Main Building's Aula. Please follow the map on the back of your badge and look for the signs which will lead you from one building to the other. Please check the back of your badge for walking directions between the two buildings.

II. Wi-Fi and Social Media

Wi-Fi

Internal/public sector delegates can access the internet via Eduroam. External (non-public sector) delegates can access using the following log in details:

Username: emac | Password: Conference2022

Social Media

We welcome you to join the discussion at EMAC Facebook page. Please use #EMAC_2022 | @EMAC Annual Conference

EMAC 2022 Mobile App

The conference app is an easy way to look up sessions, plan your event schedule, view speaker and exhibitors' details and find out more information regarding EMAC 2022. The conference app will be used to notify delegates of any changes in the programme and advertise special sessions. Please contact the Registration Desk if you require any assistance with the app.

III. Guidelines for participants and presenters

Conference Etiquette

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

Guidelines for Paper Presenters

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

Technical staff will be on-hand to assist you in all meeting rooms. Presenters should not provide their own laptop as presentations will be loaded onto the main session room computer. It is recommended that you bring your presentation on a USB memory stick and if possible, also carry a back-up USB version in case one file is corrupted.

NOTE: If there are movie clips included in your presentation you must bring the original movie files as well as the PowerPoint file, otherwise your movie clips may not run

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

Within each session room you will see a set of folders on the desktop, detailing the sessions taking place that day i.e. Parallel Session 1, Parallel Session 2. Please save your presentation file in the correct presentation folder to ensure that it is ready for your presentation. Our technicians and volunteers will be on hand to help you with this process.

Presentation Timing

Presenters are asked to make their way to the room in which they are presenting a minimum of ten minutes prior to the start of the session to allow them to meet the chair of the session and upload their presentation before the session starts. The chairs will remind the presenter of their timings before the

start of the session. All presenters have 15 minutes for their presentation. We strongly advise you to stick to the structure of your paper by including the introduction, methodology, results, conclusions and references, adhering to the outline of the Power Point template. Then, there will be further 5 minutes for discussion with the room chair, participants and attendees.

Keeping to Time

The programme contains a high number of presentations and it is therefore imperative that the sessions start and finish on time. Please ensure you keep within your allocated presentation time otherwise the Chair will ask you to conclude.

Questions and Answers

There will be microphones in all larger conference rooms for use during the Q&A sessions. Smaller meeting rooms do not require microphones.

Audio Visual Support

There will be volunteers in the room should any problems occur with the audio-visual equipment. Please seek their support if you require this at any time during your presentation.

Guidelines for Poster Presenters

There will be a dedicated poster viewing session from 18:30 to 20:30 on Thursday 26th May, which will take place at the South end of the Ground Floor Foyer, Main Building.

Should you have a poster printed by us, please ask for it at the Information desk from 16:30. We'll provide you with blue tech and double-sided adhesive tape to arrange your poster with.

All poster presenters are requested to be present beside their poster for the duration of the reception to answer delegate questions.

Poster set-up time:	16:30 – 18:15
Poster removal time:	20:45 – 21:45

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

IV. Housekeeping, Health and Safety Arrangements

Cloakroom

A cloakroom with volunteer staff is available in the Ground Floor Foyer, Main Building, near to the Registration and Information Desk. Please don't leave your valuables in the Cloakroom, as EMAC 2022, the Organisers, nor the venue accepts any responsibility for items which are lost or damaged. Any items left behind will be disposed after a maximum of two weeks.

First Aid

Should you need any healthcare assistance, please contact an EMAC 2022 volunteer or visit Room 67 at Ground Floor - Main Building (near to the South Gate) in the following timeslots:

8:00-19:00, Wednesday
8:00-21:00, Thursday

8:00-18:00, Friday

Should you be outside the conference venues or unable to contact a volunteer when you need assistance, please dial +36306518418, our 0-24 healthcare hotline for EMAC 2022.

Please note that if you require medical care from an external service provider, EMAC 2022 can't cover your expenses. Please check the validity of your own personal insurance.

Insurance and Liability

The Conference Organisers cannot accept any liability for personal injuries or for loss or damage to property belonging to delegates, either during, or as a result of the meeting. Please check the validity of your own personal insurance.

Hearing Loops

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

Photos During Sessions

Photographs may be taken during the conference for future marketing use by EMAC or EIASM. Should you wish not to be photographed, please alert the Registration Desk.

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

Printing Services

Should you need printing services, you can find a printshop at Ground Floor, Main Building, where you can print or copy at your own expenses. The printshop does not have the capability of printing poster size materials.

Please note that it is open to students and colleagues as well, so queuing may occur.

Opening hours:

Monday–Thursday	08:00–12:00 and 13:00–16:30
Friday	08:00–14:00

Religious Considerations

A prayer room with washing facilities is available in Room 69, at the Ground Floor, Main Building for the full duration of the conference days.

Security

Your name badge must be worn at all times otherwise you will not be permitted entry to the conference.

Volunteers

University students will be onsite as conference volunteers during the whole time of the conference. A volunteer will be available in each room to assist with presentations and throughout the conference venues to assist with any queries. Volunteers will be easily identifiable in white EMAC 2022 T-shirts. Please feel free to approach them with any queries you may have.

V. Budapest Transport

Budapest Public Transport (BKK)

Website with timetables, planning and info:



Ticket vending machines and offices:



Tickets & prices:



Budapest GO - GooglePlay



Budapest GO - App Store



We advise you to purchase a 72-hour or a 7-day travel pass (respectively: 4150 and 4950 HUF, approx. 11 and 13 EUR). The BKK pass is valid on every metro, tram, bus and trolleybus line operated by BKK and every suburban bus (Volánbusz) and local train line (MÁV) within the Budapest administrative area.

BKK offices operate at all over the city centre, but you can also purchase tickets from vending machines that equally accept bank cards and contactless payment. These can be found closest at Fővám tér metro/tram station. Ticket vending machines also have foreign language options.

For timetables and planning, please download the Budapest GO App for your mobile device.

Cycling

Budapest has a public bike-sharing system, called MOL Bubi. The service provided by BKK is an environmentally conscious, fast and convenient mobility option in the inner city. You can use it with a mobile application. A monthly pass costs 500 HUF (approx. 1,5 €), with which the first 30 minutes of each ride is free. For continuous rides over 30 minutes, a fee of 20 HUF will be charged for each minute started.

Website: <https://molbubi.hu/en/>

Taxis

When you use taxi in Budapest, we advise you not to use non-regulated taxi service providers. It is safest to call for a taxi through a phone operator, or download the Főtaxi or Bolt booking application, and book your taxi on your mobile device easily.

Doctoral Colloquium

Welcome and Introduction

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

The Colloquium will be held in Budapest, Hungary, from Sunday, May 22nd until Tuesday, May 24th, 2022 prior to the EMAC Annual Conference 2022.

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

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

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

DC Faculty

Chair: Kapil Tuli (Singapore Management University, Singapore)

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

P. K. Kannan (University of Maryland, USA)

Ajay Kohli (Georgia Institute of Technology, USA)

Steven Sweldens (Erasmus University, Netherlands)

Stijn van Osselaer (Johnson at Cornell University, USA)

Stefan Wuyts (The Pennsylvania State University, USA)

Faculty: Alixandra Barash (NYU Stern School of Business & INSEAD)

Simona Botti (London Business School, UK)

Eileen Fischer (York University, Canada)

Kelly Hewett (The University of Tennessee, USA)

Renana Peres (The Hebrew University of Jerusalem, Israel)

Gaia Rubera, SDA Bocconi School of Management, Bocconi University

Steven Seggie (ESSEC Business School, France)

Robert Smith (Tilburg University)

Jenny van Doorn (University of Groningen, The Netherlands)

Kenneth Wathne (Stavanger University, Norway)

EMAC 2022 Doctoral Colloquium Programme Overview

Day/date	Session	Location
Sunday 22 May		
13:00 – 13:45	Registration	Main Building, Ground Floor Foyer
13:45 – 14:00	Welcome Coffee & Introduction	Main Building, 3rd Floor Foyer
14:00 – 15:10	Doctoral Colloquium Sessions	Main Building, 3rd Floor
15:10 – 15:30	Coffee Break	Main Building, 3rd Floor Foyer
15:30 – 17:50	Doctoral Colloquium Sessions	Main Building, 3rd Floor
Monday 23 May		
8:30 – 12:20	Doctoral Colloquium Sessions	Main Building, 3rd Floor
10:50 – 11:10	Coffee Break	Main Building, 3rd Floor Foyer
12:20 – 13:30	Lunch	Main Building, 3rd Floor Foyer
13:30 – 15:50	Doctoral Colloquium Sessions	Main Building, 3rd Floor
15:50 – 16:10	Coffee Break	Main Building, 3rd Floor Foyer
16:10 – 17:10	Plenary Session	Main Building, Lecture Room I
19:00 – 22:00	EMAC 2022 DC Dinner	Antré Budapest Restaurant
Tuesday 24 May		
8:40 – 11:00	Doctoral Colloquium Sessions	Main Building, 3rd Floor
11:00 – 11:30	Coffee Break	Main Building, 3rd Floor Foyer
11:30 – 12:30	Meet the IJRM Editor	Main Building, Lecture Room I
12:30 – 13:00	Closing statements by EMAC President	Main Building, Lecture Room I
13:00 – 14:00	Lunch	Main Building, Ground Floor Aula

Venue

The Doctoral Colloquium will take place at the following location:

Corvinus University of Budapest (CUB)

1093 Budapest, Fővám tér 8.

Website: www.uni-corvinus.hu

The Registration and Information Desk will be located in the Main Building, Ground Floor Foyer. Please follow the signs.

DC Dinner Venue: Antré Budapest Restaurant

1061 Budapest, Király utca 8., Central Passage

Website: www.antrebudapest.com

The restaurant is located in the city centre, near to some famous ruin pubs.

You can easily get there from the conference venue, taking tram 47 or 49 in the direction of Deák Ferenc tér.

Doctoral Colloquium Programme Overview

Sunday, May 22, 2022

13:00 – 13:45 Registration (Main Building, Ground Floor Foyer)

13:45 – 14:00 Welcome coffee and Introductions (Main Building, 3rd Floor Foyer)

Sessions

	III/322	III/324	III/326	III/328	III/334	III/336
14:00-15:10	Beginners' track 1 Consumer Behaviour Faculty: Steven Sweldens Alexandra Barash Robert Smith	Beginners' track 2 Marketing Research Faculty: Katrijn Gielens Renana Peres Kelly Hewett	Beginners' track 3 Marketing Strategy Faculty: Stefan Wuyts Kenneth Wathne Steven Seggie	Advanced track 1 Consumer Behaviour Faculty: Stijn van Osselaer Simona Botti Eileen Fischer	Advanced track 2 Marketing Research Faculty: P.K. Kannan Els Gijbrecchts Thomas Otter	Advanced track 3 Marketing Strategy Faculty: Ajay Kohli Gaia Rubera Jenny van Doorn
	Barbara Duffek	Timpe Callebaut	Kai Lesage	Giulia Granato	Celina Proffen	Lina Altenburg
15:10-15:30	Coffee Break - Main Building, 3rd Floor Foyer					
15:30-16:40	Suzanne Peters	Jyri Hoffrén	Sophie Feldner	Babak Haghpour	Hidde Smit	Lukas Jürgensmeier
16:40-17:50	Lucas Franieck	Tanetpong Choungprayoon	Seongun Jeon	Almira Abilova	Andreas Bayerl	Stefanie Dewender

Monday, May 23, 2022

	III/322	III/324	III/326	III/328	III/334	III/336
08:30-09:40	Beginners' track 1 Consumer Behaviour Faculty: Steven Sweldens Alexandra Barash Robert Smith	Beginners' track 2 Marketing Research Faculty: Katrijn Gielens Renana Peres Kelly Hewett	Beginners' track 3 Marketing Strategy Faculty: Stefan Wuyts Kenneth Wathne Steven Seggie	Advanced track 1 Consumer Behaviour Faculty: Stijn van Osselaer Simona Botti Eileen Fischer	Advanced track 2 Marketing Research Faculty: P.K. Kannan Els Gijbrecchts Thomas Otter	Advanced track 3 Marketing Strategy Faculty: Ajay Kohli Gaia Rubera Jenny van Doorn
09:40-10:50	Sylvia Häusermann	Saskia Jacob	Andrea Schoendeing	Jareef Martuza	Henri Defoor	Kristina Schaffer
	Friederike Gobrecht	My Ta	Monika Dumler	Begum Celiktutan	Philip Pollimann-Schweckhorst	Zeynep Karagür

10:50-11:10 **Coffee - Main Building, 3rd Floor Foyer**

11:10-12:20 **Jonas Goergen** **Sofia Blanco-Moreno** **Relebohisoing Matubatuba**

12:20-13:30 **Lunch - Main Building, 3rd Floor Foyer**

13:30-14:40 **Isabel-Sophie Lazarovici** **Mareike Sachse** **Esra Aslan**

14:40-15:50 **Sara Tavassoli** **Hester Huisman** **Stefan Hurtak**

15:50-16:10 **Coffee - Main Building, 3rd Floor Foyer**

16:10-17:10 **Plenary Session - Ground Floor, Lecture Room I**

19:00-22:00 **The DC Group Dinner - Antré Budapest Restaurant**

Tuesday, May 23, 2022

	III/322	III/324	III/326	III/328	III/334	III/336
08:40-09:50	Beginners' track 1 Consumer Behaviour Faculty: Steven Sweldens Alexandra Barash Robert Smith	Beginners' track 2 Marketing Research Faculty: Katrijn Gielens Renana Peres Kelly Hewett	Beginners' track 3 Marketing Strategy Faculty: Stefan Wuyts Kenneth Wathne Steven Seggie	Advanced track 1 Consumer Behaviour Faculty: Stijn van Osselaer Simona Botti Eileen Fischer	Advanced track 2 Marketing Research Faculty: P.K. Kannan Els Gijbrecchts Thomas Otter	Advanced track 3 Marketing Strategy Faculty: Ajay Kohli Gaia Rubera Jenny van Doorn
09:50-11:00	Monica Hagen	Thomas De Cleen	Jing Niu	Farhana Tabassum	Maximilian Matthe	Serena Pugliese
11:00-11:30	Yannik Schleppe	Gilian Ponte	Theresa Doppstadt	Evrin Yanar	Hong Deng	Begum Sener
11:30-12:30	Coffee - Main Building, 3rd Floor Foyer					
12:30-13:00	Meet the Editors of IJRM - Ground Floor, Lecture Room I					
13:00-14:00	Closing Statement by EMAC President - Ground Floor, Lecture Room I					
	Lunch - Main Building, Ground Floor Aula					

Doctoral Colloquium Participants

Consumer Behavior – Beginners' Track 1

Rumination: a process mechanism behind hostile and instrumental aggression through the lens of self-determination theory

Barbara Duffek, Imperial College Business School

A study of stakeholder diversity and perceptions of firm orientation and corporate sustainability performance

Suzanne Peters, IE University

'It doesn't matter if you support my views, you scare me off!': How dominant leadership perceptions punish brand activism

Lucas Franieck, Nova SBE

Why you keep purchasing from brands with a Dark Triad brand personality even if it makes you feel bad

Sylvia Häusermann, University of Zurich

It is MINE! How different dimensions of consumption influence psychological ownership

Friederike Gobrecht, University of Cologne

Not Feeling Judged by Technology: Unsustainable Consumer Choice in Technology Presence

Jonas Goergen, University of St. Gallen

Variable Opaque Products—How Adapting the Outcome of Opaque Products Influences Consumers' Pre- and Post-Purchase Behavior

Isabel-Sophie Lazarovici, University of Passau

The role of the number of partners and perceived fit on joint advertisement effectiveness

Sara Tavassoli, University of South Eastern Norway

The role of familiarity and attitude accessibility in attentional prioritization of products

Monica Hagen, University of SouthEast Norway

Algorithm Aversion for Fashion Recommendations: The Role of Identity and Social Influence

Yannik Schlepper, Albert-Ludwigs-Universität Freiburg

Consumer Behavior - Intermediate/Advanced Track 1

A meaningful reminder on sustainability: when explicit and implicit packaging cues meet

Giulia Granato, Wageningen University

Opportunity cost consideration in hedonic vs. non-hedonic consumption: role of consumer's motivation type

Babak Haghpour, University of south-eastern Norway (USN)

The Impact of Temporal Framing on Motivation in Nonspecific Goal Pursuits

Almira Abilova, Erasmus University Rotterdam

Customer cheating behavior towards large vs small companies

Jareef Martuza, Norwegian School of Economics

Below Average Effects in Purchasing: Consumers Believe They Purchase Less than Others which Impacts their Loyalty Program Evaluations

Begum Celiktutan, Erasmus University

Finding Meaning Beyond Oneself: Meaning-seeking Boosts Charitable Behaviors

Yuqi Guo, Tilburg University

Temporal Frames of Life Expectancy

Ozlem Tetik, London Business School

The Mere Perception of Experiencing Multiple Stimuli Increases Enjoyment

Ceren Sahin, Tilburg University

The visual illusion of truth effect

Farhana Tabassum, BI Norwegian Business School

Exploring alternative status signaling

Evrin Yanar, University of Lausanne

Marketing Research - Beginners' Track 2

The Impact of Package Downsizing on Brand Performance

Timpe Callebaut, KU Leuven

Consumer preferences towards sustainable innovative dairy products in emerging markets

Jyri Hoffrén, University of Eastern Finland

Retail Promotional Price Threshold and Price Encoding Mechanism Across Formats: Evidence from Sales Response and Choice Modeling

Tanetpong Choungprayoon, Stockholm School of Economics

Voice Data and Emotional Tracking in Salesperson-Customer Interaction

Saskia Jacob, Karlsruher Intitute of Technology (KIT)

Predicting consumer readiness for immersive virtual experiences: the role of presence

My Ta, University of South-Eastern Norway

Analysis of the tourist experience in the destination through images from instagram and artificial intelligence techniques

Sofia Blanco-Moreno, University Of León

A Field Experiment in Retailing on the Effect of Variety During Display Promotions

Mareike Sachse, Humboldt University Berlin

Active Consumer Participation in Electricity Retail Markets to Facilitate the Energy Transition

Hester Huisman, University of Groningen

The Value Of Concept-Level Emotion Recognition In Call Centers

Thomas De Cleen, Vlerick Business School

Can privacy protection be profitable?

Gilian Ponte, Rijksuniversiteit Groningen

Marketing Research - Intermediate/Advanced Track 2

How Does Media's Reporting Tone Influence Consumption? Evidence from the US-China Trade Conflict

Celina Proffen, Goethe University Frankfurt

When, Where, What Amount. How Smarter Decisions on the WWW of Advertising Budget Allocation Grow Consumer Mind-set Metrics and Brand Sales

Hidde Smit University of Groningen

The weekend effect in online reviews and what Eleanor Rigby has to do with it

Andreas Bayerl, University Mannheim

The effect of consumption incidence on future purchase behavior

Henri Defoor, KU Leuven

The Echo of Medical Communication: What Drives the Coverage of Scientific Articles in Social and News Media?

Philip Pollmann-Schweckhorst, University of Cologne

Information Processing Patterns during Choice: The Effect of Design Complexity and Product Category Involvement on Attribute Non-Attendance

Alaa El-Gayar, Humboldt University Berlin

Streaming Platforms and Music Releases: Quantity, Bundling and Product Characteristics

Nazli Alagoz, Tilburg University

Comparing Automated Image Classification Methods

Keno Tetzlaff, University of Hamburg

Discovering Information Needs from Online Search Tasks

Maximilian Matthe, Goethe-University Frankfurt

Real-Time Personalization

Hong Deng, Erasmus University

Plural Form Governance in Multinational Corporations' Subsidiary Marketing Channels

Stefan Hurtak University of Graz, Institute of Marketing

Beyond follower size--investigating the impact of influencer's communication style on ROI of influencer campaign

Jing Niu, HEC Paris

The Role of Front-Of-Package Labeling for Sustainable & Healthy Food Innovation

Theresa Doppstadt, Ludwig-Maximilians-Universität

Marketing Strategy - Intermediate/Advanced Track 3

Serving someone else's customers: The effects of a third-party pick-up service on consumers' shopping frequency at the facilitating retailer

Lina Altenburg, KU Leuven

Measuring Fair Competition on Digital Platforms

Lukas Jürgensmeier, Goethe University Frankfurt

Loose Lips sink Ships – What chatter from non-privacy sensitive social media users tells us about privacy sensitive social media users

Stefanie Dewender, University of Münster

Train Your Customer Well! Findings from an Explorative Investigation on Interfirm Customer Training

Kristina Schaffer, Karl-Franzens Universität Graz

Dynamics of brand relevance in category – an analysis of macroeconomic factors and product-market characteristics

Zeynep Karagür, University of Cologne

Using Brand Exclusivity as a Channel Management Tool

Fahmi Grey, UNC, Kenan-Flagler Business School

Sharing Data for Social Good: The Role of Construal Level Theory and Communication Strategy

Claudia Wenzel, University of Zurich

The effect of product recall message design on consumer reactions: An analysis of user-generated content

Lina Oechsner, University of Münster

The telephone game: the effect of online communication similarity on market performance

Serena Pugliese, Bocconi University

Emotions in online social networks

Begum Sener, Koc University

Marketing Strategy – Beginners' Track 3

Red, Blue, or Green?: CEOs' Political Orientation and Sustainable Innovation

Kai Lesage, Grenoble Ecole de Management

The Myth of Discrete Worlds Revisited: The Human Side of Professional Buyers

Sophie Feldner, Goethe University Frankfurt

The Effect of Humorous Acknowledgment of Similarity on Consumer Preference for Copycats

Seongun Jeon, Vrije Universiteit Amsterdam

Love the giver more than the gift? How influencer gifting affects customer relationships

Andrea Schoendeling, University of Cologne

Social Commerce: Investigations on a new sales touchpoint

Monika Dumler DLR Rheinpfalz / University of Stuttgart

Understanding blood donor loyalty and the factors influencing donor loyalty in a South African blood collection organisation: A relationship marketing perspective

Relebohiseng Matubatuba, University of the Witwatersrand

Why "not Airbnb"? Topic modelling on reviews to investigate consumer exit behaviour

Esra Aslan, Norwegian School of Economics (NHH)

European Marketing Academy Conference

- Programme Overview

	Lecture Room I	Lecture Room II	Lecture Room IV	Faculty Club, Theatre	E 311	E 322	E 324	E 326
Wednesday 25th May 2022								
W-09:00	Journal of Product Innovation Management	SS - 2	DMSM - 9	SIG - Branding				
W-10:30 Coffee Break								
W-11:00	Journal of Advertising	EMAC-Aimark Doctoral Diss. Competition Presentation	AMC - 4	SIG - Digital Marketing		MST - 1		
W-12:30 Lunch Break								
W-14:00	Journal of Interactive Marketing	CB - 10	DMSM - 1	SIG - Consumer Behaviour		MST - 2		PP - 1
W-15:30 Coffee Break								
W-16:00	Journal of Retailing	CB - 4	SS - 12	SIG - Service Marketing		SS - 9		PP - 2
W-17:00								
Thursday 26th May 2022								
T-09:30	Journal of International Business Studies & Journal of Consumer Research	EMAC-Sheth Foundation Sustainability Research Competition	DMSM - 10	SIG - CRM		MST - 3		SS - 20
T-11:00 Coffee Break								

	Lecture Room I	Lecture Room II	Lecture Room IV	Faculty Club, Theatre	E 311	E 322	E 324	E 326
T-11:30	Journal of Marketing & International Journal of Research in Marketing	SS - 3	DMSM - 3	SIG - B2B	EMAC Fellows Meeting			TM - 3
T-13:00 Lunch Break								
T-14:00	Journal of International Marketing & The Journal of the Academy of Marketing Science	AMC - 1	DMSM - 11					TM - 2
T-15:30 Coffee Break								
T-16:00					Keynote Speaker + Award Ceremony			
Friday 27th May 2022								
F-09:00	European Journal of Marketing	AMC - 3	DMSM - 7	SS - 1				
F-10:30 Coffee Break								
F-11:00	Journal of Consumer Psychology & Marketing Letters	SS - 5	DMSM - 8	SIG - Innovation and Stakeholders				
F-12:30 Lunch Break								
F-14:00	Psychology & Marketing	SM - 1	DMSM - 4	CB - 8				
F-15:30 Coffee Break								
F-16:00	Journal of the Association for Consumer Research & Journal of Current Issues and Research in Advertising	SS - 6	DMSM - 5	CB - 11				

	E 328	E 330	E 332	E 334	E 336	E 338	E 340	E 3001	E 3005
Wednesday 25th May 2022									
W-09:00	MMA - 1	CB - 1	AMC - 2	IMEC - 2	SRE - 1	PNPO - 3	IMNDP - 5	SS - 15	SS - 16
W-10:30	Coffee Break								
W-11:00	MMA - 2	CB - 3	RM - 2	B2B - 1	SRE - 2	PNPO - 4	IMNDP - 1	SS - 17	SS - 14
W-12:30	Lunch Break								
W-14:00	MMA - 3	TM - 1	IMEC - 3	B2B - 3	SRE - 3	ROCM - 6		Climber Community	Show case (Exhibitor #?)
W-15:30	Coffee Break								
W-16:00	MMA - 4	CB - 2	DMSM - 6	B2B - 2	ROCM - 4		PBM - 2	Climber Community	
W-17:00	IJRM Board Meeting								
Thursday 26th May 2022									
T-09:30	SMPS - 1	CB - 7	ROCM - 8	TCR - 5	SRE - 6	IMEC - 1	IMNDP - 3	SS - 7	SS - 4
T-11:00	Coffee Break								
T-11:30	SMPS - 2		ROCM - 2	TCR - 2	SRE - 4	PBM - 1	IMNDP - 2	SS - 13	SS - 8
T-13:00	Lunch Break								

	E 328	E 330	E 332	E 334	E 336	E 338	E 340	E 3001	E 3005
T-14:00		CB - 9	Special Session_IJRM		SRE - 5		PBM - 3	ROCM - 7	CB - 6
T-15:30	Coffee Break								
T-16:00									
Friday 27th May 2022									
F-09:00		CB - 5	SM - 3		TCR - 3	PNPO - 2	PBM - 4	ROCM - 1	DMSM - 2
F-10:30	Coffee Break								
F-11:00		CB - 12	SM - 2	ROCM - 5	TCR - 1		IMEC - 4	SS - 10	SS - 18
F-12:30	Lunch Break								
F-14:00		TCR - 4	IMNDP - 4		PNPO - 1		TM - 4	SS - 11	Show case (Exhibitor #?)
F-15:30	Coffee Break								
F-16:00		SRE - 7	PBM - 5			MST - 5	RM - 1	ROCM - 3	AMC - 5

Welcome Reception and Conference Dinner

Welcome Reception

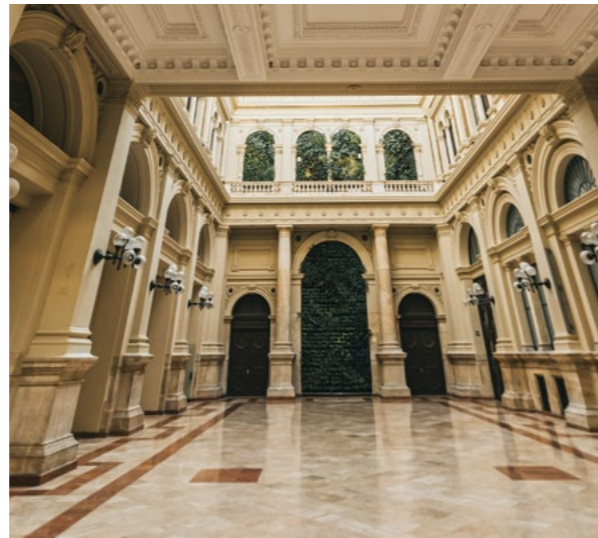
Tuesday 24th May, 19:00–21:00

Aula, Main Building

Welcome Reception will take place at the University, in Main Building's Aula. After checking in at the Reception and Information Desk, you can join to the Reception right after.

Attendance is included in the conference registration fee and includes:

- ▶ Drinks Reception
- ▶ Finger food with wines, beers and non-alcoholic drinks



Conference Dinner

Friday 27th May, 19:00–0:00

MOM Sport, 1123 Budapest, Csörsz utca 14-16.

The EMAC 2022 Conference Dinner is a highlight of the Conference offering an evening of networking and entertainment. The Dinner will be held at MOM Sport

Attendance is included in the conference registration fee and includes:

- ▶ Drinks Reception
- ▶ Buffet dinner with wines, beers and non-alcoholic drinks
- ▶ 1 cocktail/person
- ▶ Live music



Social Events

EMAC 2022 Organizing Committee have arranged for optional social activities to be available for any registered conference participant. All social activities offered will take place on the evening of Wednesday 25th May 2022 and must have been pre-booked.

Walking tours in the city

There's a plenty of exciting stories hidden in the buildings and streets of Budapest. On these walking tours, you can experience it how colorful Budapest is, regarding its architecture, religious life and gastronomic landscape. You can choose from two tours:

1. The multicultural heritage of Budapest
2. A historical roller coaster ride in the 20th century history of Hungary

Meeting point:
Main Building Ground Floor, Information Desk

Meeting time: 18:45

Duration of the tours: 19:00-21:00



Evening cruise with quiz

The Danube River connects the two sides of the city: Buda and Pest. The riverbank is full of beautiful buildings on both sides: universities, hotels and wonderful sights like the Parliament. We can also admire the hills of Buda in sunset and the famous bridges over the river. You may already know these sights well, but can you guess what kind of building remains does the Hilton Hotel hide? Or where can you find the bridge that inspired our famous Chainbridge? You can test your knowledge on our quiz, during the cruise.

Meeting point:
Main Building Ground Floor, Information Desk

Meeting time: 18:30

Duration of the cruise: 19:00-21:00

Visit to the Zwack Museum

The Zwack family's most popular product is a unique herb liqueur, called Unicum. You have surely heard about it, maybe even tasted it. But if you're curious about its story, want to see the old distillery and the cellar, or just want to taste it straight from the oak barrels, join us!

Meeting point:
Main Building Ground Floor, Information Desk

Meeting time: 17:30

EMAC Distinguished Marketing Scholar Award 2022

EMAC is proud to present the EMAC Distinguished Marketing Scholar Award 2022 to Professor Gerrit van Bruggen from the Erasmus University Rotterdam.

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

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

Professor Gerrit van Bruggen will present a lecture at the plenary session on Thursday May 26, 2022 from 16:00 in Lecture Room IV (Main Building, Ground Floor), entitled 'Marketing and Information Technology: Opportunities and Challenges'.

Gerrit van Bruggen is Professor of Marketing at the Rotterdam School of Management at the Erasmus University in the Netherlands. In his research, he studies the impact of information technology and systems on marketing strategy and marketing decision making. He has been a major contributor to EMAC over the years and is a former EMAC president. In 2022 he will become the new Dean of the EMAC Fellows.



Track Chairs

Advertising & Marketing Communications

Mario Pandelaere (Virginia Tech, USA)
John Pracejus (University of Alberta, Canada)

Business-To-Business Marketing & Supply Chain Management

Steven Seggie (ESSEC Business School, France)
Erik Mooi (The University of Melbourne, Australia)

Consumer Behavior

Zachary Estes (Bocconi University, Italy)
Ana Valenzuela (The City University of New York, USA)
Joachim Vosgerau (Bocconi University, Italy)

Digital Marketing & Social Media

Sonja Gensler (University of Münster, Germany)
Arvind Rangaswamy (Pennsylvania State University, USA)
Caroline Wiertz (University of London, UK)

Innovation Management & New Product Development

Christoph Fuchs (Technical University of Munich, Germany)
Oguz Acar (University of London, UK)

International Marketing & Marketing in Emerging Countries

Stavroula Spyropoulou (Leeds University, UK)
John Cadogan (Loughborough University, UK)

Marketing Strategy & Theory

Stephan Ludwig (Monash University, Australia)
Dennis Herhausen (Vrije Universiteit Amsterdam, The Netherlands)

Methods, Modelling & Marketing Analytics

Maarten Gijsenberg (University of Groningen, The Netherlands)
Sara Valentini (University of Bologna, Italy)

Pricing & Promotions

Mercedes Esteban-Bravo (University Carlos III of Madrid, Spain)
Jonne Guyt (University of Amsterdam, The Netherlands)

Product and Brand Management

Oliver Schnittka (University of Southern Denmark, Denmark)
Henrik Sattler (University of Hamburg, Germany)

Public Sector and Non-Profit Marketing

Patrick DePelsmacker (University of Antwerp, Belgium)
Camilla Barbarossa (Toulouse Business School, France)

Relationship Marketing

Manfred Krafft (University of Münster, Germany)
Javier Sese (University of Zaragoza, Spain)

Retailing & Omni-Channel Management

Els Breugelmans (KU Leuven, Belgium)
Heiner Evanschitzki (The University of Manchester, UK)

Sales Management and Personal Selling

Nick Lee (The University of Warwick, UK)
Florian Kraus (University of Mannheim, Germany)

Services Marketing

Jenny van Doorn (University of Groningen, The Netherlands)
Jan Schumann (University of Passau, Germany)

Social Responsibility & Ethics

Valerie Swaen (Catholic University of Louvain, Belgium)
Joelle Vanhamme (EDHEC Business School, France)

Tourism Marketing

Dimitrios Buhalis (Bournemouth University, UK)
Luisa Andreu (University of Valencia, Spain)

Transformative Consumer Research

Koert van Ittersum (University of Groningen, The Netherlands)
Luk Warlop (BI Norwegian Business School, Norway)



EMAC-AiMark doctoral dissertation award (2022)

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

Three finalists will be honored with cash prizes and will present their work during the EMAC/AiMark Doctoral Dissertation Award special session scheduled on May 25, 2022 11:00-12:30 at the EMAC 2022 Annual Conference (Budapest, Hungary).

The three finalists selected are:

Ishita Chakraborty, UW Madison

“Attribute Sentiment Scoring with Text Reviews”

The authors address two significant challenges in using online text reviews to obtain fine-grained attribute level sentiment ratings. First, in contrast to methods that rely on word frequency, they develop a deep learning convolutional-LSTM hybrid model to account for language structure. The convolutional layer accounts for spatial structure (adjacent word groups or phrases) and LSTM accounts for sequential structure of language (sentiment distributed and modified across non-adjacent phrases). Second, they address the problem of missing attributes in text in constructing attribute sentiment scores---as reviewers write only about a subset of attributes and remain silent on others. They develop a model-based imputation strategy using a structural model of heterogeneous rating behaviour. Using Yelp restaurant review data, they show superior attribute sentiment scoring accuracy with their model. They find three reviewer segments with different motivations: status seeking, altruism/want voice, and need to vent/praise. Surprisingly, reviewers write to inform and vent/praise, and not based on attribute importance.

The heterogeneous model-based imputation performs better than other common imputations; and importantly leads to managerially significant corrections in restaurant attribute ratings. More broadly, our results suggest that social science research should pay more attention to reduce measurement error in variables constructed from text.

Martina Cossu, University of Bocconi

“The Disability Premium: Consumers Reward Brands for Including Models with Disabilities”

Consumers increasingly expect companies to stand up for sociopolitical causes, and to act as agents of positive social change. A few companies have begun to endorse the social value of inclusivity by including models with a disability in their advertisements. In nine studies we demonstrate a ‘disability premium’, whereby models with disabilities enhance attitudes toward the ad and brand and positively affect consumer choice. The disability premium is not due to socially desirable responding. Rather, by including a model with a disability, the brand conspicuously endorses the social value of inclusivity,

for which consumers reward the brand. Because models with disabilities are perceived as especially disadvantaged, brands including them in their advertising can easily be perceived as exploitative. The brand must hence be careful not to highlight the disability of the model, otherwise the disability premium vanishes.

Gijs Overgoor, Rochester Institute of Technology
“Simplicity is not key”

Social media platforms are becoming increasingly important marketing channels, and recently these channels are becoming dominated by content that is not textual, but visual in nature. In this paper, we explore the relationship between the visual complexity of firm-generated imagery (FGI) and consumer liking on social media. We use previously validated image mining methods, to automatically extract interpretable visual complexity measures from images. We construct a set of six interpretable measures that are categorized as either (1) feature complexity measures (i.e., unstructured pixel-level variation; color, luminance, and edges) or (2) design complexity measures (i.e., structured design-level variation; number of objects, irregularity of object arrangement, and asymmetry of object arrangement). These measures and their interpretability are validated using a human subject experiment. Subsequently, we relate these visual complexity measures to the number of likes. The results show an inverted u-shape between feature complexity and consumer liking and a regular u-shape relationship between design complexity and consumer liking. In addition, we demonstrate that using the six individual measures that constitute feature- and design complexity provides a more nuanced view of the relationship between the unique aspects of visual complexity and consumer liking of FGI on social media than observed in previous studies that used a more aggregated measure. Overall, the automated framework presented in this paper opens up a wide range of possibilities for studying the role of visual complexity in online content.

EMAC–Sheth Foundation Sustainability Research Competition

Founded by Dr. Jagdish & Madhu Sheth, the Sheth Foundation is a not-for-profit organization whose mission is to develop and recognize scholars and scholarship in marketing globally and further the development of marketing thought (<https://www.shethfoundation.org/>). 2022 is a special year since the Sheth Foundation will be celebrating its 30th anniversary.

The broad topic of sustainability is of increasing importance for marketing stakeholders around the globe. In recent years, many companies have discussed the need for firms to have a purpose beyond mere shareholder value maximization. More and more politicians are talking about the need for accountable capitalism. Environmental, Social, and Governance goals (ESG) are becoming common for companies. Academic research has started to look deeper into these issues. Many important questions about sustainability remain unanswered.

The EMAC–Sheth Foundation Sustainability Research Competition invites research proposals that address important issues related to sustainability. These include, but are not limited to, responsible production and consumption, gender equality; preservation of the physical environment; reduction of poverty and inequality; and improvement of health and wellbeing. Proposals should have a clear marketing focus and address issues of importance to at least one set of marketing stakeholders (e.g., managers, consumers, and public policymakers).

A maximum of two awards are given out every year, and each recipient receives a cash prize of 5,000 EUR. This year the two winners will present their research proposal **during the EMAC–Sheth Foundation Sustainability Research Competition scheduled on May 26, 2022, 9:30–11:00, at the EMAC Conference 2022.**

In addition, the session features a talk by **Mandy Fertetics, Managing Director, Partner, and Senior Consultant at Alternate Consulting Hungary**, on the practical challenges of sustainability in firms.

The 2022 winners are:

Amir Sepehri, ESSEC Business School and Reihane Boghrati, Arizona State University (presenter)

Moving Toward Equity, Diversity, and Inclusion: Bias Mitigation in Artificial Intelligence Algorithms

Companies have become more and more interested in using machine learning for decision making. While these methods can improve prediction accuracy, and sometimes reduce human errors, they often carry over biases in the data against unprivileged groups (e.g., women and ethnic minorities), and can even intensify such biases. This paper provides a framework to identify, quantify, and mitigate such biases using fairness metrics and bias mitigation algorithms. Two studies, including hundreds of thousands of loan requests, demonstrate the value of these algorithms. Our framework can help managers choose algorithms that boost fairness by 200% while keeping performance intact (Study 1) or improving it (Study 2). Further, the studies highlight how different situations may benefit from different solutions and shed light on when certain approaches may be more valuable. This comprehensive framework is a useful guideline for managers and business leaders to find the best approach for quantifying and mitigating biases in machine learning models.

Youngtak Kim, Terry College of Business, University of Georgia and Sundar Bharadwaj, University of Georgia (presenter)

Do Sustainable New Products Contribute to Firm Value?

Consumer demands for sustainable products are growing and serving as key drivers of sales growth. As a result, companies have greater incentives to create sustainable products that serve consumer needs to increase firm value. However, the corporate sustainability (CS) literature has neglected product-related CS initiatives, especially in the context of financial outcomes. Therefore, this study seeks to determine whether and when sustainable new products – products that are modifications of existing or new to market introductions that provide environmental, social, and health benefits to consumers – contribute to firm value. Using product benefit claims and description information, I develop a typology for categorizing sustainable products.

Natural language processing (NLP) methods are used to complement and refine these classifications. An empirical test will be conducted using a panel dataset of new product launches in the consumer packaged goods (CPG) industry to determine the relationship between sustainable new products and firm value. Also, I examine firm-specific characteristics such as sustainable innovation ability, product innovativeness, and branding strategies that moderate this relationship. This offers theoretical and practical insights when considering the launch of sustainable new products.



Europe Research Center on Big Data, and holds the Chair in Responsible Research in Marketing at the University of Liverpool Management School. He holds a Ph.D. from the WHU, Otto Beisheim School of Management (2004), and a Habilitation from the Pantheon-Sorbonne University (2013). Professor Haenlein's research interest and expertise deal with the impact of new technologies on firms' customer relationship management activities. This includes work on Artificial Intelligence, Influencer Marketing, and, more recently, video games, mobile games, and eSports. Dr. Haenlein is also working in responsible research looking into inequality, well-being, and knowledge diffusion through popular media. He has published in journals such as the Journal of Marketing, JAMS, IJRM, Business Horizons, and the California Management Review. He counts among the top 50 most cited marketing academics worldwide, based on Google Scholar. Professor Haenlein is an Associate Editor at IJRM and JSR, part of the Editorial Review Board of the Journal of Marketing, JAMS, and the Journal of Interactive Marketing, on

the International Advisory Board of the California Management Review, and the Advisory Panel of the European Management Journal. Professor Haenlein is also part of the Executive Committee of EMAC, where he serves as Vice President of Corporate Relationships, the Academic Council of AMA, and the Working Board of RRBM.

Session 2: 16:00–17:30, Main Building 3001

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

EMAC Climber Community

The 12th EMAC Climber Community (EMAC CC) meeting will take place during the EMAC Annual Conference 2022 in Budapest (Hungary).

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

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

Agenda

Formal meeting

Wednesday, 25th May, 14:00–17:30 (two subsequent hybrid afternoon sessions)

Session 1: 14:00–15:00, Main Building 3001

- ▶ Welcoming words by EMAC's president *Tammo Bijmolt*
- ▶ Keynote Speech “**The Importance of Randomness in Shaping Academic Careers**” followed by an open discussion by *Professor Michael Haenlein*

Michael Haenlein is a Professor of Marketing at ESCP Europe, the Scientific Director of the ESCP

Heads of Marketing Forum

Since a couple of years we have the tradition at the yearly EMAC conference to organize the Marketing Department Head Forum. In this forum experiences of marketing department heads are shared.

However, the forum is open to and explicitly welcomes all faculty with an interest in the topic or a related responsibility.

The Forum is held on Wednesday May 25, 2022 from 12:30 to 14:00 (Budapest Time)

The theme of this year's Forum is "Learnings from COVID – Hybrid forever?".

The pandemic challenged schools all across the world and forced us to change how we teach and engage with students. Some of these changes, accompanied by considerable investments in technology, may be here to stay. The goal of this year's forum is to discuss upsides and downsides from making adaptations induced by the pandemic permanent. The speakers Selin Atalay and Jochen Reiner will provide perspectives from different environments: a smaller private boutique school and a large public university.

The program is as follows:

12:30	Welcome
12:40	Reflection Selin Atalay (Frankfurt School of Finance and Management)
13:00	Reflection Jochen Reiner (Goethe University)
13:20	Discussion
13:45	Forum ends

Summary of EMAC Associated Meetings (Invite only)

Please note that the following EMAC-related meetings are available on an invitation only basis:

Monday 23 rd May 2022		
14:00-17:00	Steering Committee Meeting	Main Building, 311
Tuesday 24 th May 2022		
10:00-16:00	EMAC Executive Committee Meeting	Main Building, Faculty Club
Wednesday 25 th May 2022		
09:00-10:30	EMAC-Aimark Doctoral Dissertation Competition Breakfast Meeting	Main Building, Faculty Club, Cigar Room
12:30-14:00	Head of Marketing Forum	Main Building, Faculty Club, Saloon
14:00-15:30	EMAC-Aimark Doctoral Diss. Competition Jury Meeting	Main Building, Faculty Club, Cigar Room
14:00-17:30	Climber Community Meeting	Main Building, 3001
17:00-18:30	IJRM Board Meeting	Main Building, 3005
Thursday 26 th May 2022		
08:30-09:30	EMAC General Assembly	Main Building, Faculty Club, Theatre
11:00-11:30	Coffee with the IJRM Editors	Main Building, Ground Floor Foyer
11:30-13:00	EMAC Fellows Meeting	Main Building, 3rd 311

EMAC Special Interest Groups (SIGs)

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

B2B Marketing

Michael Kleinaltenkamp,
Freie Universität Berlin
Vishal Kashyap (Chair),
Karl-Franzens-University of Graz

Branding

Stefan Markovic (Chair),
Copenhagen Business School
Richard Gyrd- Jones,
Copenhagen Business School
Sylvia von Wallpach,
Copenhagen Business School

Consumer Behavior

Ana Valenzuela (Chair),
Zicklin School of Business,
Baruch College, CUNY
Daniel Fernandes,
Universidade Católica Portuguesa
Niels van den Ven,
Tilburg University

Customer Relationship Management

Manfred Krafft (Chair),
University of Münster
Javier Sese,
University of Zaragoza

Digital Marketing

Evert de Haan (Chair),
University of Groningen
Lara Lobschat,
Maastricht University

Innovation and Stakeholders

Paul Driessen (Chair),
Radboud University Nijmegen
Bas Hillebrand,
Radboud University Nijmegen
Annouk Lievens,
University of Antwerp

Marketing Strategy

Simones Wies (Chair),
Goethe University Frankfurt
Kapil Tuli, SMU
Thorsten Wiesel,
University of Münster

Quantitative Marketing

Bart Bronnenberg (Chair),
Tilburg University
Anja Lambrecht,
London Business School

Service Marketing

Jan Hendrik Schumann (Chair),
University of Passau
Jenny van Doorn,
University of Groningen
Bart Larivière,
KU Leuven

SIG Sessions

SIG on Branding - Co-creation of Intangible and Tangible Brand Assets

25th May Wednesday, 09:00; Ground Floor, Faculty Club Theatre

Chair: Stefan Markovic, Copenhagen Business School

Welcome and Introduction to the Brand Meaning Network and the Research Handbook on Brand Co-creation: Theory, Practice and Ethical Implications

Stefan Markovic

Establishing the Boundaries of Brand Co-creation

Catherine da Silveira*, Cláudia Simões

B2B Branding in Global Commodity Networks: A Cultural Branding Analysis of a Danish Company Going Global

Christian Dam*, Dannie Kjeldgaard

The Dark Side of Brand Co-creation: A Psychological Ownership Perspective

Fabian Bartsch, Bart Claus*

Discussion on brand co-creation with the presenters and the audience

Discussants: Milena Micevski, Nina Michaelidou

Session closure, networking, and discussion of joint future research opportunities

Facilitator: Stefan Markovic

SIG – Digital Marketing: Digital Marketing in a cookieless world

25th May, Wednesday, 11:00; Ground Floor, Faculty Club Theatre

Organizers: Evert de Haan, University of Groningen (Chair); Lara Lobschat, Maastricht University

Panelists: Bill Rand, North Carolina State University; Bernd Skiera, Goethe University Frankfurt; Peter Pal Zubcsek, Tel Aviv University

SIG – Consumer Behavior with IJRM: IJRM Means Research at the Edge: Providing Answers to Novel and Potentially Disruptive Phenomena in Consumer Behavior

25th May, Wednesday, 14:00; Ground Floor, Faculty Club Theatre

Session Chair: Ana Valenzuela, Baruch College, CUNY and ESADE-Ramon Llul, Barcelona

Session Discussant: Martin Schreier, WU Vienna University of Economics and Business and

Editor-in-Chief (EIC), International Journal of Research in Marketing

What Makes People Cool?

Caleb Warren*, University of Arizona; Todd Pezzuti, University of Adolfo Ibañez

The Impact of Framing on Political Conservatives' Attitude toward Boundaries

Jianna Jin, The Ohio State University; Selin A. Malkoc*, The Ohio State University; Russ Fazio, The Ohio State University

The Positive Effect of Physical Constraints on Consumers' Evaluations

Yael Steinhart*, Tel-Aviv University; Irit Nitzan, Tel-Aviv University; Jacob Goldenberg, Arison School of Business; David Mazursky, The Hebrew University

The Downside of Subscription Models for Consumers

Niels van de Ven, Tilburg University; Anna Paley*, Tilburg University

SIG - Service Marketing: Technology Infusion in Services for Health and Well-being

25th May, Wednesday, 16:00; Ground Floor, Faculty Club Theatre

Session Organizers: Jan Schumann (Chair), University of Passau; Julia Storch, University of Groningen

Session Discussant: Jan Schumann, University of Passau

Train with me! The Role of Perceived Trainer Social Presence in Online Workouts

Julia Storch*, University of Groningen; Jenny van Doorn, University of Groningen; Koert van Ittersum, University of Groningen

Service Cyborgs – Beneficial and Detrimental Effects of Human Enhancement Technologies on Consumer Experiences and Well-Being

Nicole J. Hess*, University of South Florida; Martin Mende, Florida State University; Maura L. Scott, Florida State University; Dhruv Grewal, Babson College; Anne L. Roggeveen, Babson College

This Robot Talks Like Me! Does Speaking a Consumer's Native Regional Language Enhance Trust in a Robot?

Jenny van Doorn*, University of Groningen

SIG Customer Relationship Management: New Research Areas in CRM

26th May, Thursday, 09:30; Ground Floor, Faculty Club Theatre

Session Chair: Manfred Krafft, University of Münster

Introduction by CRM SIG coordinators

Manfred Krafft, University of Münster; F. Javier Sese, University of Zaragoza

Identifying Competitive Structures in Geographical Markets

P.K. Kannan, University of Maryland

CRM for a Better World

Tammo Bijmolt, University of Groningen

Discussion

SIG B2B – B2B Marketing: Research and Teaching in the Post-COVID Era

26th May, Thursday, 11:30; Ground Floor, Faculty Club Theatre

Session Organizer: Elham Ghazimatin, University of Stavanger

Panelists: Kersi D. Antia, Western University; Andreas Eggert, Freie Universität Berlin; Thomas Ritter, Copenhagen Business School; Kenneth H. Wathne, University of Stavanger Business School

SIG Innovation & Stakeholders: Stakeholder networks for sustainable innovation

27th May, Friday, 11:00; Ground Floor, Faculty Club Theatre

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

In cooperation with ANZMAC SIG MASHIN

Panelists: Vera Blazevic, Radboud University; Julia A. Fehrer, University of Auckland; Raymond P. Fisk, Texas State University; Bas Hillebrand, Radboud University; Annouk Lievens, University of Antwerp; Katrien Verleye, Ghent University

Innovative approaches to serving all stakeholders

Raymond P. Fisk, Texas State University

Shaping circular service ecosystems

Julia A. Fehrer, University of Auckland Business School; Joya Kemper, University of Auckland Business School

Multi-actor engagement in circular business model innovation

Katrien Verleye, Ghent University; Néomie Raassens, Eindhoven University of Technology; Fernando Lit, Eindhoven University of Technology; Boukje Huijben, Eindhoven University of Technology; Arne De Keyser, EDHEC Business School; Alex Alblas, Eindhoven University of Technology

Panel discussion

Moderated by: Paul H. Driessen, Radboud University

Poster Session

EMAC 2022 will have a single dedicated poster session, taking place on Thursday 26th May from 18:30 to 20:30 at Ground Floor Foyer of the Main Building, right after the Keynote Speaker's presentation and Award Ceremony. Drinks and finger foods will be served.

All poster presenters will be by their posters throughout the session, welcoming discussions from delegates.

Poster Session Details

Consumer Behavior

- P-01 Mapping the fashion research landscape: a bibliometric analysis**
Ana Büttner, ESPM; Suzane Strehlau, ESPM
-
- P-02 Lookalike the tutor: Pet keeping characterization in consumption practices context on the relationship between aged and their dogs**
Helton da Silva, ESPM; Ricardo Zagallo Camargo, ESPM
-
- P-03 History Sells: How Positive History Shapes Consumers' Preferences for Used Products**
Yang Cao, Xiamen University; Charis Li, Grenoble Ecole de Management; Jun Ye, Xiamen University
-
- P-04 How a "China-made" Label Influences Chinese Youth's Product Evaluation: The Priming Effect of Patriotic and Nationalistic News**
Anqi Yu, University of Antwerp; Shubin Yu, BI Norwegian Business School; Huaming Liu, University of Granada
-
- P-05 Role of identity appeals on pro-environmental self-identity and sustainable consumer behaviours**
Catalin Stancu, Aarhus University
-
- P-06 Olfactory priming in consumer research: Bibliometric literature review**
Marianna Halinen, University of Eastern Finland; Nino Ruusunen, University of Eastern Finland; Heli Hallikainen, University of Eastern Finland; Tommi Laukkanen, University of Eastern Finland
-
- P-07 The resale of luxury goods in the second-hand market: How emotional detachment and professionalization involved in resale affect consumers' perceived value of luxury brands ?**
Camille Bardin, Université d'Aix-Marseille, CERGAM, IAE; Aurélie KESSOUS, Aix Marseille Univ, Université de Toulon, CERGAM
-
- P-08 The Impact of Sales-related Costs on confusion, hesitation and store-visit postponement**
Maali Benhissi, EDC Paris Business School
-
- P-09 Post-Pandemic Luxury Shopping**
Sona Klucarova, Montpellier Business School; Xin He, University of Central Florida; Baiyun Gong, Nova Southeastern University
-
- P-10 Mass customization's online sales configurator capabilities and purchase intention: the roles of psychological empowerment and ownership**
Marwa Meddeb, Aix Marseille University; Jean-louis Moulins, Aix Marseille University

- P-11 Understanding how familiarity and motivation to avoid new foods influence meat substitute consumption: a survey among French consumers**
Andrea Sanchez, Université Clermont Auvergne; Richard Ladwein, University School of Management, Université de Lille
-
- P-12 The Consumer's Cognitive Flexibility Scale – Scale development and validation**
Nadine Benninger, Technical University of Munich; Jutta Roosen, Technical University of Munich
-
- P-13 Fair trade in unfair times - Do we only buy ethically when we are feeling well?**
Philipp Dieckmann, RWTH Aachen University; Moritz Jöring, EMLYON Business School; Daniel Wentzel, RWTH Aachen University
-
- P-14 Defining the Area of Construct - Development of the Definition of Media Brands and Media Brand Trust underlying the Scale Development Process**
Steffen Heim, Helmut-Schmidt-University; Sylvia Chan-Olmstedt, University of Florida; Claudia Fantapié Altobelli, Helmut-Schmidt-University; Michael Fretschner, Nordakademie University of Applied Sciences; Lisa-Charlotte Wolter, IUBH Internationale Hochschule
-
- P-15 Label design for non-alcoholic wines in Germany – an eye tracking case study**
Yvonne Zajontz, Baden-Wuerttemberg Cooperative State University; Naïla Wagner, Baden-Wuerttemberg Cooperative State University
-
- P-16 Cultural adaptation and consumer acculturation - double filter approach**
Eszter Bogáromi, Corvinus University of Budapest; Erzsebet Malota, Corvinus University of Budapest; Tamás László, Eötvös Loránd University
-
- P-17 Nudge mystery – Are consumers aware and consciously affected?**
Zsófia Gyulai, University of Szeged ; Anita Kéri, University of Szeged; Balazs Revesz, University of Szeged
-
- P-18 Why Low-Complexity Numbers Appeal to Consumers**
Elinor Amit, Tel Aviv University; Meyrav Shoham, Tel Aviv University; Yael Steinhart, Tel Aviv University; Uriel Cohen Priva, Brown University
-
- P-19 "I Did It! I Feel Guilty!": Expressing Guilt and Facing Less Punishment by Independent Observers**
Afra Koulaei, Inland Norway University of Applied Sciences; Arash Talebi, EDHEC Business School
-
- P-20 "It's a Matter of Perception": Extraverts' Tendency to Perceive Purchases as Experiences versus Material Objects Brings Them Greater Happiness**
Wilson Bastos, Universidade Catolica Portuguesa; Fernando Machado, Universidade Catolica Portuguesa
-
- P-21 The role of Cosmopolitanism in the Erasmus enrolment decisions**
Susana Silva, Universidade Católica Portuguesa; Miriam Salomão, IPAM; José Côtó, Católica Porto Business School
-
- P-22 Use of nutritional labels and claims during COVID-19: the moderating effect of risk perception**
Lara Bou Fakhreddine, Public University of Navarra; Marian Garcia, University of Kent; Mercedes Sanchez, Public University of Navarra
-
- P-23 Social Class Influences on Purchase Intention Following a Product-Harm Crisis: The Mediating Roles of Subjective Social Status and Attribution of Stability**
Andy Ng, Cardiff University

Digital Marketing & Social Media

- P-24 I'm Off: Advergames' Potential to Stimulate Attitude, Visiting Intention, and Recommendation in Traveling**
Maria Madlberger, Webster Vienna Private University; Maja Stipetic, University of Rijeka
- P-25 Instagram's influence on beauty standards adoption by young women**
Sergio Moraes, ESPM; Paola Amalfi, ESPM; Maria Luiza Gouveia, ESPM; Beatriz Penati, ESPM; Alessandra Sister, ESPM
- P-26 Using IoT to Unlock Novel Ways of Customer Interaction – A Field Experiment**
Sven Beisecker, WHU - Otto Beisheim School of Management; Christian Schlereth, WHU - Otto Beisheim School of Management
- P-27 Employers' changing needs for digital marketing: Results of an n-gram analysis of job advertisements**
József Hubert, Corvinus University of Budapest; András Bauer, Corvinus University of Budapest
- P-28 The attitude – behaviour gap in eWOM: the paradoxical Generation Z**
David D'Acunto, University of Pisa; Raffaele Filieri, Audencia Business School
- P-29 Internal determinants of social media followers' willingness to pay a premium price: A moderated mediation model**
Filipe Coelho, University of Coimbra, CeBER; Concepción Varela-Neira, Universidade de Santiago de Compostela; Zaira Camoiras-Rodríguez, Universidade de Santiago de Compostela
- P-30 Mining the Text of Online Consumer Reviews to Analyze Brand Image, Brand Positioning and Market Structure**
Miriam Alzate, Universidad Publica de Navarra; Javier Cebollada, Public University of Navarra; Marta Arce, Universidad Publica de Navarra
- P-31 Predicting the Virality of Fake News at early stage of diffusion**
Lisbeth Jimenez Rubido, Universidad Carlos III de Madrid; Mercedes Esteban-Bravo, Universidad Carlos III de Madrid; Jose Vidal-Sanz, Universidad Carlos III de Madrid
- P-32 Thumbs up: An Empirical Analysis on Employee's Intention to Interact with Corporate Content**
Jesse Bächler, ZHAW School of Management and Law; Manuel Benz, VZ VermögensZentrum; Nina-Monique Heim, ZHAW School of Management and Law
- P-33 You Better Believe it: The Impact of Social Identity Based Naïve Theories in Reward Based Crowdfunding**
Stefan Rose, Bern Univeristy of Applied Sciences; Daniel Wentzel, RWTH Aachen University
- P-34 How May I Help You? Chatbots Implementation in Marketing**
Svetlana Bialkova, Liverpool Business School
- P-35 Combining Human and Digital in Online Customer Support: the Role of Regulatory Focus**
Aleksandra Petelina-Walsh, University of Reading

Innovation Management & New Product Development

- P-36 "Hot from the Press!": Crash Coverage as a Psychological Barrier to Autonomous Vehicle Adoption**
Thomas Teychenie, TSM-Research, Université Toulouse Capitole, CNRS; Julien Cloarec, IAE Lyon School of Management, Université Jean Moulin Lyon 3, Magellan; Lars Meyer-Waarden, Toulouse School of Management Research -CNRS University Toulouse 1 Capitole
- P-37 Culture of Innovation: A Comprehensive Literature Review Using Latent Dirichlet Association**
Serena Pugliese, Bocconi University; Verdiana Giannetti, Leeds University Business School; Sourindra Banerjee, Leeds University Business School
- P-38 Motivators function as catalysator for the use of smart home devices. A user perspective**
Anja Janoschka, Lucerne School of Business; Remo Kälin, Lucerne School of Business; Thomas Wozniak, Lucerne School of Business; Larissa Dahinden, Lucerne School of BusinessInternational Marketing & Marketing in Emerging Countries

International Marketing & Marketing in Emerging Countries

- P-39 Consumer knowledge about brand origin on the food market**
Pawel Bryla, University of Lodz
- P-40 The Impact of SMEs' Multidimensional Proximity towards Marketing Knowledge Sharing Via Coopetition: A Proposed Conceptual Model**
Mohammad Reza Mazandarani, University of Valencia; Marcelo Vela, Universidad De Valencia

Methods, Modelling & Marketing Analytics

- P-41 Measuring the Return of Experiential Marketing**
Holly Barry, Munster Technological University; Rose Leahy, Munster Technological University; Pio Fenton, Munster Technological University
- P-42 Tell Me How to Drive Safer, but Not Now! - The Effect of Timely-Disconnected Feedback on Driving Behaviour**
Sybilla Merian, University of Zurich; Patrick Bachmann, ETH Zurich; Erika Meins, ETH Zurich; Martin Natter, University of Zurich

Pricing & Promotions

P-43 Investigating the effect of external reference prices on consumer price evaluation and purchase decision: A multi-method approach

Lilla Lipták, University of Szeged; Szabolcs Prónay, University of Szeged

P-44 Measuring and triggering price sensitivity of disruptive technologies

Anett Erdmann, ESIC University; José Manuel Mas, ESIC University; María de las Mercedes de Obesso Arias, ESIC University; Anhui Hu, ESIC Business & Marketing School

Product and Brand Management

P-45 Building green brand trust of environmental-conscious consumers by using identity-based brand management on the example of natural cosmetic brands

Melina Alexandra Schmidt, FHWN - Campus Wieselburg; Robert Fina, FHWN - Campus Wieselburg

Public Sector and Non-Profit Marketing

P-46 I am too good to be true: how self-enhancement motivations shape prosocial behavior of entitled individuals

Alexandra Polyakova, Toulouse Business School

P-47 Educating marketing students for sustainability through inclusion of NGO partners

Katalin Ásványi, Corvinus University of Budapest; Ágnes Zsóka, Corvinus University of Budapest

P-48 Investigation of sense of community in case of Hungarian cyclists

Eva Bundsag, University of Szeged; Sandor Huszar, University of Szeged

P-49 The Effect of Self-construal on Engagement in Cause-related Marketing Campaigns

Haitham Merhi, Universitat Autònoma de Barcelona; Josep Rialp, Universitat Autònoma de Barcelona

Relationship Marketing

P-50 The influencing chain of physician rating website usage: a cross-sectional study in Austria

Sonja Bidmon, Alpen-Adria-Universitaet Klagenfurt; Bernhard Guetz, Alpen-Adria-Universitaet Klagenfurt | Carinthia University of Applied Sciences

P-51 A virtuous circle: the relationship between Loyalty and Loyalty programs in Brazilian retail

Luciana de Almeida, ESPM; Erica Ortiz, ESPM

P-52 The experience of anticipating the use of a technology. The case of digital tools in stores

Bechtel Soki, Université de Bourgogne

P-53 No spectators, no sponsorship? Exploring the impact of Covid-19 on sport sponsorship effectiveness

Konstantinos Koronios, University of Peloponnese; Lazaros Ntasis, University of Peloponnese; Panagiotis Dimitropoulos, University of Peloponnese; Alkistis Papaioannou, Hellenic Open University

Retailing & Omni-Channel Management

P-54 Acceptance of Cryptocurrencies in E-Commerce: Consumers' Perspective Using a Proposed Cryptocurrency Technology Acceptance Model (CCTAM)

Michael Hollaus, University of Applied Sciences Wiener Neustadt, Campus Wieselburg; Lisa Lampert, University of Applied Sciences Wiener Neustadt, Campus Wieselburg; Ulrich Urak, University of Applied Sciences Wiener Neustadt, Campus Wieselburg

P-55 The Influence of Legitimacy, Reputation and Status on Online Store Loyalty

Aijing Song, Yunnan Normal University

P-56 Risk of cash payment and retail support in mobile payment acceptance during the pandemic

Agardi Irma, Corvinus University of Budapest; Mónika Alt, Babeş-Bolyai University

P-57 Applying channel preferences as a mediating and segmentation variable in the case of sports goods customers – an omnichannel behaviour perspective

Akos Nagy, University of Pécs Faculty of Business and Economics; Ildikó Kemény, Corvinus University of Budapest; Krisztian Szucs, Faculty of Business and Economics, University of Pécs; Judit Simon, Corvinus University of Budapest

Sales Management and Personal Selling

P-58 New Sales Practices: Are Salespeople Value Co-Creator?

Laure Guigard, Magellan Laboratory, Jean-Moulin Lyon 3 University

P-59 The role of COVID anxiety in case of intention to use e-health services

Ildikó Kemény, Corvinus University of Budapest; Zsuzsanna Kun, Corvinus University of Budapest; Kulhavi Nikoletta Márta, Corvinus University of Budapest; Ádám Konstantin Rojkovich, Corvinus University of Budapest; Judit Simon, Corvinus University of Budapest

P-60 Clustering Patients According to their Medication Preference based on Conjoint Analysis

Zsuzsanna Kun, Corvinus University of Budapest; Tamás Pusztai, Corvinus University of Budapest; Ildikó Kemény, Corvinus University of Budapest; Bence Kovács, Corvinus University of Budapest; Judit Simon, Corvinus University of Budapest

Social Responsibility & Ethics

P-61 Overcoming consumption barriers for conscious food products: The influence of sustainability and health-related product information on sensory acceptance differentiated according to diets

Kathrin Heim, University of Applied Sciences, Campus Wieselburg of Fachhochschule Wiener Neustadt GmbH; Katharina Janecek, University of Applied Sciences, Campus Wieselburg of Fachhochschule Wiener Neustadt GmbH

P-62 Avoiding greenwashing: should fashion brands create a separate sustainable collection to present their eco-friendly products?

Natacha Kahan, Université Libre de Bruxelles, Solvay Brussels School of Economics & Management; Virginie Bruneau, Université libre de Bruxelles; Catherine Janssen, Solvay Brussels School of Economics and Management - Université libre de Bruxelles

P-63 Consumer Engagement and the Change to a Sustainable Transport Consumption Pattern

John Thøgersen, Aarhus University; Ting Zhang, Sun Yat-sen University, Business School

P-64 Influence of individual cultural orientations on privacy protective responses: the mediating role of concern for privacy breaches

Christelle Aubert Hassouni, ESCP Business School; Béatrice Parguel, CNRS; Sandrine Macé, ESCP Business School

P-65 Communicating on Ethics in the Textile Market: Results of an Exploratory Study on Corporate Communication and Communication on Social Networks of Fast Fashion and Ethical Fashion Actors

Stéphanie Montmasson, Université De Toulon; Sandrine Hollet-Haudebert, University of Toulon; Brigitte Müller, University of Toulon, IAE, Cergam

P-66 Sustainability approaches of European contemporary art museums based on their mission statements

Zsuzsanna Fehér, Corvinus University of Budapest; Katalin Ásványi, Corvinus University of Budapest

P-67 Social media communication of local and international CSR initiatives concerning customer education and engagement of German discount supermarket chains in Europe

Rita Lukács, Budapest Metropolitan University

P-68 Customer's perspective on front-line service employees with disabilities: The role of interaction and emotions

Musa Essa, University of Bologna

P-69 Consumer Engagement in Sustainable Initiatives through Crowdfunding

Natalia Maehle, Western Norway University of Applied Sciences; Pia Piroshka Otte, Ruralis - Institute for Rural and Regional Research

P-70 Climate-related disclosures – how increase CSR communication with gamification?

Filip Wójcik, University of Warsaw

P-71 Improving life quality of consumers: a sin tax as a marketing tool to promote the consumption of healthy beverages

Anastasia Kovalenok, Higher School of Economics

P-72 The Use of CSR Advertisements by Different Business Models and Its Effects on the Perception of Corporate Credibility

Verena Batt, Lucerne University of Applied Sciences and Arts; Finja Fischenbeck, Unity AG; Adrienne Schäfer, Lucerne University of Applied Sciences and Arts; Karina Von dem Berge, Lucerne University of Applied Sciences and Arts; Katharina Windler, Lucerne University of Applied Sciences and Arts; Anja Zimmermann, Lucerne University of Applied Sciences and Arts

P-73 Purchasing Behaviour in Sustainable Financial Services

Jonas Jahmert, University of St. Gallen; Hato Schmeiser, University of St. Gallen; Meike Zehnle, University of St. Gallen

Tourism Marketing

P-74 Motivations, facilitators, and inhibitors in the choice of tourist destinations by people with visual impairments

Vivian Strehlau, ESPM; Aline Delmanto, ESPM

P-75 Notre-Dame is burning: Coping with the destruction of heritage

Damien Chaney, EM Normandy; Pascal Brassier, Université Clermont Auvergne - CleRMA Lab

P-76 Touchless technology for contactless hospitality – A real post-COVID alternative?

Zsofia Hajnalka Cserdi, Corvinus University of Budapest; Zsofia Kenesei, Corvinus University of Budapest

P-77 How veganism impacts tourists attitudes toward tourism destinations: an empirical study

Sílvia Cavalinhos, Instituto Universitário de Lisboa (ISCTE-IUL); Ricardo Godinho Bilro, Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU-IUL); Luis Miguel, ISCTE-IUL

P-78 Humorous response to consumer complaints: an ally or an enemy?

Shynar Dyussebayeva, University of Portsmouth; Marta Nieto García, University of Portsmouth; Ali Selcuk Can, University of Portsmouth

Transformative Consumer Research

P-79 Does sharing equal caring? Findings from an empirical study analyzing motivation for consumers to participate in the sharing economy in Austria

Stefan Grohs-Müller, Fachhochschule Wiener Neustadt, Campus Wieselburg

P-80 What's in it for me? Consumer perception of diversity communication in retailing

Anne Peschel, Aarhus University; Lina Jacobsen, MAPP-Centre, Aarhus University; Sascha Steinmann, Aarhus University

P-81 Small businesses and neighbourhood satisfaction

Ágnes Somosi, John von Neumann University; Luk Warlop, BI Norwegian Business School; Alfred Stiasny, Vienna University of Economics and Business; Krisztina Kolos, Corvinus University of Budapest

Detailed Conference Programme

25th May, Wednesday, 09:00-10:30 (W-0900)

Meet the Editors – Journal of Product Innovation Management

Ground Floor, Lecture Room I

Jelena Spanjol

Special Session - When, Where, What, and How much to Advertise

Ground Floor, Lecture Room II

Session Chair: Jochen Reiner, Goethe University Frankfurt

Advertising Strategy Diversification: Ads for All Tastes or Master of None?

Koushyar Rajavi, Georgia Institute of Technology; Filippo Dall'Olio*, Brock University; Maren Becker, ESCP Business School; Maarten Gijsenberg, University of Groningen

When, Where, What Amount. How Smarter Decisions on the WWW of Advertising Budget Allocation Grow Consumer Mind-set Metrics and Brand Sales

Hidde Smit*, University of Groningen; Maarten Gijsenberg, University of Groningen; Tammo Bijmolt; University of Groningen

Does Full-Funnel Online Ads Help Grow Customer Base and Brand Sales? Causal Inference at Amazon

Koen Pauwels*, Northeastern University; Summer Yin, Amazon Ads

Setting ACoS Targets for Sponsored Search Campaigns – An Application to the Amazon Marketplace

Orian Mahlow, Goethe University Frankfurt; Jochen Reiner*, Goethe University Frankfurt; Bernd Skiera, Goethe University Frankfurt

Digital Marketing & Social Media – AI

Ground Floor, Lecture Room IV

I and AI: Towards a Typology of Relationships between the Self and Anthropomorphised AI

Amani AlAbed, Newcastle University; Ana Javornik, University of Bristol; Diana Gregory-Smith, Newcastle University; Rebecca Casey, Newcastle University

The role of empathy for the perception of threats regarding the use of personal data by AI devices

Corina Pelau, Bucharest University of Economic Studies; Dan-Cristian Dabija, Babes-Bolyai University Cluj-Napoca, Faculty of Economics and Business Administration; Mihaela Stanescu, Bucharest University of Economic Studies

Effects of authenticity on customer retention of AI-powered branded app: A conceptual paper

Diem-Trang Vo, RMIT University Vietnam; Long Nguyen, RMIT University Vietnam; Duy Dang-Pham, RMIT University Vietnam; Ai-Phuong Hoang, RMIT University Vietnam

SIG on Branding - Co-creation of Intangible and Tangible Brand Assets

Ground Floor, Faculty Club Theatre

Methods, Modelling & Marketing Analytics – Analyzing and Managing Customers

3rd Floor, Room 328

The Role of Marketing Activities and Searching Behavior Driving New Users Toward Acquisition

Carla Freitas Silveira Netto, University of Bologna; Elisa Montaguti, University of Bologna; Sara Valentini, Bocconi University; Federica Vecchioni, Data Reply

When Zeros Count: Confounding in Preference Heterogeneity and Attribute Non-Attendance

Narine Yegoryan, Humboldt University Berlin; Daniel Guhl, Humboldt University Berlin; Friederike Paetz, Clausthal University of Technology

Optimal Price Targeting

Adam Smith, University College London; Stephane Seiler, Imperial College London/CEPR; Ishant Aggarwal, Lloyds Bank

Consumer Behavior - Identity and Technological Environment

3rd Floor, Room 330

Consumption in virtual worlds: Extending identity into digital markets

Bernadett Koles, IESEG School Of Management; Peter Nagy, Arizona State University

The Double-Edged Sword of Self-Trackers: How Self-Quantification Affects Self-Control in Narcissistic versus Non-Narcissistic Consumers

Eline L.E. De Vries, University Carlos III of Madrid; Sahar Karimi, University of Liverpool

Future incentives to reduce mobile phone usage

Jeeva Somasundaram, IE Business School; Laura Zimmermann, IE University; Quang Duc Pham, IE Business School

The Influence of the Season on Consumers' Feeling of Groundedness and Product Attractiveness

Christopher Schraml, University of St.Gallen; Matthias Eggenschwiler, University of St.Gallen; Thomas Rudolph, University of St. Gallen, Institute of Retail Management

Advertising & Marketing Communications - Ethics, diversity, sustainability and advocacy

3rd Floor, Room 332

Consumer's attitude to moral framed advertisements when brands are taking stand on socio-environmental issues

Babak Sarabi, UiT the Arctic University of Norway; Anders Wien, UiT the Arctic University of Norway; Tarje Gaustad, BI Norwegian Business School

The Effect of Sustainable Packaging Communication on Perceived Brand Ethicality

Christina Nguyen, Oxford Brookes University; Maheshan De Silva Kanakaratne, Oxford Brookes University

Racial Diversity in Advertising

Nick Bombajj, University of Amsterdam; Sadaf Mokarram Dorri, University of Amsterdam; Mana Stutchbury, Gisou

Advocating Beyond Call of Duty: How to Unlock the Potential of Employee Advocacy Platforms

Laura De Kerpel, Ghent University; Anneleen Van Kerckhove, Ghent University; Gudrun Roose, IESEG School of Management

International Marketing & Marketing in Emerging Countries – Developing and Emerging Market Issues

3rd Floor, Room 334

Perceived Financial Well-Being as Antecedent of Psychological Well-Being: Evidence from Brazil

Mateus Ponchio, Fundacao Getulio Vargas / Escola de Administracao de Empresas de Sao Paulo; Simoni Rohden, IPAM; Frederike Mette, PUCRS

Brazilian Transgender Population Vulnerable Experiences When Medically Transitioning: Insights from an Emerging Country

Andres Veloso, University of Sao Paulo; Vivian Marangoni, Universidade do Estado do Amazonas; Sofia Ferraz, ESPM

Visitor perception of museum brand value

Marina Sheresheva, Lomonosov Moscow State University; Ekaterina Buzulukova, Lomonosov Moscow State University; Irina Lyadckina, Lomonosov Moscow State University

Internationalization of Italian wine products in China: The role of digital platforms in a service ecosystem

Lala Hu, Università Cattolica del Sacro Cuore Milano; Roberta Sebastiani, Università Cattolica del Sacro Cuore; Marta Galli

Social Responsibility & Ethics – Sustainable Consumption I

3rd Floor, Room 336

The psychological conflict loop of sustainable consumption: A systematic literature review and research agenda

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

Does price reduction on suboptimal food increase food waste at home? Analysis of the subsequent perceived value

Louise Dumont, UCLouvain; Karine Charry, UCLouvain; Valérie Swaen, UCLouvain

Understanding the impacts of emotions and knowledge on the consumer's behaviour towards sustainable clothing – a Brazilian's perspective.

Ana Raquel Pinzon de Souza, University of Leeds; Iva Bimpli, University of Leeds; Mariana Bassi Suter, Toulouse Business School; Yanyan Chen, Toulouse Business School

Narcissism, faith in humanity, and product reuse: The moderating role of subjective norms

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

Public Sector and Non-Profit Marketing – Adopting public interest technology: Facilitators and barriers

3rd Floor, Room 338

How need for interaction and self-regulated learning influence the acceptance of online education in an UTAUT framework

Ágnes Halász, Corvinus University of Budapest; Zsófia Kenesei, Corvinus University Budapest

Users' engagement in a serious game. Empirical study in public management education

Pascal Brassier, Université Clermont Auvergne - CleRMA Lab; Véronique Favre-Bonté, Université Savoie Mont Blanc; Patrick Ralet, Université Clermont Auvergne - CleRMA Lab

When a Robot Asks for Help: The Impact of a Healthcare Robot Admitting a Weakness on Patients' and Caregivers' Intention to Use the Robot

Elena Dreßler, Saarland University; Anja Spilski, HS PF Pforzheim University; Andrea Gröppel-Klein, Saarland University; Tobias Greff, August-Wilhelm Scheer Institute

Innovation Management & New Product Development – Innovation Adoption

3rd Floor, Room 340

Antecedents to the Adoption of Olfactive Devices

Jean-Michel Sahut, IDRAC Business School; Patricia Baudier, EM Normandie Business School, Métis Lab; Najoua Manita, Ecole de Management Léonard De Vinci; Marie Haikel-Elsabeh, Ecole de Management Léonard De Vinci; Eric Braune, Omnes Education

Predicting Purchase Probabilities Precisely: How Price Related Variables in Purchase Intention Surveys Help Consumers to Evaluate their True Intentions.

Anika Honold, Karlsruhe Institute of Technology

How does it fit? Investigating effects of regulatory fit on innovation adoption behavior

Nina Gospodinova, Saarland University; Slawka Jordanow, Saarland University; Sven Heidenreich, Saarland University

Special Session - New Technologies and CRM

3rd Floor, Room 3001

Session Chairs: Roman Welden, University of Tennessee; Kelly Hewett, University of Tennessee; Michael Haenlein, ESCP Business School/University of Liverpool

Friend or Foe: The Impact of Video UGC on Video Game Sales and Usage

Jinhee Huh; Lingling Zhang; P.K. Kannan*, University of Maryland

Compare and Despair: The Impact of Influencers' Digital Image Manipulation on User Engagement and Mental Health

Morgan K. Ward; Kunpeng Zhang; David A. Schweidel*, Emory University

Targeting Prospective Influencers on User-Generated Content Platforms

Andreas Lanz; Jacob Goldenberg*, Reichman University; Daniel Shapira; Florian Stahl

Playing the Game: Reimagining Video Games as a Dynamic Marketing Channel

Roman Welden*, University of Tennessee; Kelly Hewett, University of Tennessee; Michael Haenlein, ESCP Business School/University of Liverpool

Special Session – The Role of Food Labels in Promoting Consumer Choice for Healthy Foods

3rd Floor, Room 3005

Session Chairs: Iina Ikonen, University of Bath; Aylin Aydinli, Vrije Universiteit Amsterdam; Peeter Verlegh, Vrije Universiteit Amsterdam

Adding Good or Removing Bad: Consumer Response to Nutrition Claims

Iina Ikonen*, University of Bath; Aylin Aydinli, Vrije Universiteit Amsterdam; Peeter Verlegh, Vrije Universiteit Amsterdam

Healthy in the Wrong Way: Mismatching of Marketers' Food Claim Use and Consumers' Preferences in the United States but not in France

Pierre Chandon, INSEAD; Romain Cadario*, Erasmus University

How Positive Nutri-Scores Backfire

Eva Heeremans*, Ghent University; Maggie Geuens, Ghent University; Iris Vermeir, Ghent University

How Healthy Is Your Basket? The Effect of Real-Time Nutritional Feedback on the Healthiness of Grocery Shopping Baskets

Wieteke de Vries*, University of Groningen; Koert van Ittersum, University of Groningen

25th May, Wednesday, 11.00-12.30 (W-1100)

Meet the Editor - Journal of Advertising

Ground Floor, Lecture Room I

Sara Rosengren

EMAC-Aimark Doctoral Dissertation Competition Presentation

Ground Floor, Lecture Room II

Advertising & Marketing Communications - Senses and emotions in advertising

Ground Floor, Lecture Room IV

Is human likeness always best? Human- vs. cartoon-like virtual models

Claudia Franke, Saarland University; Andrea Gröppel-Klein, Saarland University; Julian Dincher, Saarland University; Annika Ecker, Saarland University

The Impact of Personalization and Transparency Information Levels on Perceived Creepiness

Kevin Krause, Saarland University; Andrea Gröppel-Klein, Saarland University; Sophie Nike Friderich, Saarland University

The development of a typology for voices in marketing communications

Maximilian Bruder, University of Augsburg; Michael Paul, University of Augsburg

SIG – Digital Marketing: Digital Marketing in a cookieless world

Ground Floor, Faculty Club Theatre

Marketing Strategy & Theory – Innovation and Customization

3rd Floor, Room 324

Red, Blue, or Green?: CEOs Political Orientation and Sustainable Innovation

Kai Lesage, Grenoble Ecole de Management; Christophe Haon, Grenoble Ecole de Management; Shekhar Misra, Grenoble Ecole de Management

Customer Concentration and Firm Performance: Findings from a Meta-analysis

Ljubomir Pupovac, UNSW; Hauke Wetzel, UNSW; François Carrillat, HEC Montréal; Manjunath Padigar, University of Groningen

Mass-Customization Strategies in a Multi-Market Oligopoly

Dinah Cohen-Vernik, University of Houston Downtown; Amit Pazgal, Rice University

Methods, Modelling & Marketing Analytics – Getting insights from New Sources of Data and External Factors

3rd Floor, Room 328

AI-based Re-identification of Behavioral Clickstream Data

Stefan Vamosi, WU Vienna University of Economics and Business; Michael Platzer, MOSTLY AI; Thomas Reutterer, WU Vienna University of Economics and Business

Understanding Fashion Product Sales Using Product Images and Convolutional Neural Networks

Daniela Mast, University of Tübingen; Stefan Mayer, University of Tübingen; Aseem Behl, University of Tübingen; Dominik Papies, University of Tübingen

The Strategic Value of Weather Changes in Social Media and Sales Analytics

M. Tolga Akçura, Özyeğin University; Işıl Büdeyri Turan, Özyeğin University

Consumer Behavior - E-commerce & Digital Consumption

3rd Floor, Room 330

Language properties of successful collaborative conversations

Alisa Wu, Columbia University; Melanie Brucks, Columbia University

Designing Persuasive Crowdfunding Videos

Hannah Chang, Singapore Management University; Anirban Mukherjee, Cornell University; Amitava Chattopadhyay, INSEAD

Online Shopping Cart Abandonment: Placing Self-Expressive Products in the Shopping Cart Reduces Product Interest

Liat Hadar, Tel Aviv University; Yael Steinhart, Tel Aviv University; Gil Appel, George Washington University; Yaniv Shani, Tel Aviv University

On Temporarily Reducing Digital Consumption: Development of a Scale to Assess Digital Detox Intentions

Svenja Winkler, Goethe University Frankfurt; Lisa Eckmann, Goethe University Frankfurt; Torsten Bornemann, Goethe University Frankfurt; Jan Landwehr, Goethe University Frankfurt

Relationship Marketing - Customer Experience Management: Journeys, Emotions and Information disclosure

3rd Floor, Room 332

Shame is a Brand Eating Emotion: Negative Effects of Consumer-Brand Identification in the Aftermaths of Brand Failures

Wolfgang Weitzl, University of Applied Sciences Upper Austria; Clemens Hutzinger, Seeburg Castle University

Stage-Dependent Customer Engagement in Dual-Stage Data Disclosure Decisions: An Evaluation of Affective versus Cognitive Appeals

Lea Postel, University of Passau; Thomas Widjaja, University of Passau; Jan Schumann, University of Passau

Customer experience management in the higher education context: Why focusing on the relationship level is important for student retention and customer loyalty

Svetlana De Vos, Australian Institute of Business; Bora Qesja, Australian Institute of Business

Understanding touchpoint criticality in customer churn journeys

Roelof Hars, University of Groningen; Hans Risselada, University of Groningen; Jaap Wieringa, University of Groningen

B2B Marketing & Supply Chain Management Session

3rd Floor, Room 334

Digital Technology Usage as a Driver of Servitization Paths in Manufacturing Industries

Andreas Eggert, Freie Universität Berlin; Lisa Harrmann, Freie Universität Berlin; Eva Böhm, TU Dortmund University

Does engaging content marketing help generate more B2B leads?

Amelia Dash, University of Eastern Finland; Tommi Laukkanen, University of Eastern Finland

Influence of Regain Management Practices and Cultural Framework Conditions on Customer Recovery Success in Professional Service Firms

René Schleus, Freie Universität (FU) Berlin; Doreén Pick, University of Applied Sciences Merseburg

Social Responsibility & Ethics – Sustainable Consumption II

3rd Floor, Room 336

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

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

I said I would not buy it, but here I go again... Why ethically minded consumers consume when having decided otherwise?

Eleni Papaoikonomou, University Rovira and Virgili; Matias Ginieis, University Rovira and Virgili

The relative importance of environmental aspects vs. social aspects in defining sustainability vs. driving consumer boycott behavior

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

Public Sector and Non-Profit Marketing - Promoting healthy and sustainable environments: A multiple stakeholders' perspective

3rd Floor, Room 338

Do green traffic-light labels signal healthy, tasty, and filling? How traffic-light labels impact food perception and food choice in self-service canteens

Lisa-Marie Merkl, University of Bayreuth; Larissa Diekmann, University of Bayreuth; Claas Christian Germelmann, University of Bayreuth

How Can We Create Safe Smart Cities? A Qualitative Analysis from a Multiple Stakeholders' Perspective

Emanuela Stagno, University of Sussex; Matilda Dorotic, BI Norwegian Business School

Consumer perceptions of sustainability labels for alternative consumer networks

Birgit Teufer, IMC University of Applied Sciences Krems; Martin Waiguny, IMC University of Applied Sciences Krems; Sonja Grabner-Kräuter, Alpen-Adria-Universität Klagenfurt

Innovation Management & New Product Development – Adoption of AI

3rd Floor, Room 340

In Companies We Trust: Consumer Adoption of Artificial Intelligence Services and the Role of Company Trust and AI Autonomy

Darius-Aurel Frank, Aarhus University; Lina Jacobsen, MAPP-Centre, Aarhus University; Helle Alsted Sondergaard, Aarhus University

Would an Expert Driver Get an Autonomous Car? The Impact of Consumers' Task Expertise on the Intention to Adopt Autonomous Products

Radu Dimitriu, Trinity Business School, Trinity College Dublin; Fred Selnes, BI Norwegian Business School; Adeel Tariq, University of Southeastern Norway; Tobias Heußler, Wiesbaden Business School; Christof Backhaus, Edinburgh Napier University Business School; David Dose, University of Exeter Business School

Now, Take Your Hands from the Steering Wheel! How Trust, Well-Being and Privacy Concerns Influence Intention to Use Semi- and Fully Autonomous Cars

Giulia Pavone, CNRS University Toulouse 1 Capitole; Julien Cloarec, Université Jean Moulin Lyon 3, Magellan; Marc Kuhn, Baden-Wuerttemberg Cooperative State University Stuttgart; Lars Meyer-Waarden, CNRS University Toulouse 1 Capitole; Andreas Munzel, Université de Montpellier

Autonomy, Understandability, and Beyond: What Consumers Value in AI Financial Decision Tools

Adi Ghosh, City, University of London; Oguz Acar, City, University of London; Caroline Wiertz, City, University of London; Aneesh Banerjee, City, University of London

Special Session – Teaching Marketing Analytics: Challenges and Best Practices

3rd Floor, Room 3001

Session Chairs: Jaap Wieringa, University of Groningen; Peter Verhoef, University of Groningen

Teaching Marketing Analytics: a Bauhaus approach

Raoul Kübler*, University of Münster

Reconsidering the marketing analytics curriculum: Focusing on new skills required to succeed on the job market

Hannes Datta*, Tilburg University

Marketing analytics: educating managers vs. educating technicians

Arnaud De Bruyn*, ESSEC Business School

Teaching Marketing Analytics with the Value Creation Model

Peter Verhoef, University of Groningen; Jaap Wieringa*, University of Groningen

Special Session – 'How' Matters: Framing Effects in Donation Giving

3rd Floor, Room 3005

Session Chairs: Danit Ein-Gar, Tel-Aviv University; Liat Levontin, Technion

The Donor's Choice Dilemma

Danit Ein-Gar*, Tel-Aviv University; Liat Levontin, Technion; Tehila Kogut, Ben-Gurion University of the Negev

Psychological Causes of Medical Signs Decrease Perceived Severity, Support for Care, and Donations

Selin Goksel, London Business School; David Faro*, London Business School; Stefano Puntoni, Erasmus University

Giving Suggestions: Using Quantity Requests to Increase Donations

Alice Moon*, University of Pennsylvania; Eric M. VanEpps, University of Utah

25th May, Wednesday, 14:00-15:30 (W-1400)

Meet the Editor – Journal of Interactive Marketing

Ground Floor, Lecture Room I

Arvind Rangaswamy

Consumer Behavior – Retailers, Assortment and Service

Ground Floor, Lecture Room II

The Effect of Implicit Packaging Design - A Meta-Analytic Study

Timpe Callebaut, KU Leuven; Kathleen Cleeren, KU Leuven; Kelly Geyskens, Maastricht University

Please Forgive Me: Victims' versus Observers' Perspective on the Service Recovery Process

Yuliya Kolomoyets, Modul University Vienna

Disrespectful Promotions: How Identity-Linked Price Promotions Backfire for Marginalized Consumer Groups

Guanzhong Du, University of British Columbia; Kobe Millet, Vrije Universiteit Amsterdam; Aylin Aydinli, Vrije Universiteit Amsterdam; Jennifer Argo, University of Alberta

Digital Marketing & Social Media – Advertising

Ground Floor, Lecture Room IV

Pacing in Real-Time Bidding for Online Display Advertising

Ugurcan Dündar, WU Vienna; Nadia Abou Nabou, WU Vienna; Bernd Skiera, Goethe-University Frankfurt, Germany

Quantifying the Benefits of Syncing Search Engine and Television Ads

Ivan Guitart, EM-Lyon Business School; Guillaume Hervet, Université de Lausanne

Causal impact of Digital Display Ads on Advertiser Performance

Koen Pauwels, Amazon Ads; Manuele Caddeo, Amazon Ads; German Schnaidt, Amazon Ads

Skippable and Non-Skippable Ads – The Yin and Yang of Digital Video Advertising

Julian Wichmann, University of Cologne

SIG – Consumer Behavior with IJRM: IJRM Means Research at the Edge: Providing Answers to Novel and Potentially Disruptive Phenomena in Consumer Behavior

Ground Floor, Faculty Club Theatre

Marketing Strategy & Theory – Marketing Ethics and Authenticity

3rd Floor, Room 324

The (Authentic?) Past in Marketing: A Conceptual Review and Future Research Agenda

Christian Dam, University of Gothenburg; Katja H. Brunk, Europa-Universität Viadrina; Benjamin Hartmann, University of Gothenburg

Competition and Unethical Firm Behavior

Lars Gemmer, University of Cologne; Alexander Edeling, KU Leuven; Marc Fischer, University of Cologne

The Authenticity Discount of Firm Growth: Consumer Inferences on Diversification and Expansion

Christian Schaefer, Goethe University Frankfurt; Dominik Hettich, Goethe University Frankfurt; Torsten Bornemann, Goethe University Frankfurt

Impact of Global Brand CMOs' CSR and Socio-Political Activism Communication on Twitter

Peren Ozturan, Ozyegin University; Amir Grinstein, Northeastern University

Pricing & Promotions – Pricing in FMCG

3rd Floor, Room 326

The Role of Regulatory Focus on Consumer Response to Minimum Purchase Requirement Sales Promotion

Sitong Jiang, Durham University; Arezou Ghiassaleh, Durham University; Ji (Karen) Yan, Durham University

Why do Retailers Charge Different Prices for Identical Products Across Countries? An Investigation in the CPG Industry

Anne ter Braak, Maastricht University; Barbara Deleersnyder, University of Tilburg

When Do Discounts Matter? An Investigation of Potential Drivers of Discounts Elasticities Across Brands, Categories and Store Formats

Tanetpong Choungprayoon, Stockholm School of Economics

Too much is unsold! Influence of assortment's size and variety on consumers' deal anticipation and waiting for deal

Victor Mejia, Université Côte d'Azur; Mohamed Didi Alaoui, Université Côte d'Azur

Methods, Modelling & Marketing Analytics – Insights for Retailing, Distribution and Demand

3rd Floor, Room 328

Approaches to Modelling the Relationship between Total Distribution and Market Share for Consumer Packaged Goods

Sebastian Göbl, University of Cologne; Martin Hirche, University of Cologne; Giang Trinh, Ehrenberg-Bass Institute University of South Australia

Platform Monetization and Unintended Consequences on its Ecosystem: Evidence from a Two-sided Market for Books

Qiaoni Shi, Bocconi University; Kai Zhu, McGill University; Shrabastee Banerjee, Tilburg University

Long-term Ad Effectiveness: Dual Contribution of Ads on Sales and Brand Equity
Christina Reh, WHU-Otto Beisheim School of Management; Christian Schlereth, WHU - Otto Beisheim School of Management

Tourism Marketing Session

3rd Floor, Room 330

Gamification and visitor engagement in smart exercise travel: A spatial approach
Seongsoo Jang, Cardiff University; Jinwon Kim, University of Florida

What Makes Destinations Smart? The Visitors' Perspective
Nina Michaelidou, Loughborough University; Milena Micevski, Copenhagen Business School; Živa Kolbl, University of Ljubljana, Marketing Department; Marc Herz, Kleinundpläcking GmbH

The appearance of digital dynamic visual identities in the marketing of tourist destinations
Balázs Fekete, Corvinus University of Budapest; Kitti Boros, Corvinus University of Budapest

International Marketing & Marketing in Emerging Countries – International Marketing Strategy

3rd Floor, Room 332

Agile Mindset and Agile Slack: Impact on Marketing Effectiveness And International Performance
Yoel Asseraf, Ruppin Academic Center; Itzhak Gnizy, Ono Academic College

International franchising governance mode choice: A stakeholder perspective
Vanessa Bretas, National University of Ireland - Galway; Ilan Alon, University of Agder; Thelma Rocha, ESPM; Jefferson Galetti, University of Johannesburg

Marketing capabilities and market effectiveness of the exporting SMEs, a two-country study
Izabela Kowalik, Warsaw School of Economics; Lidia Danik, Warsaw School of Economics; Agnieszka Pleśniak, Warsaw School of Economics

B2B Marketing & Supply Chain Management Session

3rd Floor, Room 334

Green Marketing Capability and Performance: A Configurative Approach
Prithwiraj Nath, Northumbria University; Angsaya Siepong, Stamford International University

Comparing Value Propositions and Reference Cases for Persuading Customers in Business Markets
Dominik Ebinger, Karlsruhe Institute of Technology

From box-movers to lacemakers: When logistics becomes the backbone of BtoB distributors' marketing strategy
Elsa Dessaigne, Excecia Business School; Catherine Pardo, EM Lyon Business School; Gilles Paché, CERAM Aix-Marseille University

Social Responsibility & Ethics – CSI/Unethical Behaviors

3rd Floor, Room 336

The Impact of Corporate Social Irresponsibility on Ethical Consumer Behavior
Sumin Kim, Alliance Manchester Business School, The University of Manchester; Hongwei He, Alliance Manchester Business School, The University of Manchester; Anders Gustafsson, BI Norwegian Business School

How corporate irresponsibility affects negative word of mouth: the moderated mediation approach
Grzegorz Zasuwa, The John Paul II Catholic University of Lublin; Magdalena Stefańska, Poznań University of Economics and Business

Obesity and Ethicality Perceptions: Obese Employees Are Stigmatized as Unethical
Benjamin Boeuf, IESEG School of Management, Univ. Lille, CNRS, UMR 9221 - LEM - Lille Economie Management; Francois Durivage, EHESP, Arènes UMR 6051

Developing a Framework for Arab Consumer Unethical Behaviour
Samaan Al-Masalm, Tampere University; Amal Abdelhadi, Benghazi University

Retailing & Omni-Channel Management – Promotion strategies

3rd Floor, Room 338

“Will High Expectations Backfire?”—The Role of Overoptimism, Disconfirmation, and Affective Reactions When Resolving a Mystery Deal
Florian Brodschelm, University of Passau; Sebastian Schubach, University of Passau; Jan Schumann, University of Passau; Verena Hüttl-Maack, University of Hohenheim

Cashback in retail? Effects of promotions via app in the buying behaviour of retail consumers
Carlos Lourenco, Fundacao Getulio Vargas; Lucas Sakajiri, FGV-EAESP; Isotilia Costa, Universidad Adolfo Ibanez

A Field Experiment in Retailing on the Effect of Variety During Display Promotions
Mareike Sachse, Humboldt University Berlin; Sebastian Oetzel, University of Applied Sciences, Fulda, Germany; Daniel Klapper, Humboldt University Berlin, Germany

Climber Community

3rd Floor, Room 3001

Exhibitor Showcase – Hubro Education

3rd Floor, Room 3005

25th May, Wednesday, 16:00-17:30 (W-1600)

Meet the Editor – Journal of Retailing & Journal of Sustainable Marketing

Ground Floor, Lecture Room I

Katrijn Gielens, Elif Karaosmanoglu

Consumer Behavior - Product design

Ground Floor, Lecture Room II

Sharing one's Customization Experience Increases Affective Reactions Toward the Customized Product

Rocio Alarcon-Lopez, Erasmus University, Rotterdam School of Management; Anne-Kathrin Klesse, Erasmus University, Rotterdam School of Management; Inés López-López, Universidad de Murcia; Salvador Ruiz de Maya, University of Murcia

Consumers' Reaction to Taste-based Product Modification

Elisa Solinas, University of Southern California; Francesca Valsesia, University of Washington; Joseph C. Nunes, University of Southern California

Who made it? How the producer's gender affects product preferences

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

Functional product design: Fluency effects on perceived functionality and ease of use
Fabian Rüger, Goethe University Frankfurt; Jan Landwehr, Goethe University Frankfurt

Special Session - Online Consumer Privacy II

Ground Floor, Lecture Room IV

Session Chairs: Klaus Miller, HEC Paris; Bernd Skiera, Goethe University Frankfurt

Can Privacy Protection be Profitable?

Gilian Ponte, University of Groningen; Tom Boot, University of Groningen; Thomas Reutterer, WU Vienna; Jaap Wieringa, University of Groningen

Balancing Consumer Privacy with Marketing Insights in Mobile Location Data

Tal Shoshani, University of Southern California; Peter Pal Zubcsek, Tel Aviv University; David A. Schweidel, Emory University

Pay-or-Consent: Analyzing the Attractiveness for Publishers to Obtain Consent with Tracking-Free Paywalls

Timo Mueller-Tribbensee, Goethe University Frankfurt; Klaus Miller, HEC Paris; Bernd Skiera, Goethe University Frankfurt

SIG - Service Marketing: Technology Infusion in Services for Health and Well-being

Ground Floor, Faculty Club Theatre

Special Session – The Use and Ethics of New Media in Digital Content Marketing

3rd Floor, Room 324

Session Chair: Bianca Harms, NHL Stenden University

How to use Podcasts in branded content strategies – An empirical investigation of emotional drivers and outcomes of podcast listeners

L. C. Wolter, S. Chan-Olmsted, E. Adam

Using a photo-elicitation procedure to examine consumers' motivations to create visual brand-related User Generated Content

A. J. Nanne, M. L. Antheunis, G. Van Noort

How do parents mediate their children's online advertising behavior? A latent class analysis of parents and their children

Bianca Harms, Tammo H. A. Bijmolt, J. C. Hoekstra

How does a brand's CSR reputation influence the impact of native advertising with commercial or CSR content on consumers' attitudes and behaviour?

D. Luyckx, K. Poels, T. Smits

Pricing & Promotions – Consumer and firm responses to pricing

3rd Floor, Room 326

Foe or Friend: Flat-Rate Pricing and Market Outcome

Wei Miao, University College London; Junhong Chu, National University of Singapore

Measuring Consumers' Willingness-to-Pay with Reaction Times & Mouse Tracking

Jonathan D'hondt, Ghent University; Jasper Dezwaef, Ghent University; Barbara Briers, IESEG School of Management

The Effects of Price Promotions on New Customer Acquisition for Information Goods

Daniela Schmitt, Nova School of Business and Economics; Rom Schrift, Kelley School of Business, Indiana University; Raghu Iyengar, The Wharton School, University of Pennsylvania; Florian Stahl, University of Mannheim

Live Healthy and Get Rewarded – The Impact of Reward Type and Timing in Pay-As-You-Live Pricing

Franziska Unger, Friedrich-Alexander-Universität Erlangen-Nürnberg; Martina Steul-Fischer, Friedrich-Alexander-Universität Erlangen-Nürnberg

Methods, Modelling & Marketing Analytics – Methodological Improvements in Marketing Analytics

3rd Floor, Room 328

The picture of the science - path meta-modelling. An example of management sciences

Przemysław Tomczyk, Kozminski University

Latent Models for Brand Equity Metrics

Pablo Marshall, PUC

Why Aren't All Marketers Bayesians?

Charles Hofacker, Florida State University

Consumer Behavior – Consumer Identity and Happiness

3rd Floor, Room 330

Social Comparison Effects on Exercise Performance and Happiness: A Two-Mechanism Model

Karen T. Bowen, University of Leeds; J. Joško Brakus, University of Leeds; Yi-Chun Ou, Institute of Service Science, National Tsing Hua University

Experiential Purchases as a Status Signal: Exploring the Role of Intrinsic Motivation

Evrin Yanar, University of Lausanne; Felicitas Morhart, HEC Lausanne

The effect of simultaneous and sequential decision mode on the number of food choices

Sadaf Mokarram Dorri, University of Amsterdam; Siegfried Dewitte, KU Leuven

How Does Media's Reporting Tone Influence Consumption? Evidence from the US-China Trade War

Celina Proffen, Goethe University Frankfurt; Lukas Jürgensmeier, Goethe University Frankfurt

Digital Marketing & Social Media - Emotions

3rd Floor, Room 332

Can't wait to use it- the role of time convenience and anticipated emotions in augmented reality application usage intention

Gaukhar Chekembayeva, Modul University Vienna; Marion Garaus, MODUL University Vienna; Orsolya Schmidt, Modul University Vienna

The Role of Emotions as Impression Management Device in the Sharing Economy

Camille Lacan, IAE - University of Perpignan Via Domitia; Olga Goncalves, IAE - University of Perpignan Via Domitia

Measuring awe using online user comments

Felicitas Morhart, HEC Lausanne; Zitian Qiu, HEC Lausanne; Francine Espinoza Petersen, HEC Lausanne

How Firms Can Steer Social Media Conversations

Mohammad Saljoughian, University of Tennessee; Kelly Hewett, University of Tennessee; Harald van Heerde, University of New South Wales Sydney; Bill Rand, North Carolina State University

B2B Marketing & Supply Chain Management Session

3rd Floor, Room 334

Resource Sharing in Business-to-Business Contexts: A Conceptualisation and Guide for Future Research

Karina Von dem Berge, Lucerne School of Business, Lucerne University of Applied Sciences and Arts; Uta Juettner, Lucerne School of Business, Lucerne University of Applied Sciences and Arts; Stan Maklan, Cranfield School of Management

Multi-actor touchpoints in the customer journey

Lisa Lundin, Linköping University; Daniel Kindström, Linköping University

Bring Your B2B Customer into Your Strategy: How to Successfully Align Customer Strategy with Corporate Strategy

Mehak Gandhi, University of St.Gallen

Retailing & Omni-Channel Management – Channel management in the customer journey

3rd Floor, Room 338

Assessing customer journeys with survey-based attribution modelling

Anssi Tarkiainen, Lappeenranta University of Technology

Dynamic capabilities in the realization of omni-channel retailing

Birgit Solem, University of South-Eastern Norway; Jan Ivar Fredriksen, University of South-Eastern Norway; Øystein Sørebo, University of South-Eastern Norway

Perceived Channel Integration in the Pre-purchase Stage and the Purchase Stage: Links and Effects

Nils Fränzel, Trier University; Bernhard Swoboda, Trier University

How interactive technologies for channel integration giving access to enlarged assortment impact in-store shoppers

Nathalie Demoulin, IESEG School of Management, LEM-CNRS; Gwarlann De Kerviler, IESEG School of Management LEM-CNRS

Product and Brand Management – Brand Communication I

3rd Floor, Room 340

Grateful and elevated or angry and contemptuous? The role of moral emotions in consumer responses to brand activism

Eliana Esposito, Technische Hochschule Mittelhessen; Stefanie Wannow, Technische Hochschule Mittelhessen; Martin Haupt, Justus-Liebig-Universität Giessen

Managing Product Recall Effectiveness

Alexander Mafael, Stockholm School of Economics; Sascha Raithel, Freie Universität Berlin; Stefan J. Hock, University of Connecticut

Extraverts love Alexa, Neurotics adore Google: Personality as a Determinant for Smart Speaker Brand Preferences

Friederike Paetz, Clausthal University of Technology; Carsten D. Schultz, FernUniversität in Hagen

Brands in Rap Music: When Negative Brand Mentions Benefit the Brand

Ghizlane Kasmi, IAE Paris-Sorbonne, Université Paris 1 Panthéon-Sorbonne; Géraldine Michel, IAE Paris-Sorbonne, Université Paris 1 Panthéon-Sorbonne; Valérie Zeitoun, IAE Paris-Sorbonne, Université Paris 1 Panthéon-Sorbonne

Climber Community

3rd Floor, Room 3001

25th May, Wednesday, 17:00-18:30

IJRM Board Meeting

3rd Floor, Room 3005

26th May, Thursday, 09:30-11:00 (T-0930)

Meet the Editor – Journal of International Business Studies & Journal of Consumer Research

Ground Floor, Lecture Room I

Constantine S. Katsikeas, Bernd Schmitt

EMAC-Sheth Foundation Sustainability Research Competition; guest speaker: Mandy Fertetics

Ground Floor, Lecture Room II

Digital Marketing & Social Media Session

Ground Floor, Lecture Room IV

Consumer perceptions and personal characteristics that affect the adoption of m-health applications

Magdalini Soureli, Piraeus Bank SA; Ioannis Chaniotakis, Piraeus Bank; Maria Salamoura, University of the Aegean, Business School

Driving the Reach of Research in the Pharmaceutical Industry

Philip Pollmann-Schweckhorst, University of Cologne; Marc Fischer, University of Cologne; Alexander Edeling, KU Leuven

Measuring Fair Competition on Digital Platforms

Lukas Jürgensmeier, Goethe University Frankfurt; Bernd Skiera, Goethe-University Frankfurt

On the determination of the own and competitive effects of different platforms and content on market shares

Annamaria Tuan, University of Bologna; Daniele Dalli, University of Pisa; Peter S.H. Leeflang, University of Groningen; Yuri Peers, Vrije Universiteit Amsterdam

SIG Customer Relationship Management: New Research Areas in CRM

Ground Floor, Faculty Club Theatre

Marketing Strategy & Theory – Digital Tools and Consumer Insights

3rd Floor, Room 324

Market Entry and Consumer Reviews: The Case of the Restaurant Industry

Keyvan Dehmamy, Goethe University Frankfurt; Sergey Turlo, Goethe University Frankfurt

Digital transformation and sports marketing: a case study of the Turkish Airlines Euroleague Basketball Final Four 2021

Marcela Garza Segovia, La Salle - URL; Chris Kennett, La Salle - URL

Revisiting the Concept of Targeting Strategy: The Role of Regulatory Focus Orientation

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

Special Session – Empirical Models of Information Acquisition

3rd Floor, Room 326

Session Chair: Arash Laghaie, Goethe University Frankfurt

Utility Accumulation During Decision Making: Attention Trajectories Predict Brand Choice

Ana Martinovici, Erasmus University Rotterdam; Rik Pieters*, Tilburg University; Tülin Erdem, New York University

Heterogeneous Position Effects: Do Products That Consumers Prefer Benefit More from Top Positions?

Rafael Greminger*, Tilburg University

Consumer choice under limited attention when alternatives have different information costs

Frank Huettner, Sungkyunkwan University; Tamer Boyacı*, ESMT Berlin, Yalçın Akçay, Melbourne Business School

Discrete Choice in Marketing through the Lens of Rational Inattention

Sergey Turlo*, Goethe University Frankfurt; Matteo Fina, Goethe University Frankfurt; Johannes Kasinger, Goethe University Frankfurt; Arash Laghaie, Goethe University Frankfurt, Thomas Otter, Goethe University Frankfurt

Sales Management and Personal Selling – The Individual Salesperson: Attitudes, Emotions, and Behaviors**3rd Floor, Room 328****Winning the War for Sales Talent: How to Dispel Lay Beliefs, Fight the Stigma, and Create a Profession of Choice**

Aline Lanzrath, University of Mannheim; Christian Homburg, University of Mannheim; Robin-Christopher Ruhnau, University of Mannheim

Sharing emotions: Empathy and its influence on Selling skills

Ilona Pezenka, FH Wien der WKW University of Applied Sciences for Management & Communication; Christian Weismayer, Modul University; David Bourdin, FH Wien der WKW

It's Time to Adapt: How Salespeople's Time Perspective Alter their Adapted Behaviors

Laurianne Schmitt, EM Strasbourg Business School

Consumer Behavior – Decisions**3rd Floor, Room 330****Easy Calculation or Easy Result: The Paradoxical Effects of Decimal Numbers**

Yi Li, Macquarie University

The Precise-Unique Intuition: Semantic Precision Signals Product Uniqueness

Ann Kronrod, University of Massachusetts, Lowell; Guang-Xin Xie, University of Massachusetts; Harald Brege, Department of Management and Engineering, Linköping University

Variety Seeking in a Context of Joint Decisions

Nuno Jose Lopes, University of Navarra; Ignacio Rodríguez-Carreño, University of Navarra; Cristina Etayo-Pérez, University of Navarra; Elena Reutskaja, IESE Business School

How ensembles affect consumer preferences – The role of aesthetic consistency

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

Retailing & Omni-Channel Management – Retail innovations**3rd Floor, Room 332****Frontline Employee Inspiration: How Inspired Frontline Employees Impact Customers during Service Encounters**

Kathrin Neumueller, University of St.Gallen; Kristina Kleinlercher, Institute of Retail Management, University of St.Gallen; Heiner Evanschitzky, Alliance Manchester Business School The University of Manchester; Thomas Rudolph, University of St. Gallen, Institute of Retail Management

Investigating Control Perceptions in AI-Based Data Disclosure Processes

Johanna Zimmermann, University of Passau; Jan Schumann, University of Passau; Thomas Widjaja, University of Passau; Kelly Martin, Colorado State University, USA

What Chatter Matters in Times of Economic Change? The Impact of Consumer Confidence on eWOM Effectiveness

Thomas Scholdra, University of Cologne

Transformative Consumer Research – I don't want to waste**3rd Floor, Room 334****It's safe and healthy! Increasing consumers' willingness to consume aging produce**

Christina Neubig, Technical University of Munich; Jutta Roosen, Technical University of Munich

Is nudging an effective tool to reduce food waste intention among young consumers? An application of the VBN theory

Elena Fraj-Andres, University of Zaragoza; Carolina Herrando, University of Zaragoza; Laura Lucia-Palacios, University of Zaragoza; Raul Perez-Lopez, Universidad de Zaragoza

'What do food and sustainability mean to you?': an exploration of environmental food behaviours in the home

Chris Moran, Department of Management & Marketing, Cork University Business School, University College Cork; Professor Mary McCarthy, Department of Management & Marketing, Cork University Business School, University College Cork.; Claire O'Neill, University College Cork

Why do consumers discard products prematurely? A Consumer Value Perspective

Pia Furchheim, ZHAW School of Management and Law; Nicole Kreidler, West Virginia University

Social Responsibility & Ethics – Ethical Issues Related to Parenting and Technology**3rd Floor, Room 336****Parenting Motivation and Pro-environmental Behavior**

Nan Liu, Jinan University; Hongwei He, The University of Manchester; Sumin Kim, The University of Manchester; Ai-Mei Li, Jinan University

The influence of children's socialisation on shopping behaviour in the context of a computer-based shopping simulation

Theresia Mennekes, University of Siegen; Maria Bergmann, University of Siegen; Hanna Schramm-Klein, University of Siegen; Michael Schuhen, University Siegen; Gunnar Mau, DHGS German University of Health and Sports; Philine Drake, German Institution of Educational Research; Johannes Hartig, German Institution of Educational Research; Manuel Froitzheim, University of Siegen

When is Marketing Artificial Intelligence Perceived to be Manipulative? An Empirical Investigation about the Role of Concept of Human Nature

Robin Pade, Karlsruhe Institute of Technology (KIT), Marketing & Sales Research Group; Martin Klarmann, Karlsruhe Institute of Technology (KIT)

AI in Public: The Effects of Technology Bias, Fears of Public Surveillance, and Moral Tradeoffs on Privacy Concerns

Matilda Dorotic, BI Norwegian Business School; Emanuela Stagno, University of Sussex

International Marketing & Marketing in Emerging Countries – Stereotypes, COO & Country Bias**3rd Floor, Room 338****What Drives Brand Stereotypes? Investigating the Role of Consumer Characteristics on Brand Warmth and Brand Competence**

Ilona Szöcs, University of Vienna; Adamantios Diamantopoulos, University of Vienna; Goran Luburic, University of Vienna

Can "Buy Local" Campaigns in Times of COVID Backfire? A Reactance Theory Perspective

Michela Matarazzo, Marconi University; Adamantios Diamantopoulos, University of Vienna; Andreas Raff, University of Vienna

A Similarity Contingency Model of Country Stereotypes: Agonistic Emotions and Punitive Intent Following Company Misconduct

Camilla Barbarossa, Toulouse Business School; Cristian Buzeta, University of Antwerp; Patrick De Pelsmacker, University of Antwerpen; Ingrid Moons, University of Antwerp

Country stereotypes as mediators of the countervailing influences of consumer xenocentrism and animosity on purchase behaviors

Giada Mainolfi, University of International Studies of Rome - UNINT; Adamantios Diamantopoulos, University of Vienna; Alessandro De Nisco, University of International Studies of Rome - UNINT; Stephen Oduro, University of International Studies of Rome; Dragana Milivojevic, University of Wien

Innovation Management & New Product Development – Behavioral Perspective on Innovation

3rd Floor, Room 340

Do you want to be creative? Be stupid first

Tatiana Karpukhina, WU Vienna; Martin Schreier, WU Vienna; Ayelet Fishbach, University of Chicago Booth School of Business

“Our AI might have failed, but did better than humans”: Using the better-than-humans response after discriminating AI actions

Andrea Weihrauch, University of Amsterdam; Chunya Xie, Renmin University of China

Negative relationships in the interactions between consumers and smart objects

Luigi Monsurrò, Sapienza University of Rome; Ilaria Querci, Ca' Foscari University of Venice, Bliss - Digital Impact Lab, Department of Management; Silvia Grappi, Department of Communication and Economics - University of Modena and Reggio Emilia; Simona Romani, Luiss University; Giacomo Gistri, University of Macerata

A Socio-Psychological Perspective on Design Thinking in Online Environments: The Promises and Perils

Alice Minet, Chair of Marketing, RWTH Aachen University; Stefan Raff, Institute for Digital Technology Management, Business School, Bern University of Applied Sciences, Bern, Switzerland; Daniel Wentzel, Chair of Marketing, RWTH Aachen University

Special Session - Food Sustainability: Sustainable Diets and Food Waste

3rd Floor, Room 3001

Session Chairs: Yi Zhang, Wageningen University & Research, Shantanu Mullick, Centre for Business in Society, Coventry University

Who is in-between grumpy old man and climate hippies? Segmenting food consumer groups in the mainstream

Maartje D.G.H. Mulders*, Aarhus University; Jessica Aschemann-Witzel, Aarhus University

What drives the likelihood of consumption after purchase?

Henri Defoor*, KU Leuven; Kathleen Cleeren, KU Leuven; Néomie Raassens, Eindhoven University of Technology; J. Jeffrey Inman, University of Pittsburg

Supermarkets' use of food waste reducing digital platforms: Assessing category-level effects

Shantanu Mullick*, Centre for Business in Society, Coventry University; Néomie Raassens, Eindhoven University of Technology; Hans Haans, Tilburg University; Mohammad R. N. Iman, Eindhoven University of Technology

Save near-expired food: Does a message to avoid food waste affect food purchases and household waste prevention behavior?

Yi Zhang*, Wageningen University & Research; Erica van Herpen, Wageningen University & Research; Ellen van Loo, Wageningen University & Research; Mario Pandelaere, Virginia Polytechnic Institute and State University; Maggie Geuens, Ghent University

Special Session - Advertising in a Digital World

3rd Floor, Room 3005

Session Chairs: Edlira Shehu, Copenhagen Business School, Nadia Abou Nabout, WU Vienna

Adverse Effects of TV Advertising on Online Shopping Behavior

Alicja Grzadziel*, WU Vienna; Nadia Abou Nabout, WU Vienna; Martin Stange, AboutYou; Burkhardt Funk, Leuphana University

Understanding Multichannel Multimedia Allocation

Edlira Shehu*, Copenhagen Business School; Prasad Naik, UC Davis

Endorsement Portfolios of Social Media Influencers

Lisa Zäuner*, Goethe University Frankfurt; Alexander Edeling, KU Leuven; Simone Wies, Goethe University Frankfurt; Alexander Bleier, Frankfurt School of Finance & Management

The Role of Syntactic Entropy in Persuasive Marketing Communications, A Natural Language Processing Approach

Selin Atalay, Frankfurt School of Finance & Management; Siham El Kihal*, Frankfurt School of Finance & Management; Florian Ellsaesser, Frankfurt School of Finance & Management

26th May, Thursday, 11:30-13:00 (T-1130)

Meet the Editor - Journal of Marketing & International Journal of Research in Marketing

Ground Floor, Lecture Room I

Cait Lamberton, Martin Schreier

Special Session - Transparency in Products and Markets

Ground Floor, Lecture Room II

Session Chairs: Daniel Guhl, Humboldt Universität zu Berlin; Lucas Stich, Ludwig-Maximilians-Universität München

Transparency on Product Packaging: How Consumers Use Nutrition Information

Steffen Jahn, University of Oregon; Daniel Guhl*, Humboldt Universität zu Berlin; Setareh S. Sanjari, University of Goettingen; Yasemin Boztug, University of Goettingen

Product Transparency in Online Selling Mechanisms: Consumer Preference for Mystery Products

Lucas Stich*, Ludwig-Maximilians-Universität München; Martin Spann, Ludwig-Maximilians-Universität München; Gerald Häubl, University of Alberta

Lack of Transparency: Understanding How Consumers Handle Missing Information in Markets with Mystery Products

Alaa El-Gayar*, Humboldt Universität zu Berlin; Daniel Guhl, Humboldt Universität zu Berlin; Lucas Stich, Ludwig-Maximilians-Universität München; Martin Spann, Ludwig-Maximilians-Universität München

Transparency in Communication: Uncertainty in Expectations and Customer Satisfaction

Camila Back*, Ludwig-Maximilians-Universität München; Martin Spann, Ludwig-Maximilians-Universität München

Digital Marketing & Social Media – Influencer marketing I

Ground Floor, Lecture Room IV

Happier thanks to my virtual friends? The virtuous effect of SMI genuineness on followers and brands

Pauline Claeys, UCLouvain; Karine Charry, UCLouvain; Tina Tessitore, IESEG School of Management

How Influencer-Brand Relationship Can Be Perceived as Authentic

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

A Meta-analysis of the Antecedents of Social Media Influencers' Impact

Jiseon Han, City, University of London; George Balabanis, City University of London

Understanding Customers' Interest in Influencer Discount Codes on Social Media and its Influence on Attitude to Advert and Purchase Intention

Davina Weintz, Saarland University, Chair for Business Administration, in particular Retail Management; Bastian Popp, Saarland University

SIG B2B Marketing: Research and Teaching in the Post-COVID Era

Ground Floor, Faculty Club Theatre

Tourism Marketing Session

3rd Floor, Room 326

Linking Travel Destination Recommendation with Unlearning Through Destination Image

Clara Cubillas-Para, Universidad Politécnica de Cartagena; Eva Tomaseti-Solano, Universidad Politécnica de Cartagena; Juan Gabriel Cegarra-Navarro

Destination love: Conceptualization, scale development and validation

Dimitra Margieta Lykoudi, University Of Piraeus; Markos Tsogas, University of Piraeus

How self- and other-oriented benefits and sacrifices shape anticonsumption in leisure air travel

Vanessa Frenter, Technical University of Brunswick; Barbara Seegebarth, Technische Universität Braunschweig; David Woisetschläger, Technische Universität Braunschweig; Susanne Robra-Bissantz, Technische Universität Braunschweig

Sales Management and Personal Selling – Selling and Sales Management Tactics and Tools

3rd Floor, Room 328

Customer–Salesperson Price Negotiations During Unexpected Demand Contractions: A Power–Dependency Perspective

Claire Cardy, Karlsruhe Institute of Technology; Johannes Habel, University of Houston; Nawar Chaker, Louisiana State University; Martin Klarman, Karlsruhe Institute of Technology (KIT); Olaf Plötner, ESMT Berlin

Optimizing Pricing Delegation to External Sales Forces via Commissions: An Empirical Investigation

Christopher Amaral, University of Bath; Ceren Kolsarici, Queen's University; Mikhail Nediak, Queen's University

Should Salespeople Disclose Their Sales Incentives? The Effect of Incentive Transparency on Sales Performance

Itir Bozkurt Umur, University of Lucerne; Leif Brandes, University of Lucerne; Sascha Alavi, University of Bochum

Retailing & Omni-Channel Management – Tech assisted online shopping

3rd Floor, Room 332

How visual perception influences hedonic shopping experience in a 360-virtual store?

Nino Ruusunen, University of Eastern Finland; Heli Hallikainen, University of Eastern Finland; Tommi Laukkanen, University of Eastern Finland

Acceptance of Augmented Reality in Interactive e-Shopping Apps

Vincent Favarin, CNRS University Toulouse 1 Capitole; Lars Meyer-Waarden, CNRS University Toulouse 1 Capitole; Julien Cloarec, University Jean Moulin Lyon 3, Magellan

The Use of Voice Assistants for Online Shopping: Consumers' Benefits and their Trust in and Identification with the Operator Brand

Bastian Popp, Saarland University; Florian Weyerhäuser, Saarland University; Carsten D. Schultz, Fern Universität in Hagen; Linus Halberstadt, Saarland University

Mental Imagery and Privacy-related Issues in the Context of Vivid Product Presentations

Julian Schmitz, University of Siegen; Jan-Lukas Selter, University of Siegen; Tobias Roeding, University of Siegen; Hanna Schramm-Klein, University of Siegen

Transformative Consumer Research – Tech solves problems? I

3rd Floor, Room 334

The effect of different types of self-tracking on motivation in health

Malaurie Fauré, CNRS University Toulouse Capitole,; Sandra Laporte, TSM Toulouse School of Management

Gambling quit apps to the rescue: Considerations of app features for help-seeking problem gamblers

Luke Brownlow, Flinders University; Roberta Crouch, Flinders University; Naser Pourazad, Flinders University, Australia; Svetlana De Vos, Australian Institute of Business

Sharing Data for Social Good: The Role of Construal Level and Communication Framing

Claudia Wenzel, University of Zurich; Anne Scherer, University of Zurich

Social Responsibility & Ethics – CS(i)R Impact on Consumers

3rd Floor, Room 336

Consumer Responses Toward Corporate Irresponsible Actions in Times of Crisis: The case of Covid-19

Chunyan Xie, Western Norway University of Applied Sciences; Richard Bagozzi, University of Michigan; Silvia Mari, Department of Psychology; Ove Oklevik, Department of Business Administration

The “Dark Side” of CSR: Brands' Irresponsible Business Practices and Consumers' Price Responses

Maria Montanari, University of Vienna; Ilona Szócs, University of Vienna

Consumers' Responses to Corporate Motives: Is Covid-19 A Good CSR Initiative?

Ha Tran, RMIT University Vietnam; Long Nguyen, RMIT University Vietnam; Duy Dang-Pham, RMIT University Vietnam; Huy Pham, RMIT University Vietnam

Product and Brand Management – Brand Communication I

3rd Floor, Room 338

Lost in translation? Effects of multilingual packaging on consumers' product and brand evaluation

Rafael Munz, University of Hohenheim; Verena Hüttl-Maack, University of Hohenheim

Product aesthetics: The effects of formal and symbolic consistency on brand identifiability and product-line identifiability

Florian Waldner, TU Berlin; Katrin Talke, TU Berlin

Characterizing design styles: Which design style is it and why?

Mona Frermann, Technische Universität Berlin; Katrin Talke, TU Berlin; Sabrina Fischenich, Technical University Berlin; Max Klimm, Technische Universität Berlin

Innovation Management & New Product Development – Innovation Strategy

3rd Floor, Room 340

Does Marketing Experience in Corporate Board Make Firm Innovative?

Byeongwan (Ben) Lee, Indiana University; Shekhar Misra, Grenoble Ecole de Management; Christophe Haon, Grenoble Ecole de Management

The impact of innovation failures on brand sales.

Lisa Zäuner, Goethe University Frankfurt; Simone Wies, Goethe University Frankfurt

The role of market pressure on nature-driven agility and sustainable food production

Moreno Frau, Corvinus University of Budapest; Ludovica Moi, Università degli studi di Cagliari; Tamara Keszezy, Corvinus University of Budapest; Francesca Cabiddu, Università degli Studi di Cagliari

Withholding Product Features: An Alternative Rationale for Sequential Product Introductions of Increasing Quality

Mahmood Pedram, Grenoble Ecole de Management; Subramanian Balachander, University of California, Riverside

Special Session - The Darker Shades of The Sharing Economy

3rd Floor, Room 3001

Session Chairs: Domen Bajde, University of Southern Denmark; Barbara Culiberg, University of Ljubljana

The Multiple Logics of User Governance at Airbnb

Maja Golf-Papez, University of Sussex; Tomaž Kolar, University of Ljubljana; Barbara Culiberg, University of Ljubljana; Domen Bajde*, University of Southern Denmark

Toward a Better Understanding of Consumer Misbehavior in the Sharing Economy: Conceptualization, Bibliometric Analysis, and Future Directions

Pola Weryszko*, Copenhagen Business School; Tobias Schaefers, Copenhagen Business School & TH OWL; Alexander Josiassen, Copenhagen Business School

How does the COVID-19 pandemic influence participation in the sharing economy? Comparison of UBER riders and drivers

Petar Gidakovič*, University of Ljubljana; Mateja Kos Koklič, University of Ljubljana; Barbara Culiberg, University of Ljubljana

(Un)happy hosts? Hedonic and Eudaimonic Wellbeing in the Sharing Economy

Georg von Richthofen*, Alexander von Humboldt Institute for Internet and Society

Special Session - The Hidden Effects of Online Reviews

3rd Floor, Room 3005

Session Chair: Chen Pundak, NYU

Online Employer Reviews – It's not all about the Money, but also about the Vibes

Andreas Bayerl*, Uni Mannheim; Jacob Goldenberg, Reichman University; Daniel Shapira, Ben-Gurion University; Florian Stahl, Uni Mannheim

The Effects of Reviews on Consumer Experiences

Dena Yadin*, Bar-Ilan University; Nira Munichor, Bar-Ilan University; Elanor F. Williams, Washington University in St. Louis; Inbal Stockheim, College of Law & Business in Ramat-Gan

The Impact of Online Review Linguistic Features on Reviewers and Readers

Alisa Wu*, Columbia University; Vicki Morwitz, Columbia University

The Slippery Slope of Doubt: Decline in Ratings over Time within Batches of Online Reviews

Chen Pundak*, NYU; Lev Muchnik, Hebrew University; Yael Steinhart, Tel Aviv University; Jacob Goldenberg, Reichman University

26th May, Thursday, 14:00-15:30 (T-1400)

Meet the Editor - Journal of International Marketing & The Journal of the Academy of Marketing Science

Ground Floor, Lecture Room I

Kelly Hewett, Mark Houston

Advertising & Marketing Communications - Forecasting, targeting and the customer journey

Ground Floor, Lecture Room II

A new brand present in the customer journey

Aline Simonetti, Universitat de Valencia; Enrique Bigné, Universitat of Valencia

Location-Based Interactions with Geographically Targeted Advertising

Lennard Schmidt, Brandenburg University of Technology; Erik Maier, HHL Leipzig Graduate School of Management; Florian Dost, Brandenburg University of Technology

Creatives' Brand Attitudes Affect Forecasting Accuracy

Cátia Alves, Nova School of Business and Economics; Irene Consiglio, Nova School of Business and Economics

Digital Marketing & Social Media Session

Ground Floor, Lecture Room IV

On the Edge of a Virtual Event Era: Consumer Willingness to Pay for Virtual Event Tickets

Sören Bär, University of Leipzig; Sarp Boyacıoğlu, HMKW Berlin

Digital marketing effects on customer repurchase intentions following the pandemic. A strategic marketing analysis of customer equity dimensions

Meletios Niros, Department of Business, Hellenic American University; Damianos Giannakis, Hellenic American University; Angelica Niros, Department of Business Administration, Athens University of Economics & Business

The Role of Supervisor in Driving FLEs' Social Media Use

Jingqi Qiu, University of Exeter; Achilleas Boukis, University of Birmingham; Chris Storey, University of Sussex

Examining the Dynamics of Pre and Post-release User-generated Content to Explain New Product Adoption

Julia Kampani, University of Cyprus; Marios Theodosiou, University of Cyprus; Christos Nicolaidis

Tourism Marketing Session

3rd Floor, Room 326

Call Me Robot: The Effect of Automation Name on Consumers' Evaluation of Service Failure

Emanuela Stagno, University of Sussex; Ada Maria Barone, Goldsmiths, University of London; Carmela Donato, Luiss University

The role of technology infusion among small and medium-sized tourism organizations (SMEs) in a smart world

Estrella Díaz, University of Castilla-La Mancha; AGUEDA ESTEBAN-TALAYA, University of Castilla-La Mancha; Rocío Carranza, Universidad Internacional de La Rioja; Carlos Sánchez-Camacho, Universidad Internacional de La Rioja; David Martín-Consuegra, University of Castilla-La Mancha

Internal Branding in Tourism: A State-of-the-art Review

Karin Foidl-Mehrlaender, Fachhochschule Salzburg GmbH

Consumer Behavior – WOM

3rd Floor, Room 330

The Moderating Role of Holistic-Analytic Thinking Style on the Relationship between Product Incongruencies and Word of Mouth

David Santos, IE University; Eda Sayin, IE Business School; Blanca Requero, Universidad Autónoma de Madrid; Eduarda Uliana, IE University

Is Gossip Always Bad for Human Branding? Unexpected Consequences of Celebrity Gossip

Gaia Giambastiani, Vrije Universiteit Amsterdam; Andrea Ordanini, Bocconi University; Joseph C. Nunes, University of Southern California

Words Meet Photos: When and Why Visual Content Increases Review Helpfulness

Kristin Diehl, University of Southern California; Gizem Ceylan, University of Southern California; Davide Proserpio, University of Southern California

IJRM Special Session

3rd Floor, Room 332

Social Responsibility & Ethics – Sustainability

3rd Floor, Room 336

What do I think about this sustainable Gucci? Product- or company-focused sustainability association, self-efficacy, and attractiveness of luxury products

Dikla Perez, Bar Ilan University; Amir Grinstein, Northeastern University; Inbar Elia, Bar-Ilan; Neeru Paharia, Georgetown University

No shackles story: the case of Sustainable Born Global firms

Nemkova Ekaterina, IESEG; Milena Micevski, Copenhagen Business School; Marc Herz, Kleinundpläcking GmbH; Alva Angeli, Accenture Interactive

Responsibility beyond the point of sale – How product stewardship forges sustainable consumption behavior

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

Product and Brand Management – Brand Strategies I

3rd Floor, Room 340

The feedback effect of masstige extensions' authenticity on luxury parent brand status signaling

Jean Boisvert, American University of Sharjah; Nicholas J. Ashill, Victoria University of Wellington, School of Marketing and International Business

Dynamics of brand relevance in category – an analysis of macroeconomic factors and product-market characteristics

Zeynep Karagür, University of Cologne; Dirk Buttke, Chair for Marketing and Market Research (Prof. Dr. Marc Fischer), University of Cologne; Marc Fischer, University of Cologne

Integrating branding theory under the novel concepts of Brand Genetics, Brand Genotype and Brand Phenotype

Bernardo Pontes, Carleton University; Aron Darmody, Carleton University

I am One of the Good Ones, Forgive Me! The Impact of CSR on Brand Forgiveness

Martin Ohlwein, International School of Management; Pascal Bruno, International School of Management (ISM)

Retailing & Omni-Channel Management – Customer loyalty & price setting

3rd Floor, Room 3001

Loyalty- or Variety-Prone? Re-examining Consumer Choice Consistency across FMCG Categories

Andreas Plank, UMIT - The Tyrolean Private University; Oliver Koll, University of Innsbruck

Loyalty Formation Towards A Global Retailer in Different Markets: A Systems Perspective

Karin Teichmann, University of Innsbruck; Kurt Matzler, University of Innsbruck; Andreas Strobl, Lancaster University

Offsetting Low Online Prices with Communication! The Effect of Relational Model Appeals to Prevent Showrooming

Janina Kleine, University of Augsburg/Chair for Value Based Marketing; Michael Paul, University of Augsburg

Dynamic Pricing: Consumer Reactions and Effective Retailer Responses

Arnd Vomberg, University of Mannheim; Christian Homburg, University of Mannheim; Panagiotis Sarantopoulos, Alliance Manchester Business School, The University of Manchester

Consumer Behavior - Behavioral Change

3rd Floor, Room 3005

Days-of-the-week effect in temporal judgments

Tatiana Sokolova, Tilburg University

Opportunity Neglect

Emily Prinsloo, Harvard Business School; Kate Barasz, ESADE; Leslie John, Harvard Business School; Michael Norton, Harvard Business School

The Impact of Temporal Framing on Motivation in Nonspecific Goal Pursuits

Almira Abilova, Erasmus University Rotterdam; Christophe Lembregts, RSM Erasmus University

Replicating the Advertising-Empowerment-Model: Does Drug Advertising Empower Consumers?

Isabell Koinig, University of Klagenfurt; Sandra Diehl, Alpen-Adria-University Klagenfurt; Barbara Müller, San Diego State University

26th May, Thursday, 16:00-17:30

Plenary Session – Keynote Speaker & Award Ceremony

Ground Floor, Lecture Room IV

26th May, Thursday, 18:30-20:30

Poster Session

Ground Floor Foyer

27th May, Friday, 09:00-10:30 (F-0900)

Meet the Editors - European Journal of Marketing

Ground Floor, Lecture Room I

Debbie Isobel Keeling

Advertising & Marketing Communications - Advertising in a Connected World

Ground Floor, Lecture Room II

Athlete Endorsements: They Cannot Hurt, Can They?

Jochen Eckert, RheinMain University of Applied Sciences; Florian Görlich, RheinMain University of Applied Sciences

Variable Opaque Products—How Adapting the Outcome of Opaque Products Influences Consumers Pre- and Post-Purchase Behavior

Isabel-Sophie Lazarovici, University of Passau; Florian Brodschelm, University of Passau; Sebastian Schubach, University of Passau; Jan Schumann, University of Passau

Dynamics of Firm-Consumer Interactions on Social Media Platforms

Saehoon Chang, Queen's University; Ceren Kolsarici, Queen's University

The separate and joint effect of influencer marketing and giveaways

Lisa Martinez Sanchez, University of Antwerp; Cristian Buzeta, University of Antwerp; Nathalie Dens, University of Antwerp

Digital Marketing & Social Media – Voice

Ground Floor, Lecture Room IV

Designing Vulnerable Conversational Agents: The Impact of Trembling Vocal Cues on Empathic Concern and Prosocial Behavior

Fotios Efthymiou, University of St Gallen; Christian Hildebrand, University of St. Gallen; William Hampton, University of St. Gallen

Effects of message design adaptations in voice shopping

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

What Are You? Investigating the Importance of Human-likeness of Digital Voice Assistants through a Qualitative Approach

Katja Wagner, University of Siegen; Hanna Schramm-Klein, University of Siegen

Conversational Interfaces Reduce Financial Planning Stress

Meike Zehnle, University of St. Gallen; Christian Hildebrand, University of St. Gallen

Special Session – Studies on Time-Related Dynamics in Marketing

Ground Floor, Faculty Club Theatre

B2B Projects, Task Configuration, and Innovation

Elham Ghazimatin*, University of Stavanger; Erik A. Mooi, University of Melbourne; Jan B. Heide, University of Wisconsin-Madison

Benefiting from Diverse Alliance Portfolios during Recessions

Tuba Yilmaz, BI Norwegian Business School; Mariia Koval*, Grenoble Ecole de Management; Stefan Wuyts, Pennsylvania State University

Pharmaceutical Detailing After Generic Entry

Vijay Ganesh Hariharan*, University of Central Florida; Vardit Landsman, Erasmus University; Stefan Stremersch, Erasmus University/IESE Business School

How Well Do Outlets' "Early Days" Predict Future Performance? Evidence from a Multinational Firm's International Expansion

Amrita Mitra*, Western University; Kersi D. Antia, Western University

Consumer Behavior - Gains and Losses Experiments

3rd Floor, Room 330

Why Do People Condemn and Appreciate Experiments?

Burcak Bas, Bocconi; Rachele Ciulli, University of Pennsylvania; Joachim Vosgerau, Bocconi University

Lost and found: How the conversion between gains and losses impacts consumers' purchase decisions

Yan Meng, Grenoble Ecole de Management; Stephen J. Gould, Baruch College, The City University of New York; Lei Song, The Pennsylvania State University Abington; Hua Chang, College of Business & Economics, Towson University; Shiva Vaziri, Grenoble École de management

A Dark Side of Hope: Understanding Why Investors Cling onto Losing Stocks

Siria Xiyueyao Luo, Vrije Universiteit Amsterdam; Femke van Horen, Vrije Universiteit Amsterdam; Kobe Millet, Vrije Universiteit Amsterdam; Marcel Zeelenberg, Vrije Universiteit Amsterdam and Tilburg University

Chosen from the crowd: task complexity and attraction effects

Mark Pasquine, Norwegian University of Science and Technology (NTNU)

Services Marketing – Stay with Me! – Building, Managing and Maintaining Service Relationships

3rd Floor, Room 332

Consumer discrimination in service situations: its influence on word of mouth and the desire for revenge

Simoni Rohden, Portuguese Institute of Marketing Management - IPAM; Cristiane Pizzutti, Federal University of Rio Grande do Sul

Managerial Heuristics in Service Recovery Decisions

Sabrina Gottschalk, Bayes Business School, City, University of London; Simoni Rohden, Portuguese Institute of Marketing Management - IPAM

Green products in the fashion industry

Laura Martinez-Huete, Universidad Pública de Navarra; Maria Elena Aramendia Muneta, Universidad Pública de Navarra

Transformative Consumer Research – Tech solves problems? II

3rd Floor, Room 336

The role of Twitch betting on gambling behaviours amongst esports spectators

Jamie Thompson, Edinburgh Napier University

Back to nature: the role of mindfulness interventions in improving well-being in automated driving contexts

Frederica Janotta, Katholische Universität Eichstätt-Ingolstadt; Jens Hogreve, Katholische Universität Eichstätt-Ingolstadt; Anders Gustafsson, BI Norwegian Business School; Line Lervik-Olsen, BI Norwegian Business School

The Overconfidence Bias on Social Media: How Non-diagnostic Cues for Knowledge Trigger a Miscalibration of News Knowledge

Andrea Bublitz, University of Zurich; Anne Scherer, University of Zurich

Public Sector and Non-Profit Marketing - Giving and donating: The perspective of individual donors and NGOs

3rd Floor, Room 338

Political Ideology and Charitable Giving: Impact on the Amount and Frequency of Donations for Different Forms of Giving

Daniel Fernandes, Catholic University of Portugal; Ana Minguez, University of Zaragoza; F. Javier Sese, University of Zaragoza

Why Opt-Out Defaults Diminish Living Organ Donations

Pascal Güntürkün, Vienna University of Economics and Business; Sinika Studte, University of Hamburg; Eva-Maria Merz, Vrije Universiteit Amsterdam; Michel Clement, University of Hamburg; Jonathan H. W. Tan, School of Social Sciences, Nanyang Technological University; Eamonn Ferguson, School of Psychology, University of Nottingham

To Split or not to split? The impact of the Breadth of Giving on Perceived Morality

Matilde Lucheschi, Bayes Business School (formerly Cass); Oguz Acar, City University of London

Product and Brand Management – Brand Strategies II

3rd Floor, Room 340

Driving Brand Communion through Brand Agency and Brand Conservative-Progressive Beliefs: The ABC Model of Consumer Stereotypes about Brands

Petar Gidaković, University of Ljubljana; Mateja Kos Koklic, University of Ljubljana; Mila Zečević, University of Ljubljana; Vesna Zabkar, University of Ljubljana

The impact of marketing on regulatory investigations

Samuel Stäbler, Tilburg University; Vivek Astvansh, Indiana University

How do Brands evolve? An Exploration of Brand Co-Creation Performances

Lars Griebel, University of Bayreuth; Tim Ströbel, University of Bayreuth

Co-creation in B2B branding: a systematic literature review

Yuqian Qiu, ESADE Business School; Oriol Iglesias, ESADE Business School; Stefan Markovic, Copenhagen Business School; Cristina Sancha, Esade Business School

Retailing & Omni-Channel Management – Challenges in (online) apparel shopping

3rd Floor, Room 3001

Managing Product Returns in Swiss Online Apparel Retailing: A Multiple Case Study Approach

Karyna Gaidarzhy, Graduate MScBA Online Business & Marketing, Lucerne School of Business; Thomas Wozniak, Institute of Communication and Marketing, Lucerne School of Business; Matthias Schu, Institute of Communication and Marketing, Lucerne School of Business

A Risky Sense of Comfort? How Device Type Affects Decision Quality and Product Returns in E-Commerce

Alisa Keller, University of Passau; Dirk Totzek, University of Passau; Alexander Keller; Andre Marchand, Leipzig University

Innovative Decision Aids in the Context of Online Size Selection

Jan-Lukas Selter, University of Siegen; Julian Schmitz, University of Siegen; Tobias Roeding, University of Siegen; Hanna Schramm-Klein, University of Siegen

Body size similarity between model and shopper: mitigating the risk in online clothes purchasing

Iina Ikonen, University of Bath; Jiska Eelen, Vrije Universiteit Amsterdam

Digital Marketing & Social Media – Influencer marketing II

3rd Floor, Room 3005

Ego Depletion and Product Saliency Moderate the Effect of Sponsorship Disclosure on Persuasion Knowledge Activation in Social Media Influencer Posts

Jasper David Brüns, Technical University of Munich; Martin Meißner, Technical University of Munich; Dorian Quelle, University of Oxford

Too good to be true! The effects of number of followers and language intensity on consumer responses to influencers' sponsored content

Giovanni Luca Cascio Rizzo, Luiss Guido Carli University; Rumen Ivaylov Pozharliev Luiss Guido Carli University; Matteo De Angelis, Luiss University; Francisco Villarroel Ordenes, Luiss Guido Carli University; Michele Costabile, Luiss Guido Carli University

Brand-Influencer Collaborations and Change in Content Strategy

Anwsha De, Bocconi University; Beth Fossen, Indiana University

Delight my eyes and my brain: Affective and cognitive responses to attractive social media influencers

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

27th May, Friday, 11.00-12:30 (F-1100)

Meet the Editor - Journal of Consumer Psychology & Marketing Letters

Ground Floor, Lecture Room I

Zachary Estes, Sandy Jap

Special Session - Disruptions in the Retailing Environment

Ground Floor, Lecture Room II

Session Chairs: Saeid Vafainia, ESCP Business School; Els Breugelmans, KU Leuven

Banning Unsolicited Advertising Mail: Helping the Environment but Hurting Business?

Jonne Guyt, University of Amsterdam; Arjen van Lin*, Tilburg University; Kristopher Keller, University of North Carolina at Chapel Hill

May the workforce be with you: Consumers' behavioral responses to strike-induced store closures

Marco Kotschedoff*, KU Leuven; Liliana Kowalczyk; Els Breugelmans, KU Leuven

What Happens in a Category, Does Not Stay in That Category Only: How Uninvolved Categories Become Collateral Damage in Conflict Delistings

Saeid Vafainia*, ESCP Business School; Els Breugelmans, KU Leuven; Kathleen Cleeren, KU Leuven; Sara Van der Maelen

The Impact of the Evolving Retailscape: Brand Building or Brand Destroying?

Katrijn Gielens*, University of North Carolina; Marnik Dekimpre, Tilburg University; Inge Geyskens, Tilburg University

Digital Marketing & Social Media – Online reviews and social media

Ground Floor, Lecture Room IV

Reaching for the stars: Identifying drivers of online reviews for proactive customer review management

Konstantin Kremslehner, Vienna University of Economics and Business Administration; Filipe Sengo Furtado, Vienna University of Economics and Business Administration; Nadine Schröder, WU Wien; Thomas Reutterer, WU Vienna University of Economics and Business

How Luxury Content Becomes Viral on Social Media: The Positive Role of Disfluency

Zitian Qiu, HEC Lausanne; Felicitas Morhart, HEC Lausanne

Can readers judge the trustworthiness of online product reviews based on positive versus negative emotional terms?

Xzavier He, Vlerick Business School; Barbara Briers, IESEG School of Management

How cool is to be engaged with Drunk Elephant? An analysis of user-generated content campaigns on Instagram

Ricardo Godinho Bilro, ISCTE-IUL; Sara Serras, ISCTE-IUL; Sílvia Cavalinhos, ISCTE-IUL; Luis Miguel, ISCTE-IUL; Susana Marques, ISCTE-IUL

SIG Innovation & Stakeholders: Stakeholder networks for sustainable innovation

Ground Floor, Faculty Club Theatre

Consumer Behavior – Perspective Taking and Sensorial

3rd Floor, Room 330

When adding regret to fear appeals harms message effectiveness: The moderating role of consumers' risk perception

Sandra Praxmarer-Carus, Universität der Bundeswehr München; Stefan Wolkenstoerfer, Universität der Bundeswehr München

A Bird in the Hand is Yours: Psychological Proximity influences Feelings of Ownership

Bart Claus, IESEG School of Management; Jiska Eelen, Vrije Universiteit Amsterdam; Luk Warlop, BI Norwegian Business School; Michail Kokkoris, Vrije Universiteit Amsterdam

Guilty or Not Guilty that Is the Question: Effect of Guilt Relieving Opportunity on Consumer-Brand Relationships

Didem Isiksal, Istanbul Aydin University; Elif Karaosmanoglu, Istanbul Technical University; Zeynep Gürhan-Canli, Koç University

Services Marketing – Technology at your Service - Technology-Infusion in Service

3rd Floor, Room 332

Characterizing smart tracking-based self-service technologies (STB SSTs) and their acceptance antecedents: a systematic literature review

Virginie Schweitzer, Université de Haute-Alsace

Are you selling me access to my property!? How perceptions of betrayal may undermine internal product upgrades

Janina Garbas, University of Passau; Sebastian Schubach, University of Passau; Martin Mende, Florida State University; Maura Scott, Florida State University; Jan Schumann, University of Passau

Mediated communication and the impact on frontline employee learning

Anne Cordts, Karlsruhe Institute of Technology (KIT); Martin Klarmann, Karlsruhe Institute of Technology (KIT); Johannes Habel, University of Houston

The role of preference for moderation and de-ownership orientation in explaining the usage of sharing economy services

Barbara Culiberg, University of Ljubljana; Mateja Kos Koklic, University of Ljubljana; Petar Gidaković, University of Ljubljana

Retailing & Omni-Channel Management – Channel choices in an omnichannel retail setting

3rd Floor, Room 334

Factors of Customers' Channel Choice in an Omnichannel Environment: A Systematic Literature Review

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

The Price of Friction in Multi-Channel Retail: Insights for Retail Operations Managers

Aneesh Banerjee, City, University of London; Sabrina Gottschalk, City, University of London; Joerg Ries, City, University of London

The Impact of Manufacturer Brands on Retailer Brand Image - The Moderating Role of the Number of Manufacturer Brands Offered by the Retailer

Patrick Rossmann, Duale Hochschule Baden-Württemberg - Ravensburg; Michael Schade, University of Bremen; Christoph Burmann, University of Bremen

Established consumer goods manufacturers and Direct-to-Consumer (D2C) strategies: How to build capabilities for manufacturers' own D2C brands

Severin Lienhard, University of St. Gallen

Transformative Consumer Research – I wanna be good

3rd Floor, Room 336

Should Brands Protest or Celebrate with Pride? The Impact of Representation Format on Consumer Responses to Pride Branding

Raian Razal, Aarhus University; Polymeros Chrysochou, Aarhus University; Tobias Otterbring, University of Agder

Healthy first, unhealthy out: the impact of health-based product sorting and product filtering on shopping basket healthiness

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

Brand attitudes versus pro-environmental intentions: The tension brought by financial rewards and penalties

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

Letting go to be me: Carving a unique path of ethical consumerism through Danshari

Charis Li, Grenoble Ecole de Management; Xiao-xiao Liu, Xiamen University; Jun Ye, Xiamen University; Siyu Zheng, Xiamen University; Chien Yu Lin, Xiamen University; Songyin Cai, Xiamen University

International Marketing & Marketing in Emerging Countries – National cultures, consumer cultures and lifestyles

3rd Floor, Room 340

How Cultural Dimensions affect Purchase Intention on Social Commerce

Giang Dao, University of Twente; Agata Leszkiewicz, University of Twente; Efthymios Constantinides, University of Twente

Relative importance of value-added product attributes across international lifestyle consumer segments

Violeta Stancu, Aarhus University; Rikke Nyland Christensen, Aarhus University; Karen Brunsø, Aarhus University; Athanasios Krystallis, American College of Greece (ACG); Irene Peral, AZTI, New Foods, Bizkaiko Zientzia eta Teknologia Parkea; Luis Guerrero, IRTA, Finca Camps i Armet

A Conceptualisation of Consumer Multiculturalism

Duong Nguyen, Newcastle University; Qionglei Yu, Newcastle University; Natalia Yannopoulou, Newcastle University

Special Session - Strategic Pricing and its Implications

3rd Floor, Room 3001

Session Chairs: Hoorsana Damavandi, Western University; Kersi D. Antia, Western University

The Impact of Short-Term Rental Policies on Home-Sharing Markets: Evidence from Airbnb

Hojat Abdolanezhad, University of Toronto; Mohsen Foroughifar, University of Toronto; Unnati Narang*, University of Illinois at Urbana-Champaign; Doreen Shen, University of Illinois at Urbana-Champaign

Discounting Local Subscriptions May Inadvertently Prune the Most Loyal Subscribers

Vamsi Kanuri*, University of Notre Dame; Michelle Andrews, Emory University; Caglar Irmak, University of Miami

Asymmetries in Penny Rises and Penny Drops: A Case for Strategic Intent

Xiao Ling*, Northeastern University; Sourav Ray, McMaster University

Justifying a Price Increase in a Subscription Services Context

Hoorsana Damavandi*, Western University; Kersi D. Antia, Western University; Praveen Kopalle, Dartmouth University

Special Session - Leveraging Unstructured Data for Marketing Insights: Novel Perspectives on Text, Image, Video, and Voice Analytics

3rd Floor, Room 3005

Session Chair: Christian Hildebrand, University of St. Gallen

“Love the Shape, But Hate the Weight”: Using Aspect-Based Sentiment Analysis to Identify Product Innovation Opportunities

Francisc Busquet*, University of St. Gallen; Anouk Bergner, University of St. Gallen; Christian Hildebrand, University of St. Gallen

Comparing Automated Image Classification Methods at Scale

Keno Tetzlaff*, University of Hamburg; Jochen Hartmann, University of Hamburg; Mark Heitmann, University of Hamburg

Does It Help to Be Creative on Social Media? A Machine Learning Approach to Examine Originality of Video Content from TikTok

Marc Bravin*, University of Lucerne; Melanie Clegg, University of Lucerne; Reto Hofstetter, University of Lucerne; Marc Pouly, University of Applied Sciences Lucerne; Jonah Berger, The Wharton School

Leveraging Voice Analytics to Understand Consumer-Smart Object Interactions in the IoT

Christian Hildebrand*, University of St. Gallen; Donna Hoffman, George Washington University; Tom Novak, George Washington University

27th May, Friday, 14:00-15:30 (F-1400)

Meet the Editor - Psychology & Marketing

Ground Floor, Lecture Room I

Giampaolo Viglia

Services Marketing – Served by the Bot - Challenges of User AI and Robots

Ground Floor, Lecture Room II

Making decisions with AI in a service context: conceptualization and perceived shared agency

Marion Sangle-Ferriere, CY Cergy Paris Université; Benjamin Voyer, ESCP Europe; Laszlo Sajtos, University of Auckland; Billy Sung, Curtin University

Artificial Intelligence: Service Employees Skills and Fear of Replacement

Darina Vorobeva, NOVA IMS; Yasmina El Fassi, NOVA IMS; Diego Costa Pinto, NOVA IMS; Diogo Hildebrand, Baruch College, CUNY; Anna Mattila, Pennsylvania State University; Márcia Herter, Universidade Europeia, Lisboa

Just Name it: How Naming Humanoid Service Robots can Decrease Eeriness and Increase Repurchase Intent

Malak El Halabi, Grenoble Ecole de Management; Olivier Trendel, Grenoble Ecole de Management

Does Anthropomorphism in Chatbots Enhance Customers' Willingness to Pay? First Evidence from a Preliminary Study

Lennart Seitz, Leuphana University Lueneburg; Sigrid Bekmeier-Feuerhahn, Leuphana University Lueneburg

Digital Marketing & Social Media – AR + VR

Ground Floor, Lecture Room IV

Making Sense of the Metavers: an Empirical Investigation of Real-Time Multisensory Social Interactions in a New Computer-Mediated Environment

Dorothea Aliman, University of Münster; Thorsten Hennig-Thurau, University of Münster; Alina Marie Herting, University of Münster; Gerrit Cziehso, Münster University; Marc Linder, University of Münster; Raoul Kübler, Marketing Center Münster

Context Matters – Even in Virtuality: Perception of Object Proximity and Ownership in Augmented Reality

David Finken, University of Lucerne; Reto Hofstetter, University of Lucerne; Aradhna Krishna, University of Michigan; Florian von Wangenheim, ETH Zürich

Tidy your room! The Impact of Product Evaluation Context on Augmented Reality's Effectiveness in E-Commerce

Alexander Pfaff, LMU Munich School of Management, Ludwig-Maximilians-Universität München; Martin Spann, Ludwig-Maximilians-Universität München

Consumer Behavior – New Technologies

Ground Floor, Faculty Club Theatre

Laser Marking as New Technology in Organic Labelling: Cognitive Dissonance as Hindrance of More Sustainable Consumption

Olga Untilov, Audencia Business School; Jean Pfiffelmann, EM Strasbourg Business School

Ambiguity and Herd Behavior Drive Uptake of New Technology Vaccines

Laura Zimmermann, IE University; Jeeva Somasundaram, IE Business School; Barsha Saha, Indian Institute of Management Shillong

Blurring the Boundary between Humans and Consumption Objects: Dehumanizing Consequences of Anthropomorphism

Alican Mecit, SKEMA Business School; L. J. Shrum, HEC Paris; Tina Lowrey, HEC Paris

Self versus Silicone: How identity motives influence the preferred breast reconstruction technique

Fabienne Krywuczky, PhD Candidate, Vrije Universiteit Amsterdam; Kobe Millet, Vrije Universiteit Amsterdam; Jiska Eelen, Vrije Universiteit Amsterdam

Transformative Consumer Research – I wanna be healthy

3rd Floor, Room 330

Packed to persuade. The persuasiveness of colors and claims to make food and drinks seem healthy or sustainable

Lotte Hallez, KU Leuven; Helena Vansteenbeeck, KU Leuven; Filip Boen, KU Leuven; Tim Smits, KU Leuven

Consumer materialism in times of Covid-19: How does it influence consumers' reactions and the evolution of their consumption patterns?

Gilles Sere De Lanauze, Montpellier University; Jeanne Lallement, University of La Rochelle; Béatrice Siadou-Martin, University of Montpellier; Florence De Ferran, University of La Rochelle

Humanizing Health Apps to Promote Usage Among the Elderly: The Roles of Human-Technology Relationship and Anticipated Emotions

Shuili Du, University of New Hampshire; Chunyan Xie, Western Norway University of Applied Sciences; Richard Bagozzi, University of Michigan; Kristi Bjornes Skeie, University of Stavanger; Tatiana Iakovleva, University of Stavanger Business School together with Valide; Elin M. Oftedal, University of Stavanger

Innovation Management & New Product Development Session

3rd Floor, Room 332

Elaboration of an Idea towards New Product Success in User Innovation

Suyun Mah, Singapore Management University

Can Company Image Explain the Influence of Perceived Innovativeness and Target Group Similarity on Consumers' Willingness to Co-Create with Companies?

A multilevel analysis

Lina Jacobsen, Aarhus University; Ana Tudoran, Aarhus University

You're One in a Million: Uniqueness of Mass-Customized Products

Jonas Goergen, University of St. Gallen; Emanuel de Bellis, University of St.Gallen; Franziska Krause, EBS University of Business and Law; Nikolaus Franke, WU University; Gerald Häubl, University of Alberta

Public Sector and Non-Profit Marketing – Covid-19 and the adoption of public safety measures: Hesitation and refusal factors

3rd Floor, Room 336

Cognitive underpinnings of COVID-19 vaccine hesitancy

Daniela Cristian, Bayes Business School; Sinem Acar-Burkay, USN Business School

Promoting Vaccines Among Vaccine-Hesitant Message Receivers: When Adding Regret and Emphasizing Similarity Backfire

Stefan Wolkenstoerfer, Universität der Bundeswehr München; Sandra Praxmarer-Carus, Universität der Bundeswehr München

How Compassion Influences Privacy-Related Decision-Making – Prosocial Data Disclosure in Covid-19 Contact Tracing Apps

Klara Greinwald, University of Passau; Eileen Dauti, University of Passau; Alisa Keller, University of Passau; Eva Pieringer, University of Passau; Dirk Totzek, University of Passau

Marketing Strategy & Theory – Marketing Capabilities and Resources

3rd Floor, Room 338

Organizing for Customer Analytics Excellence in Firms of Different Ages: Complementarity of Outside-in and Inside-out Resources

Hamed Mehrabi, Kingston University; Abbas Keramati, Ryerson University; Yongjian (Ken) Chen, Trent University

Is relative power between Marketing & Sales associated with departmental authority, conflict and company performance?

Konstantinos Lionakis, Athens University of Economics & Business; Maria Psimouli, ACG; Ioannis Rizomyliotis, University of West Attica; Kleopatra Konstantoulaki, St. Petersburg State University

Micro, Small, Medium Enterprises and their Marketing Capabilities

Sarita Uniyal, Indian Institute of Management Udaipur; Prakash Satyavageeswaran, Indian Institute of Management Udaipur; Ashish Galande, Indian Institute of Management

Marketing and Financial Analysts

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

Tourism Marketing Session

3rd Floor, Room 340

Social Media Marketing Communication of Tourism Destinations before and during COVID-19: An Application of Media Richness Theory

Ursula Scholl-Grissmann, UMIT TIROL Private University for Health Sciences; Reinhard Grohs, Seeburg Castle University; Christoph Pachucki, Seeburg Castle University

Through the storm: Mapping Customer – Management Expectations, Interactions, and Interpretations of a social media storm in tourism

Konstantinos Rigopoulos, Democritus University of Thrace; Konstantinos Kottikas, Athens University of Economics and Business; Pernille Rydén, IT University of Copenhagen; Efthymia Kottika, Prague University of Economics and Business; Ioannis G. Theodorakis, Paris School of Business

Exploring the Twitter Myth: The Value of Twitter-generated Variables on Forecasting Tourist Arrivals

Yuanming Qiu, University of Edinburgh Business School; Jake Ansell, University of Edinburgh

Do hotels' circular economy efforts really attract guests?

Florent Girardin, HES-SO University of Applied Sciences and Arts Western Switzerland; Luciano Lopez, HES-SO University of Applied Sciences and Arts Western Switzerland; Marie Gillet, HES-SO University of Applied Sciences and Arts Western Switzerland

Special Session - Online Consumer Privacy I

3rd Floor, Room 3001

Session Chairs: Klaus Miller, HEC Paris; Bernd Skiera, Goethe University Frankfurt

Regulatory Spillovers and Data Governance: Evidence from the GDPR

Christian Peukert, HEC Lausanne; Stefan Bechtold, ETH Zurich; Michail Batikas*, Rennes School of Business; Tobias Kretschmer, LMU Munich and CEPR London

Navigating Marketing Analytics Governance: Scope and Boundary Conditions of Data Protection Officers' Self-Accountability

Christelle Aubert-Hassouni, ESCP Business School, Julien Cloarec*, Université Jean Moulin Lyon 3

When Apps Ask to Track

Kyeongbin Kim, Emory University; Michelle Andrews*, Emory University; David A. Schweidel, Emory University

The Impact of the General Data Protection Regulation (GDPR) on the Amount of Online Tracking

Karlo Lukic*, Goethe University Frankfurt; Klaus Miller, HEC Paris; Bernd Skiera, Goethe University Frankfurt

Exhibitor Showcase – Hubro Education

3rd Floor, Room 3005

27th May, Friday, 16:00-17:30 (F-1600)

Meet the Editor - Journal of the Association for Consumer Research & Journal of Current Issues and Research in Advertising

Ground Floor, Lecture Room I

Vicki G. Morwitz, Sukki Yoon

Special Session - Effective Influencer Marketing

Ground Floor, Lecture Room II

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

Influencing on Short or Long Leashes? How Contract Design Drives Influencer Marketing Performance

Reto Hofstetter*, University of Lucerne; Andreas Lanz, HEC Paris; Navdeep Sahni, Stanford University; Martin Falzl, University of St.Gallen

Be careful what you look for: Biased Brand Portrayal in Social Media

Julia Rosada*, University of Hamburg; Jochen Hartmann, University of Hamburg; Jasper Schwenzow, University of Hamburg; Mark Heitmann, University of Hamburg

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

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

Who to Target? Low- Versus High-Status Seeding in User-Generated Content Networks

Maximilian Beichert*, University of Mannheim; Andreas Bayerl, University of Mannheim; Jacob Goldenberg, Reichman University and Columbia University; Andreas Lanz, HEC Paris

Digital Marketing & Social Media - Tracking and Measuring

Ground Floor, Lecture Room IV

Satisfaction Surveys or Online Sentiment: Which Best Predicts Firm Performance?

Evert de Haan, University of Groningen

Engagement Quality: An Automated Measure of User Responses to Social Media Marketing Posts to Indicate Marketing Performance

Daniel Bruns, University of Wuppertal; Steffen Prior, University of Wuppertal

Analyzing Purchase Decisions Using Dynamic Location Data

Tal Shoshani, University of Southern California; Peter Pal Zubcsek, Tel Aviv University; Shachar Reichman, Tel Aviv University

The Economic Value of User-Tracking Data for Publishers

René Laub, Goethe University Frankfurt; Klaus Miller, HEC Paris; Bernd Skiera, Goethe-University Frankfurt, Germany

Consumer Behavior – Diversity and Crossgenerational Marketing

Ground Floor, Faculty Club Theatre

What Women Do: First Report of the Effect of Youth-Ideal Internalisation on Generation X Female Consumer Behaviour

Amanda Bowden, University of Brighton; Nasos Poulis, University of Brighton; Francisca Farache, University of Brighton

The Measurement of Pro-Environmental Behavior: convergent validity and stability of existing measurements

Berre Deltomme, Ghent University; Karen Gorissen, Vrije Universiteit Amsterdam; Bert Weijters, Ghent University

Forgoing Consumption of Products that Others Cannot Access

Kirla Ferreira, City University of London; Janina Steinmetz, Cass Business School; Irene Scopelliti, City, University of London

Sustainable Design for Food Well-Being

Yating Tian, University of Twente; Qeis Kamran, ISM International School of Management GmbH

Social Responsibility & Ethics – CSR & Brand Purpose

3rd Floor, Room 330

Analyzing Perceived Corporate Social Responsibility Effects across Nations: Do Country-Specific Differences Matter?

Lukas Zimmer, Trier University; Bernhard Swoboda, Trier University

Brand purpose: a marketing agency perspective

Alessandro Feri, Edinburgh Napier University; Nicholas Ind, Kristiania University College; Nathalia C Tjandra, Edinburgh Napier University

Meta-Analysis on the impact of Corporate Social Responsibility Initiatives on Consumer Behavior

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

Product and Brand Management – Retail Branding

3rd Floor, Room 332

Not even Amazon is always right – How to drive private-label brand architecture decision-making

Michael Schade, University of Bremen; Christopher Kanitz, University of Applied Sciences Upper Austria; Eike Abraham, University of Bremen; Christoph Burmann, University of Bremen

Suspicious online product reviews and brand and product characteristics: An empirical analysis with Amazon review data

Eunhee Ko, Northwestern University; Douglas Bowman, Emory University

Are e-retailer brands affected by the manufacturer brands they offer? The case of beauty subscription boxes

Richard Huaman-Ramirez, EM Strasbourg Business School; Jean-François TOTI, Université de Lille - IAE

Marketing Strategy - Digital Content and Channel Choices

3rd Floor, Room 338

Content Distribution in the Netflix Era: Contingency-based Revenue Maximization Across Channels for Filmed Home Entertainment

Paul-Vincent Mayr, Chair of Marketing & Media | Westfälische Wilhelms-Universität Münster; Ronny Behrens, WWU Münster, Germany; Thorsten Hennig-Thurau, University of Münster; Raoul Kübler, Marketing Center Münster

Reconceptualizing Digital Marketing Capabilities: A Systematic Literature Review

Onur Osmanoglu, Koç University; Ayşegül Özsoy, Koç University

A Taxonomy of Marketing Instruments in E-Commerce

Benjamin Klink, University of St.Gallen; Thomas Rudolph, University of St. Gallen, Institute of Retail Management

Relationship Marketing – Relationship Marketing Programs and their Effectiveness

3rd Floor, Room 340

The Impact of Goal Enabling Technology Adoption on Customer Lifetime Value

Jake An, UNSW Sydney; Andre Bonfrer; Christine Eckert, University of Technology Sydney

A Neglected Strategy of Partial Service Termination and Its Impact on Customers' Patronage

Mathieu Béal, Grenoble Ecole de Management; Charlotte Lecuyer, University of Lyon; Caroline Bayart, University of Lyon; Denis Clot, University of Lyon

Managing Customer Relationships While Providing for Customer Wellbeing

Agata Leszkiewicz, University of Twente; V. Kumar, Indian School of Business; Angeliki Herbst, California State University

The Role of Self-Rewarding Behavior in Cashback Loyalty Programs

Maren Becker, ESCP Business School; Nico Wiegand, VU Amsterdam; Lena Steinhoff, University of Rostock; Ksenija Baidina, 4Data Analyst, Yandex Go

Retailing & Omni-Channel Management – New trends for brick-and-mortar retailing

3rd Floor, Room 3001

Consumers' Usage Intention of Refill-Stations: An Empirical Examination of Station Design Aspects

Louisa Pfeifer, University of Hamburg; Jennifer Zeißler, University of Hamburg

A Comparison of Perceived Environmental Sustainability of Brick-and-Mortar Retailing and Online Retailing

Patrick Klein, Saarland University; Bastian Popp, Saarland University

„Just try it on!“ - Using location-based bluetooth technology to reveal the effects of fitting room visits on purchases and in-store movement

Gerrit Cziehso, Münster University; Tobias Schaefers, Technische Hochschule Ostwestfalen-Lippe; Stefan Brinkhoff, TU Dortmund University; Nina Nauß, Münster University

Advertising & Marketing Communications - Advertising impacts on the brand

3rd Floor, Room 3005

Unbothered by the Story's Ambiguity? Effects of Individual Differences in Need for Closure on Transportation and Brand Attitude

Matthias Glaser, University of Vienna

This Can Happen to Me: The Importance of Activity-Target Congruence in Driving Consumer's Response to Arousal-Inducing Stimuli

Arash Talebi, EDHEC Business School; Sourjo Mukherjee, Audencia Business School; Gopal Das, Indian Institute of Management Bangalore

This is Awesome so I'll Have the Regular: Feeling Awe Decreases Preferences for Limited Edition Products

Aysu Senyuz, Central European University; Jonathan Hasford, University of Tennessee Knoxville; Ze Wang, University of Central Florida

Time for action: Implied-action does it!

Gudrun Roose, IESEG School of Management; Maggie Geuens, Ghent University

Venue Floor Plans

Main Building

