



2016 Global Marketing Conference at Hong Kong

*“Bridging Asia and the World:
Global Platform for Interface between Marketing and Management”*
21st-24th July, 2016
Conrad Hong Kong, Hong Kong

Conference Co-chairs: Roland T. Rust (University of Maryland)
Gerrit van Bruggen (Erasmus University)
Sharyn Rundle-Thiele (Griffith University)
Toshihiko Miura (Chuo University)
Jaihak Chung (Sogang University)
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ASSOCIATION FOR CONSUMER RESEARCH

July 21, 2016

TIME	Event
17:00-20:00	Registration (Lobby of Level 7)
18:00-20:00	Conference Reception (Chatham Room, Humphrey Room & Tai Tam Room, Level 7) Sponsor: Lingnan University, Hong Kong

2016 Global Marketing Conference at Hong Kong

July 22, 2016

TIME	Hennessy	Chatham	Bowen	Kennedy	Caine	Stanley	Salisbury	Tai Tam	Humphrey
08:00-09:15	Session 1.1 Global Perspectives in Public Policy & Marketing I	Session 1.2 Country Predispositions: COO Images, Ethnocentrism, Disidentification, Affinity and Animosity	Session 1.3 Success Factors in Global B2B Markets I: B2B Customer Value Creation	Session 1.4 Strategic Retail Management	Session 1.5 Cross-Cultural Consumer Behavior	Session 1.6 Marketing and New Product Development Capabilities	Session 1.7 Product Innovation and Diffusion in Emerging Markets	Session 1.8 Consumer Behavior in Health and Leisure Industries	Session 1.9 Fashion Digital Strategy and Practice
9:25-10:15	Keynote Speech I: Improving Management Science: Problems and Solutions (Grand Ball Room, Lower Lobby) - J. Scott Armstrong (The Wharton School, University of Pennsylvania), Recipient of the Armstrong Brilliance in Research in Marketing Award 2016								
10:25-11:40	Session 2.1 How to Publish Useful Research	Session 2.2 Electronic Word of Mouth (eWOM) I	Session 2.3 Success Factors in Global B2B Markets II: B2B Customer Interaction and Firm Performance	Session 2.4 Luxury Brand Management in Advertising I	Session 2.5 Corporate Branding, Luxury Marketing & Identity-based Value Management I	Session 2.6 2016 ITAA-GAMMA Joint Symposium I	Session 2.7 Advancing Tourism and Hospitality Marketing I	Session 2.8 2016 JSMD -GAMMA Joint Symposium I	Session 2.9 Luxury Brand-Building
11:50-12:50	Session 3.1 Global Perspectives in Public Policy & Marketing II	Session 3.2 Electronic Word of Mouth (eWOM) II	Session 3.3 Success Factors in Global B2B Markets III: B2B Supply Chain Issues	Session 3.4 Consumers, Brands and Brand Management I	Session 3.5 2016 Corporate Branding, Luxury Marketing & Identity-based Value Management II	Session 3.6 2016 ITAA-GAMMA Joint Symposium II	Session 3.7 Advancing Tourism and Hospitality Marketing II	Session 3.8 Consumer Decision Making and Quality Signal	Session 3.9 Consumption and Marketing in Multicultural Marketplaces
13:00-14:00	Lunch (Grand Ballroom, Lower Lobby) Keynote Speech II: Engagement: A New Source of Competitive Advantage - V. Kumar (J. Mack Robinson College of Business, Georgia State University), Editor-in-Chief of Journal of Marketing								
14:00-15:30	Session 4.1 Global Perspectives in Public Policy & Marketing III	Session 4.2 Electronic Word of Mouth (eWOM) III	Session 4.3 New Normal in China: The Opportunities and Challenges Confronting Marketing	Session 4.4 Luxury Brand Management in Advertising II	Session 4.5 Transcultural Experiences within and beyond Home I	Session 4.6 Corporate Branding, Luxury Marketing & Identity-based Value Management III	Session 4.7 Marketing in Emerging Markets: Challenges & Opportunities	Session 4.8 2016 NMSBA -GAMMA Joint Symposium	Session 4.9 Trends in Physical and E-commerce Retailing
15:40-17:10	Session 5.1 Global Perspectives in Public Policy & Marketing IV	Session 5.2 Electronic Word of Mouth (eWOM) IV	Session 5.3 Marketing Anthropology Research (MAR) I	Session 5.4 Luxury Brand Management in Advertising III	Session 5.5 Transcultural Experiences within and beyond Home II	Session 5.6 2016 ANZMAC -GAMMA Joint Symposium I	Session 5.7 Marketing in General I	Session 5.8 Advertising and Branding	Session 5.9 Branded Entertainment and Product Placement
15:40-17:10	2016 GAMMA Job Platform (Seminar Room, Lower Lobby Level)								
17:20-18:50	Session 6.1 Global Perspectives in Public Policy & Marketing V	Session 6.2 Electronic Word of Mouth (eWOM) V	Session 6.3 Marketing Anthropology Research (MAR) II	Session 6.4 Luxury Brand Management in Advertising IV	Session 6.5 Transcultural Experiences within and beyond Home III	Session 6.6 2016 ANZMAC -GAMMA Joint Symposium II	Session 6.7 2016 JSMD-GAMMA Joint Symposium II	Session 6.8 Marketing Strategy and Management	Session 6.9 Relationship Marketing
	2016 GAMMA Young Artist Competition (Lobby, Lower Lobby Level) - Meet the Artists (Winners of 2016 GAMMA Young Artist Competition) and Exhibition								
18:50-22:00	Conference Dinner - Hip Hop Lion Dance, Welcome Speeches & Award Ceremony for 'Armstrong Brilliance in Research in Marketing Award 2016'								

2016 Global Marketing Conference at Hong Kong

July 23, 2016

TIME	Hennessy	Chatham	Bowen	Kennedy	Caine	Stanley	Salisbury	Tai Tam	Humphrey
08:00-09:30	Session 7.1 2016 EMAC -GAMMA Joint Symposium/ 2016 Big Data Marketing Symposium	Session 7.2 Electronic Word of Mouth (eWOM) VI	Session 7.3 Marketing in General II	Session 7.4 Marketing 2.0: Digital Consumers and Interactive Marketing I	Session 7.5 International Marketing and Export Management	Session 7.6 Product Innovation and Service Marketing	Session 7.7 Stakeholders-brand Relationships/ The Future of Customer Equity: Expanding Its Validity and Implication	Session 7.8 Art, Design, Culture and Brand Management	Session 7.9 Food, Hospitality and Tourism Marketing I
09:40-11:10	Session 8.1 Meet the Editors	Session 8.2 Electronic Word of Mouth (eWOM) VII	Session 8.3 Marketing in General III	Session 8.4 Marketing 2.0: Digital Consumers and Interactive Marketing II	Session 8.5 Theoretical and Practical Evolution of Retailing	Session 8.6 Marketing and Business Ethics	Session 8.7 Mobile Marketing I	Session 8.8 Explore the Role of the Interaction of Cooperation and Competition/ New Product Design Innovation in Marketing	Session 8.9 Food, Hospitality and Tourism Marketing II/ Wine Marketing
11:20-12:50	Session 9.1 Conversation with the Editors	Session 9.2 JGSMS & JGFM Editorial Board Meetings	Session 9.3 Brand Marketing in the Digital Age I/ Marketing for Humanship	Session 9.4 Marketing 2.0: Digital Consumers and Interactive Marketing III/ (Re-)establishing Trust in Corporations I	Session 9.5 Services Marketing I	Session 9.6 Marketing and Entrepreneurship	Session 9.7 Mobile Marketing II/ Mobile Advertising	Session 9.8 Interactive Marketing Communication/ Intercultural Communications	Session 9.9 Research, Writing, Publishing Skills-Building Workshop I
12:20-14:20	Multimedia Presentation (Lobby, Grand Ballroom, Lower Lobby Level)								
13:00-14:20	Conference Lunch - Award Ceremony: Best Conference Paper Award Excellent Service Award L'Oréal Professorship in Creativity Marketing AWARD on BEAUTY & MARKETING								
14:30-15:45	Session 10.1 2016 GMA-GAMMA Joint Symposium I	Session 10.2 Consumers, Brands and Brand Management II	Session 10.3 Brand Marketing in the Digital Age II	Session 10.4 Global Trends in Sport Management	Session 10.5 Services Marketing II	Session 10.6 2016 Global Fashion Market Equity Symposium for Traditional Market	Session 10.7 Sustainable Marketing in Asia and the World I/Marketing Education	Session 10.8 (Re-)establishing Trust in Corporations II	Session 10.9 Research, Writing, Publishing Skills-Building Workshop II
15:55-17:10	Session 11.1 2016 GMA- GAMMA Joint Symposium II/ Consumer Lifestyles in a Global Market: Challenges and Opportunities	Session 11.2 2016 LU-GAMMA Joint Symposium	Session 11.3 Channel Management/ B2B Marketing in Fashion	Session 11.4 Global Marketing, Identities and Desires	Session 11.5 2016 ESCP-GAMMA Joint Symposium on Beauty Marketing: Past, Present, and Future	Session 11.6 2016 Sustainable Fashion and Social Learning Platform Symposium	Session 11.7 Sustainable Marketing in Asia and the World II	Session 11.8 Strategic Marketing	Session 11.9 Research, Writing, Publishing Skills-Building Workshop III

July 24, 2016

TIME	Event
9:00-12:00	Business Meetings

Session 1 (8:00- 9:15, July 22, 2016)

Session 1.1 Global Perspectives in Public Policy & Marketing I

Session Chairs: Kyung Hoon Kim (Changwon National University)

Steven W. Kopp (The University of Arkansas)

Room: Hennessy

A formative measure of very young children's persuasion knowledge	Sasha Wang	The University of Western Australia
	Dick Mizerski	The University of Western Australia
	Fang Liu	The University of Western Australia
	Doina Olaru	The University of Western Australia
	Victoria Mallinckrodt	The University of Western Australia
The influence of environmental values on the green consumer behavior	Qiaolian Cheng	Harbin Institute of Technology
	Kexin Liu	Harbin Institute of Technology
	Ruijin Zhang	Harbin Institute of Technology
	Guofeng Li	Harbin Institute of Technology
	Jingjing Wang	Harbin Institute of Technology
Environmental policy instruments, sustainable consumption attitude and sustainable consumption behavior: The moderating role of long-term orientation	Zhongju Liao	Zhejiang SCI-TECH University
	Yang Sun	Zhejiang SCI-TECH University
Consumer response to disclaimers in digitally retouched advertisements	Nadine A. Schirmer	Munich School of Management
	Manfred Schwaiger	Munich School of Management
	Charles R. Taylor	Villanova University
	John P. Costello	Villanova University
A bibliometric analysis of the journal of public policy & marketing	Prashant Kumar	T A Pai Management Institute

Session 1.2 Country Predispositions: COO Images, Ethnocentrism, Disidentification, Affinity and Animosity

Session Chair: Alexander Josiassen (Copenhagen Business School)

Room: Chatham

The role of global social bonding and consumer ethnocentrism on consumer appreciation for product diversity	Zening Song	Beijing Foreign Studies University
	Ahmad Daryanto	Lancaster University
	Felix Martin	Lancaster University
The influence of product-country image on the perceived quality: An empirical study from Vietnamese consumers	Hoa Hong Pham	RMIT Vietnam University
	Ngoc Thai Pham	International University/Vietnam National University
	Duy Vu Nguyen	RMIT Vietnam University
Anxiety about food contamination: Psychological and fMRI evaluation	Saeran Doh	Miyagi University
	Yul-Wan Sung	Tohoku Fukushi University,
A formalized framework of consumer's mental pictures of Country-of-Origin	Alexander Josiassen	Copenhagen Business School
	Florian Kock	Copenhagen Business School
	Steffi Mess	Copenhagen Business School
The Country-of-Origin effect	Mikael Andéhn	Aalto University School of Business
	Alexei Gloukhovtsev	Aalto University School of Business
	John Schouten	Aalto University School of Business

Session 1.3 Success Factors in Global B2B Markets I B2B Customer Value Creation

Session Chair: C. Anthony Di Benedetto (Temple University)

Room: Bowen

When customers are willing, but unable to pay: How customer budget knowledge impacts value-based marketing strategies for industrial offerings	Matthias Koch	University of Melbourne
Internal market orientation: A novel management tool in leveraging firm performance in China	Qionglei Yu	Canterbury Christ Church University
	Bradley R. Barnes	Sheffield Hallam University
The effects of entrepreneurial value orientation on relationship performance through value co-creation in B2B industry	Kyong Ryul Koo	Changwon National University
	Kyung Hoon Kim	Changwon National University
	Nam Hee Jin	Changwon National University
The interplay of institutional environments and firm capabilities on value-creating synergy by emerging market firms	Jie Wu	University of Macau
	Zefu Wu	Huaqiao University

Session 1.4 Strategic Retail Management

Session Chair: Hong Yu (Ryerson University)

Room: Kenedy

Why do consumers buy premium private labels? -Some qualitative insights	Olivier Reimann	University of Vienna
	Udo Wagner	University of Vienna
The effect of construal level on choices in online shopping: The differential effect on the importance of the product and the store	Jin Won Lee	Xiamen University
	Ji Yoon Kim	Korea University Business School
	Sang Yong Kim	Korea University Business School
	Hee Chan Park	Jinhan Trading Co
Gender heterogeneity in the evaluations of store environmental cues, store love and loyalty	Jasmine A.L. Yeap	Universiti Sains Malaysia
	T. Ramayah	Universiti Sains Malaysia
The influence of store location prestige on the perceived status of luxury and non-luxury brands	Ken Kumagai	Waseda University
	Shin'ya Nagasawa	Waseda University

Session 1.5 Cross- Cultural Consumer Behavior

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

Room: Caine

Co-creating stakeholder and brand identities: A cross-cultural consumer perspective	Benjamin Voyer	ESCP Europe Business School
	Minas Kastanakis	ESCP Europe Business School
	Ann Kristin Rhode	ESCP Europe Business School
Analyzing the cross cultural impact of the “World of Barbie” on young Indian girls in shaping their mindset to belong to a transnational imagined community	Isaac Jacob	K J Somaiya Institute of Management Studies & Research
	Monica Khana	K J Somaiya Institute of Management Studies & Research
	Krupa Rai	K J Somaiya Institute of Management Studies & Research
Authentic versus aspirational branding: An individual and country level study of the actual and ideal self-congruity effect	Hector Gonzalez-Jimenez	The York Management School
	Fernando Fastoso	The York Management School
	Kyoko Fukukawa	University of Bradford School of Management
Consumer innovativeness among young-adult consumers: Comparing East Asia and Central and Eastern Europe	Zhonghui DING	University of Ljubljana/ /Shanghai University of International Business & Economics
	Davor Vuchkovski	University of Ljubljana
	Vesna abkar	University of Ljubljana
	Morikazu Hirose	Tokyo Fuji University
	Vatroslav Škare	University of Zagreb
	Đurđana Ozretić-Došen	University of Zagreb
	Matev Rašković	University of Ljubljana
The impact of Generation Y money attitudes on compulsive buying: Contingency effects of childhood family resources and gender	Helen Inseng Duh	University of Witwatersrand
	Thorsten Teichert	University of Hamburg

Session 1.6 Marketing and New Product Development Capabilities

Session Chairs: Luigi Mario De Luca (Cardiff University)

Destan Kandemir (Bilkent University)

Room: Stanley

Why consumer resist to smart products?	Inès Chouk	Cergy-Pontoise University
	Zied Mani	Nantes University
The impact of cognitive processing on radical and incremental new product development performance	Tetsuo Horiguchi	Keio University
Redesigning marketing resources for product innovations -- The evidence from polish companies	Maciej Mitrega	University of Economics in Katowice
Applying a fuzzy set qualitative comparative analysis for conflict resolution during new service development	Kalliopi Chatzipanagiotou	Glasgow University
	Spiros Gounaris	Strathclyde University
	Achilleas Boukis	Sussex University
	Helen Perks	Nottingham University

Session 1.7 Product Innovation and Diffusion in Emerging Markets

Session Chairs: Hao Zhang (Northeastern University)

Yang Sun (Zhejiang SCI-TECH University)

Room: Salisbury

Configuring principal opportunism in International Joint Venture (IJV) Parents-IJV relationship: A combination of symmetrical and asymmetrical analysis to advance agency theory and resource dependence theory	Lu-Yun (Vivian) Cheng	Pearl Linguistics Ltd
	Helen (Huifen) Cai	Middlesex University Business School
	Zhongqi Jin	Middlesex University Business School
The effect of corruption on Chinese Firms: A combination of econometric analysis and fuzzy-set qualitative comparative analysis	Qunyong Wang	Nankai University
	Na Wu	Tianjin University of Economics and Finance
	Helen (Huifen) Cai	Middlesex University Business School
A superficial friendship theory perspective on international market entry mode instability and stability	Lu-Yun (Vivian) Cheng	Pearl Linguistics Ltd
	Graça Miranda Silva	Universidade de Lisboa
Determinants of Brain Drain in Chinese family business: A fuzzy-set qualitative comparative analysis	Huifen (Helen) Cai	Middlesex University Business School
	Graça Miranda Silva	Universidade de Lisboa

Session 1.8 Consumer Behavior in Health and Leisure Industries

Session Chair: Shuhong Xiao (Beijing Sport University)

Room: Tai Tam

Private health data disclosure-A repeated scenario design to investigate the willingness to provide data access to insurance companies	Antje Niemann	Ludwig-Maximilians-Universität Munich
	Verena Rapp	Ludwig-Maximilians-Universität Munich
What are western medical tourists looking for in Asian	Catherine Prentice	Edith Cowan University
	Lyn Manassannan Prajitmutita	Swinburne University of Technology
	Erdan Ma	Macau University of Science and Technology
The segmentation of distant fan: Exploring the relationship between motives and psychological continuum model of the Chinese NBA fans	Haozhou Pu	Florida State University
	Jeffrey D. James	Florida State University
	Hanhan Xue	Florida State University
Generic medicine beliefs among generation Y South Africans	Helen Inseng Duh	University of Witwatersrand
	Chuma Diniso	University of Johannesburg
An empirical examination of the ecological and cognitive active commuting framework: A social marketing formative research study	Bo Pang	Griffith University
	Sharyn Rundle-Thiele	Griffith University
	Krzysztof Kubacki	Griffith University

Session 1.9 Fashion Digital Strategy and Practice

Session Chair: Karinna Nobbs (British School of Fashion)

Room: Humphrey

The effects of recommending complementary/substitute products on product comparison in online fashion shopping	Jisoo Park	Seoul National University
	Yuri Lee	Seoul National University/The Research Institute of Human Ecology
Do people purchase what they viewed from Youtube? The influence of user generated content on purchase intention	Cen Wang	Florida State University
	Juliann Cortese	Florida State University
When digital meets social: Consumer perceptions of companies' online CSR strategies in the fashion industry	Nina Bürklin	Ludwig-Maximilians-Universität München
An investigation of consumer perception toward online shopping for footwear designs using eye-tracking technology	Osmud Rahman	Ryerson Univeristy
	Ryan Payne	Ryerson Univeristy
	Gregory Allan	Ryerson Univeristy
The (not so) secret life of lurkers: Contextualizing consumer data to provide insights for content marketing	Wendy Bendolini	Woodbury University
	Tony Stovall	Woodbury University

Keynote Speech (9:25–10:15, July 22, 2016)

Keynote Speaker: J. Scott Armstrong (Wharton School, University of Pennsylvania)

Recipient of the Armstrong Brilliance in Research in Marketing Award 2016

Room: Grand Ball Room, Lower Lobby

Improving management science: Problems and solutions

J. Scott Armstrong

The Wharton School, University of Pennsylvania

Session 2 (10:25- 11:40, July 22, 2016)

Session 2.1 How to Publish Useful Research

Session Chair: Arch G. Woodside (Curtin University, Perth)

Panelists: J. Scott Armstrong (The Wharton School, University of Pennsylvania)

Kesten C. Green (University of South Australia Business School/Ehrenberg-Bass Institute University of South Australia)

Roger Marshall (Auckland University of Technology)

Room: Hennessy

Usefulness of 1985 and 2015 management science and marketing science papers	Kesten C. Green	University of South Australia Business School/Ehrenberg-Bass Institute University of South Australia
	J. Scott Armstrong	The Wharton School, University of Pennsylvania

Session 2.2 Electronic Word of Mouth (eWOM) I

Session Chairs: Juran Kim (Jeonju University)

Shu-Chuan (Kelly) Chu (DePaul University)

Room: Chatham

Effects of beauty vloggers' eWOM and sponsored advertising – the case of Sina Weibo	Claudia E. Henninger	University of Manchester
	Marta Blazquez-Cano	University of Manchester
	Weifang Ding	University of Sheffield
Antecedents of e-WOM information diffusion	Hayran Kim	Hongik University
	Byeong-Joon Moon	Kyung Hee University
#Me and brand: Understanding the brand-selfie posters on social media	Jung-Ah Lee	Korea University
	Yongjun Sung	Korea University
	Sejung Marina Choi	Korea University
	Eunice Kim	University of Florida
Brand advocacy as a tool in the face of an image crisis A case study of the Red Bull Stratos campaign	Izabela Derda	University of Social Sciences and Humanities
What makes you lovable: Analysis of fashion brand Instagram post in Indonesia	Christian Wibisono	Parahyangan Catholic University
	Ivan Prasetya Tanimukti	Parahyangan Catholic University
	Vincentius Josef Wisnu Wardhono	Parahyangan Catholic University
	Agus Hasan Pura Anggawijaya	Parahyangan Catholic University

Session 2.3 Success Factors in Global B2B Markets II B2B Customer Interaction and Firm Performance

Session Chair: Anthony Di Benedetto (Temple University)

Room: Bowen

Effects of customer interaction orientation on customer satisfaction and firm performance: A longitudinal study	Melania Mateias	Aachen University
	Malte Brettel	Aachen University
Charismatic selling: An investigation of charismatic nonverbal behaviors in personal selling	Sandra Pauser	University of Vienna
	Udo Wagner	University of Vienna
	Claus Ebster	University of Vienna
Effect of B2B salespeople's entrepreneurial orientation on sales performance: Mediating roles of psychological process	Kyung Sik Jung	Hanyang University
	Sang-Lin Han	Hanyang University
Role of service quality in B-to-B relationship performance: Scale development and B-SERVQUAL model	Sang-Lin Han	Hanyang University
	Seong Ho Lee	Soongsil University

Session 2.4 Luxury Brand Management in Advertising I

Session Chair: Yang-Im Lee (University of Westminster)

Room: Kennedy

Role of authenticity in luxury branding: How novelty in design is preferred as much as typicality in luxury brands	Aparna Sundar	University of Oregon
	John Price	University of Oregon
	Sung-Hee Wendy Paik	University of Oregon
The influence of branded rituals on luxury product consumption practices: Implications for advertising	Kirsten L. Cowan	NEOMA Business School
	Nathalie Spielmann	NEOMA Business School
The effect of self-image congruence with advertisement on luxury brand loyalty	Min-Sook Park	Catholic University of Pusan
	Jong-Kuk Shin	Pusan National University
	Yong Ju	Pusan National University
Connecting or disconnecting: Luxury brands' social media strategies and affluent Chinese female consumers' interpretations	Huan Chen	University of Florida
	Ye Wang	University of Missouri - Kansas City
How relationship marketing and intelligence can be reinforced by the elaboration likelihood model to protect a luxury brand	Yang-Im Lee	University of Westminster
	Peter R.J. Trim	University of London

Session 2.5 Corporate Branding, Luxury Marketing & Identity- based Value Management I

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

Room: Caine

How to offer luxury products on the internet: The influence of online assortment decisions and online purchase options on brand equity	Carmen Maria Albrecht	University of Mannheim
	Pietro Häger	University of Mannheim
Developing social-media based consumer-brand relationships: Comparing goods and service brands	Sony Kusumasondjaja	Universitas Airlangga
“It’s church but not as you’ve known it”: Constructing a global church brand	Jeaney Yip	University of Sydney
	Susan Ainsworth	University of Melbourne
The unknown legacy effect: Assessing the explicit and implicit relation of corporate brand heritage on brand attachment	Klaus-Peter Wiedmann	Leibniz University Hannover
	Steffen Schmidt	Leibniz University Hannover
	Sascha Langner	Leibniz University Hannover
	Levke Albertsen	Leibniz University Hannover
	Michael Schiessl	Eye Square GmbH
	Frank Buckler	Success Drivers GmbH
Investigating the relationship between corporate identity and corporate social responsibility in the UK: New directions in theory and practice	Ahmed S. Shaalan	Hull University Business School
	Marwa E. Tourky	University of Exeter Business School
	TC Melewar	Middlesex University
	Philip J. Kitchen	ESC Rennes School of Business

Session 2.6 2016 ITAA- GAMMA Joint Symposium I

Session Chairs: Kim K. P. Johnson (University of Minnesota)

MiYoung Lee (Inha University)

Room: Stanley

Effect of retail therapy on compulsive buying and compulsive hoarding	H M Rakib ul Hasan	Ohio University
	Mijeong Noh	Ohio University
Insights into retail therapy shoppers: Experiences sought, behavioral setting, and ties to shopping addiction	Jennifer Yurchisin	University of Minnesota
	Kim K. P. Johnson	University of Minnesota
	Haesung Whang	University of Minnesota
	Kittichai Watchravesringkan	University of North Carolina-Greensboro
Body size matters-Exploratory study on body size-based discrimination in employment by fashion designers	MiYoung Lee	Inha University
	Hayoung Hwang	Inha University
Manufacturing waste and its impacts on the environment	Erin Corcoran	University of Delaware

Session 2.7 Advancing Tourism and Hospitality Marketing I

Session Chairs: Saurabh Kumar Dixit (North- Eastern Hill University)
Jong-Hyeong Kim (Curtin University)

Room: Salisbury

Investigating the role of attitudes towards social media marketing activities and the perceived value of using social media in organizing vacations	Kaede Sano	Wakayama University
Effect of Indonesia myth tourism story marketing to global tourist visiting intention	Claudia	Bandung Insitute of Technology
	Mustika Sufiati Purwanegara	Bandung Insitute of Technology
A conceptual model of antecedents, moderators and outcomes of consumer confinement in airline travel	Stephanie Feiereisen	City University London
	Thorsten Hnnig-Thurau	City University London
	Vincent-Wayne Mitchell	City University London
Advancing fashion tourism in Indonesia: Proposed marketing strategies for Muslimah Indonesian fashion startups to attract international fashion consumers	Arianne Muthia Zahr	Bandung Insitute of Technology
	Herry Hudrasyah	Bandung Insitute of Technology

Session 2.8 2016 JSMD- GAMMA Joint Symposium I

Session Chairs: Changju Kim (Ritsumeikan University)
Jae Wook Kim (Korea University Business School)
Jiho Choi (Chonnam National University)

Room: Tai Tam

The role of consumers' emotions of delight on book purchase decision process in an online setting	Junghwa Son	Sejong University
	Kevin Dio	Ritsumeikan University
	Ho Park	Kunsan National University
	Changju Kim	Ritsumeikan University
Will strong retailers acquire better procurement performance?: Analysis based on the mediating effect of the quality of retailer-supplier relationship	Wenchao Liu	Jilin University of Finance and Economics
	Rupan Sun	Jilin University
	Xin Xin	Jilin Business and Technology College
	Lihui Sun	Jilin University of Finance and Economics
A study of health and wellness marketing of supermarkets in Japan	Shinya Nakami	Gakushuin University
The effects of organizational structure on market orientation and innovation orientation in retailing	Yuji Sakagawa	Hokkaido University
	Sami Kajalo	Aalto University School of Business

Session 2.9 Luxury Brand- Building

Session Chair: Klaus Heine (EMLYON Business School-Asian Campus)

Room: Humphrey

The social acceptability of luxury automobiles	Johannes Winter	Gutenberg University Mainz
	Oliver P. Heil	Gutenberg University Mainz
Luxury brand building and rebranding through digitalisation: The case of Italian brands in China	Serena Rovai	La Rochelle Business School
	Dennis Valle	Versace
The Luxury brand-building canvas	Marco Eisenberg	Technical University of Berlin
	Klaus Heine	Emlyon Business School- Asian Campus
	Michel Phan	Emlyon Business School- Asian Campus
Luxury branding beyond earth: Extraterrestrial explorations of consumption in an age of space travel	Ming Lim	University of Leicester
Luxury brand-building in an Islamic society: Exploring Muslim consumers' attitudes towards western luxury fashion brand advertisements in Kuwait	Fajer Saleh Al-Mutawa	Gulf University for Science and Technology (GUST)
	Abdulaziz A. Al-Zain	Gulf University for Science and Technology (GUST)
	Peter Nuttall	University of Bath

Session 3 (11:50- 12:50, July 22, 2016)

Session 3.1 Global Perspectives in Public Policy & Marketing II

Session Chairs: Kyung Hoon Kim (Changwon National University)

Steven W. Kopp (The University of Arkansas)

Room: Hennessy

A configurational perspective on venture capital investments	Uwe Messer	University of Bamberg
	Alexander Leischnig	University of Bamberg
	Sabrina Thornton	University of Huddersfield
Societal marketing strategy in Asian markets: A comparative study of the Korean and Chinese markets	Tae Ho Song	Pusan National University
	HaeJin Seo	Pusan National University
	Yuan Xina	Xiamen University
Assessing spatially varying marketplace inclusion: An investigation of grocery stores	Seongsoo Jang	ESC Rennes School of Business
	Jinwon Kim	Antalya International University
Asymmetric Information of Collaborative Consumption Platforms	Joonheui Bae	Kyungpook National University
	Dong-Mo Koo	Kyungpook National University
	Kyung Hoon Kim	Changwon National University

Session 3.2 Electronic Word of Mouth (eWOM) II

Session Chairs: Juran Kim (Jeonju University)

Shu-Chuan (Kelly) Chu (DePaul University)

Room: Chatham

Electronic word-of-mouth communication via social networking sites: The case of E-da theme park	Anestis K. Fotiadis	I-Shou University
	Nikolaos Stylos	University of Wolverhampton
	Tzung-Cheng (T.C.) Huan	National Chiayi University
How to react to negative electronic word of mouth	Andreas Munzel	Université Toulouse 1 Capitole
	Werner Kunz	University of Massachusetts Boston
	Benedict Jahn	Audi AG
Attachment styles and electronic word of mouth (e-WOM) adoption in social networking sites	Min-Sook Park	Catholic University of Pusan
	Jong-Kuk Shin	Pusan National University
	Yong Ju	Pusan National University
Differential effect of two-sided eWOM valence on brand attitude change: A cross-cultural study	Hyun Hee Park	Kyungpook National University
	Jung Ok Jeon	Pukyong National University

Session 3.3 Success Factors in Global B2B Markets III B2B Supply Chain Issues

Session Chair: Anthony Di Benedetto (Temple University)

Room: Bowen

The antecedents of channel integration in fashion industry: Organization strategic orientation, organizational structure, channel strategies	Miah Lee	Seoul National University
	Eunju Ko	Yonsei University
	Dayun Jeong	Yonsei University
Vertical integration and relational exchange orientation: An examination of seller and buyer differences in international channels	Aurelia Durand	HEC Montreal
	Ekaterina Turkina	HEC Montreal
	Matthew Robson	Leeds University
Collaboration with higher education institutions (HEIs) for successful firm innovation	Hakil Moon	Eastern Michigan University
	Babu John Mariadoss	Washington State University
	Jean L. Johnson	Washington State University
Relationship-based product innovations: Evidence from the global supply chain	Ruey Jer "Bryan" Jean	National Chengchi University
	Daekwan Kim	Florida State University
	Daniel C. Bello	Georgia State University

Session 3.4 Consumers, Brands and Brand Management I

Session Chair: David Sprott (Washington State University)

Room: Kennedy

Responsible vs. active brands? A preliminary examination of brand personality on consumer-brand relationships	Sebastian Molinillo	University of Malaga
	Arnold Japutra	Tarumanagara University
Understanding consumer brand forgiveness	Nikoletta-Theofania Siamagka	King's College London
	George Christodoulides	Birkbeck, University of London
The consumption of jeans in Japan: An exploratory study	Tetsuma Emmaru	Reitaku University
Looking through rose-colored glasses? The impact of emotional brand attachment on brand extension success	Daniel Heinrich	Technical University of Braunschweig
	David E. Sprott	Washington State University
	Carmen-Maria Albrecht	University of Mannheim

Session 3.5 Corporate Branding, Luxury Marketing & Identity- based Value Management II

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

Room: Caine

Cross national re-investigation of consumer involvement for corporate and product ads: Evidence from France, Pakistan and USA	Rohail Ashraf	Lahore University of Management Sciences
	Noël Albert	KEDGE Business School
	Dwight Merunka	Aix-Marseille University & Kedge Business School
Does luxury really care? How cause related marketing shapes brand perception and purchase intention in the Japanese luxury market	Caroline S.L. Tan	University of Tsukuba
Findings in the application of the dimensionality and measurement of attachment in brand context: Nike China's case	Ning(Chris) Chen	University of Canterbury
The role of self-based and public-based evaluation on forming attitudes toward luxury and non-luxury brands	Yoko Sugitani	Sophia University

Session 3.6 2016 ITAA- GAMMA Joint Symposium II

Session Chairs: Kim K. P. Johnson (University of Minnesota)

MiYoung Lee (Inha University)

Room: Stanley

Effects of emotions and personality on Black Friday misbehavior	Sharron J. Lennon	Indiana University
	Minjeong Kim	Indiana University
	Jaeha Lee	North Dakota State University
	Kim K. P. Johnson	University of Minnesota
Consumer desire for fast fashion: An illustration from U.S. college students consumer desire for fast fashion: An illustration from U.S. college students	Nayeon Yoo	Cheil Industries
	Hye-Young Kim	University of Minnesota
Segmenting fair-trade consumers based on product knowledge	Tae-Im Han	Old Dominion University

Session 3.7 Advancing Tourism and Hospitality Marketing II

Session Chairs: Saurabh Kumar Dixit (North- Eastern Hill University)
Jong-Hyeong Kim (Curtin University)

Room: Salisbury

Firms' involvement in the restoration of tourist attractions: The role of perceived altruism and authenticity on visiting intentions	Alessandro Biraglia	Leeds University Business School
	Maximilian H. E. E. Gerrath	Leeds University Business School
	Bryan Usrey	Leeds University Business School
Achieving competitiveness in a emerging heritage region: Examining the role of trust as a critical antecedents to heritage tourism development	Claire McCamley	University of Huddersfield Business School
Image vividness, image congruity and their influences on the effectiveness of ecotourism	Fang Liu	University of Western Australia
	Chaozhi Zhang	Sun Yat-sen University
	Geoff Soutar	University of Western Australia
Is this an authentic place? The influence of authenticity in the tourist's destination selection	Jeanne Rosalina Botelho Maciel	Pontifical Catholic University of Paraná
	Eliane Cristine Francisco Maffezzolli	Pontifical Catholic University of Paraná

Session 3.8 Consumer Decision Making and Quality Signal

Session Chair: Alisara Rungnontarat CHARINSARN (Thammasat University)

Room: Tai Tam

Reverberation in spoken product information messages influences evaluative information processing	Johann Melzner	Ludwig-Maximilians-University
	Jochim Hansen	University of Salzburg
The role of foraging theory in information overload paradigm: Consumer perception of online information structures among goods and services	Wooyang Kim	Minnesota State University at Moorhead
	Donald A. Hantula	Temple University
	C. Anthony Di Benedetto	Temple University
University institutional research and student recruitment performance: A marketing communication perspective	Fu-Sheng Tsai	Cheng Shiu University
	Reuy-Wei Gong	Cheng Shiu University
How do consumers evaluate overlapping brands? The role of corporate versus product brand dominance	Amanda Spry	Cardiff University
	Ann Wallin	University of Queensland

Session 3.9 Consumption and Marketing in Multicultural Marketplaces

Session Chair: Yuri Seo (The University of Auckland)

Room: Humphrey

Antecedents of the perceived emotional cost of switching: Evidence from the Japanese tablet market	Sumita Sarma	Henry W. Bloch School of Management
	Mark E. Parry	Henry W. Bloch School of Management
	Xiaoming Yang	Henry W. Bloch School of Management
Exploring the influences of cultural dimensions in the context of negative brand information	Mingzhou Yu	The University of Western Australia
	Fang Liu	The University of Western Australia
A cross-cultural examination of the impact of transformation expectations on impulse buying and conspicuous consumption	A. Thoumrungroje	Assumption University
	P. Boonchoo	Assumption University
An exploration of multicultural consumers' relationship with home-country brands: New evidence from Chinese immigrants	Yingna Zhang	Victoria University of Wellington

Keynote Speech (13:00- 14:00, July 22, 2016)

Keynote Speaker: V. Kumar (J. Mack Robinson College of Business, Georgia State University)
Editor-in-Chief of Journal of Marketing

Room: Grand Ballroom, Lower Lobby

Engagement: A new source of competitive advantage

V. Kumar

J. Mack Robinson College of Business, Georgia
State University

Session 4 (14:00- 15:30, July 22, 2016)

Session 4.1 Global Perspectives in Public Policy & Marketing III

Session Chairs: Kyung Hoon Kim (Changwon National University)

Steven W. Kopp (The University of Arkansas)

Room: Hennessy

Two health claim regulatory systems in Japan: The impacts on consumer evaluations of food products	Makoto Ono	Keio University
	Akinori Ono	Keio University
Acting globally to survive locally: How Finnish microbreweries leverage regulatory differences across nations to cope with discriminatory local policy	Alexei Gloukhovtsev	Aalto University School of Business
	John W. Schouten	Aalto University School of Business
	Pekka Mattila	Aalto University School of Business
How liberals and conservatives respond to equality and proportionality appeals in charity advertising	Younghwa Lee	Bryant University
	Sukki Yoon	Bryant University
	Youngwoo Lee	Kyunghee University
	Marla B. Royne	The University of Memphis
Responses to the pollution haze: The impact of environmental and health consciousness on consumption behaviour	Hao Zhang	Northeastern University
	Yidan Wang	Northeastern University
	Shiquan Wang	Northeastern University
Global luxury branding & consumer well-being: Never the Twain (shall) meet	Aditi Grover	Oklahoma State University
	Mardie Miller	Plymouth State University
	Kirsten Cowan	NEOMA Business School
Does corporate social responsibility matter even in B2B market?: effect of CSR on customer trust	Sang-Lin Han	Hanyang University
	Jong Won Lee	Kimpo University

Session 4.2 Electronic Word of Mouth (eWOM) III

Session Chairs: Juran Kim (Jeonju University)

Shu-Chuan (Kelly) Chu (DePaul University)

Room: Chatham

Preannouncement message: The beginning of electronic word-of-mouth for new products	Hao Zhang	Northeastern University
	Kyung Hoon Kim	Changwon National University
“My friends say: best product ever!” The critical role of source credibility and product type for positive vs. negative online review influence	Wolfgang Weitzl	University of Vienna
	Elisabeth Wolfsteiner	University of Vienna/Seeburg Castle University
	Udo Wagner	University of Vienna
	Sabine Einwiller	University of Vienna
Exploring socio-cultural determinants of e-WOM: An empirical evidence from Korean wave phenomenon	Sung-Joon Yoon	Kyonggi University
The influence of information source characteristics of SNS on online CSR e-WOM acceptance and attitudes to the company	Hyijae Song	Seoul National University
	Ha Youn Kim	Seoul National University
	Yuri Lee	Seoul National University
The digital Witch-Hunt-What incites participation behavior in an online firestorm?	Marius Johnen	University of Hamburg
	Marc Jungblut	Ludwig Maximilian University of Munich
The attenuation of the consumer-brand relationship as concomitant with susceptibility to electronic word of mouth	Aurathai Lertwannawit	Thammasat University
	Supphawit Yodnamkham	Thammasat University

Session 4.3 New Normal in China: The Opportunities and Challenges Confronting Marketing

Session Chairs: Peng Zou (Harbin Institute of Technology)
Junyeon Moon (Hanyang University, ERICA)

Room: Bowen

How Chinese consumers response to food nutrition claim	Jingwen Liu	Harbin Institute of Technology
	Peng Zou	Harbin Institute of Technology
	Qingqing Lu	Harbin Institute of Technology
Research on the lean start-up process of software enterprises	Shenghui Wang	Tongji University
	Yuchen Zhang	Tongji University
	Yang Sun	Zhejiang SCI-TECH University
Research on market orientation, choices of patent strategies, and their output effect on alliance firms	Binbin Jiang	Dalian University of Foreign Languages
	Honglei Liu	Dalian University of Foreign Languages
	C. Anthony Di Benedetto	Temple University
	Gang Song	Dalian University of Foreign Languages
Product Innovation Marketing Strategy: Evidence of Subsidiary firm capabilities and host institutions in China	Huifen (Helen) Cai	Middlesex University
A research on the relationship among sustainable marketing, customer equity drivers and CLV	Yang Sun	Zhejiang SCI-TECH University
	Kyung Hoon Kim	Changwon National University
	Tony C. Garrett	Korea University
Trust on internet banking in China: The role of informational influence	Syadiyah Abdul Shukor	Universiti Sains Islam Malaysia

Session 4.4 Luxury Brand Management in Advertising II

Session Chair: Eunju Ko (Yonsei University)

Room: Kennedy

Arrogance or prestige? When pride meets envy in luxury marketing	Billy Sung	Curtin University
	Ian Phau	Curtin University
Counterfeit as advertising: exploring the benefits of counterfeit for luxury brands	Antti Sihvonen	Aalto University School of Business
	Joel Hietanen	Stockholm Business School
	Henrikki Tikkanen	Aalto University School of Business
	Pekka Mattila	Aalto University School of Business
Risk reduction strategies for using celebrities in luxury brand communications	Karen W. Miller	University of Southern Queensland
	Jane Summers	University of Southern Queensland
Consumers' narrative transportation in luxury brand advertising	Ran Huang	University of Tennessee
	Sejin Ha	University of Tennessee
The luxury dimensions in the area of social media: An exploration of luxury brands associations	Gaetano Aiello	University of Florence
	Raffaele Donvito	University of Florence
	Valentina Mazzoli	University of Pisa
	Laura Grazzini	Marche Polytechnic University
How power affects consumers' mindset of luxury brands' CSR	Dea Ryun Chang	Yonsei School of Business
	Hosun Lee	Yonsei School of Business
	Joonsuk Jang	Yonsei School of Business

Session 4.5 Transcultural Experiences within and beyond Home I

Session Chairs: Xiang (Robert) Li (Temple University)

Scott Cohen (University of Surrey)

Room: Caine

The transcultural experience of being half the world and a click away: understanding the role of social media in the acculturation process	Amy Yau	Cardiff University
	Ben Marder	University of Edinburgh
Away from home: How little Emperors travel with global brands? Core and contextual meanings of global brands	Benedetta Cappellini	Royal Holloway
	Sameer Hosany	Royal Holloway
	Dorothy Yen	Brunel University
	Qionglei Yu	Canterbury Christ Church University
The impact of susceptibility to global consumer culture on commitment and loyalty: testing of the moderating effect of country of origin	Jae-Kwang Hwang	FSKOREA Co.
	Sally Kim	Shenandoah University
	Dongkeun Yoo	Sejong University
	Phil Soo Lee	Shinhan Bank
	Yong-Ki Lee	Sejong University

Session 4.6 Corporate Branding, Luxury Marketing & Identity- based Value Management III

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

Room: Stanley

Aligning identity and behavior in luxury watch retail: Understanding the front reality of sales staff in luxury watch boutiques as a starting point	Fabio Duma	ZHAW School of Management and Law
	Christine Hallier Willi	ZHAW School of Management and Law
How to enhance success of co-development projects in B2B: A conceptual model	Ruth Maria Stock	University of Darmstadt
	Timo Braun	University of Darmstadt
	Moritz Merkle	University of Darmstadt
Building strong luxury brand on example of Swiss watchmaking industry	Maria Bashutkina	Neuchâtel Business School
What if the CEO is perceived as a corporate psychopath? The effects of perceived corporate psychopathy on product, stock and employer attractiveness	Carmen-Maria Albrecht	University of Mannheim
	Ariana Stephanie Dominique Finkel	University of Mannheim
	Katja Nothhelfer	University of Mannheim
Customers' perception of heritage and authenticity in luxury fashion brand: A structural path diagram	Cristiano Ciappei	University of Florence
	Lamberto Zollo	University of Florence
	Andrea Boccardi	University of Florence
	Riccardo Rialti	University of Florence
Seeing is believing: The influence of past experience on corporate advertising by global BtoB advertiser	Morikazu Hirose	Tokyo Fuji University
	Takuya Fukazawa	Tokyo Fuji University

Session 4.7 Marketing in Emerging Markets: Challenges & Opportunities

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

Vera Rebiazina (National Research University - Higher School of Economics)

Room: Salisbury

Positioning emerging countries' brands	Claude Chailan	École de Management Strasbourg
Mediating effect of self-congruity between country personality and attitude toward foreign products in an emerging market	Murat Aktan	Nevsehir Haci Bektas Veli University
	Paul Chao	Eastern Michigan University
Role of individual factors toward Indonesian consumers' acceptance of organic food	Nita Garnida	Institut Teknologi Bandung
	Mustika Sufiati Purwanegara	Institut Teknologi Bandung
Luxury consumer buying behavior in emerging markets – the case of Pakistan	Anita Radón	University of Borås
	Agha Hasnain Khan	Pakistan Institute of Fashion and Design
Modelling the drivers for rural (emerging) markets: A case of India	Anita Sengar	UPES
	Vinay Sharma	Indian Institute of Technology Roorkee
	Rajat Agrawal	Indian Institute of Technology Roorkee
	Kumkum Bharti	FORE School of Management
Impact of e-communication on value creation in business model of direct selling	Nadezhda Kolesnik	National Research University - Higher School of Economics
	Olga Tretyak	National Research University - Higher School of Economics
Patterns in marketing practices of Russian companies across four financial groups	Darya Lagutaeva	National Research University - Higher School of Economics
	Olga Tretyak	National Research University - Higher School of Economics
How Brazilian consumers react to service failures	Marcio Mota	State University of Ceara
	Ana Augusta Freitas	State University of Ceara
	Flavia Plutarco	Faculdades Cearenses
Effects of store level attributes & personal values on commitment: Empirical examination between India and Nigeria	Madhurima Deb	Indian Institute of Management Kashipur
	Ewuuk Lomo-David	University of North Caroline
	Vinay Sharma	Indian Institute of Management Kashipur
	Padma Panchapakesan	ISCTE Business School

Session 4.8 2016 NMSBA- GAMMA Joint Symposium

Session Chairs: Rafał Ohme (NEUROHM)

Eun-Ju Lee (Sungkyunkwan University)

Room: Tai Tam

A neuromarketing study on Mongolian consumers' buying decision process	Gonchigjav Boldbaatar	University of the Humanities
Emotions and cosmetic surgery motivations across cultures: A neuromarketing investigation	Lora A. Becker	University of Evansville
	Atefeh Yazdanparast	University of Evansville
Reaction Time - A firendly online tool to measure emotions of thumb generation consumers	Rafał Ohme	University of Social Sciences and Humanities
Tracking position, visual attention and emotions of customers in retail store environment via position system, eye tracker, electroencephalograph and face reading technology	Jakub Berčík	Slovak University of Agriculture in Nitra
	Elena Horská	Slovak University of Agriculture in Nitra
	L'udmila Nagyová	Slovak University of Agriculture in Nitra
	Zuzana Rebičová	Slovak University of Agriculture in Nitra
	Johana Paluchová	Slovak University of Agriculture in Nitra
	Ján Bajús	Slovak University of Agriculture in Nitra
From human brain to marketing intelligence	Eun-Ju Lee	Sungkyunkwan University
	Dong Hyun Kim	Sungkyunkwan University
	Yoonjeong Choi	Sungkyunkwan University

Session 4.9 Trends in Physical and E-commerce Retailing

Session Chair: Mark S. Rosenbaum (Northern Illinois University)

Room: Humphrey

Should online shops wear ethical labels? Exploring the impact of ethical signals on consumers' willingness to pay and purchasing intention on the internet	Delphine Colin	Institute for Market-Based Management, LMU Munich
	Fabian Schrempf	Institute for Market-Based Management, LMU Munich
Gems or Fakes? Using Location Aware Tweets To Assess Online Review-Reliability	Amit Poddar	Salisbury University
	Syagnik Banerjee	University of Michigan
	Karthik Sridhar	The City University of New York
Don't mess with the silver surfer - How to direct negative customer online complaints into benefits for the retailer	Werner Kunz	London College of Fashion
Commerce, culture and experience convergence: Fashion's third places	Bethan Alexander	London College of Fashion
Public discussion and social sharing: Promoting social interaction on daily deals sites	Jeonghye Choi	Yonsei University
Understanding consumer behaviour of online shopper in Indonesia	Daffi Ranandi	Institut Teknologi

Session 5 (15:40- 17:10, July 22, 2016)

Session 5.1 Global Perspectives in Public Policy & Marketing IV

Session Chairs: Kyung Hoon Kim (Changwon National University)

Steven W. Kopp (The University of Arkansas)

Room: Hennessy

	Nora J. Rifon	Michigan State University
Why do consumers forgive or blame celebrity domestic violence? The roles of celebrity histories, individual trait, and online media use	Mengtian Jiang	Michigan State University
	Soo-Kyong Kim	Michigan State University
	Alisa P. Lertpratchya	Michigan State University
Automated payment, financial decision-making and a public policy conundrum	Ahmad Daryanto	Lancaster University Management School
	Sandra Awanis	Lancaster University Management School
The risk perception attitude framework: consumer involvement, perceptions of risk, and responses to food labels	Sujung Nam	Jeonju University
	Juran Kim	Jeonju University
Tell all your friends: multilevel marketing is an organizational structure for (economic and personal) growth	Steven Kopp	The University of Arkansas
How Chinese firms response to food nutrition label regulation	Peng Zou	Harbin Institute of Technology
	Yan Liu	Harbin Institute of Technology

Session 5.2 Electronic Word of Mouth (eWOM) IV

Session Chairs: Juran Kim (Jeonju University)

Shu-Chuan (Kelly) Chu (DePaul University)

Room: Chatham

Determinants of underlying factors of consumers' behavioral intention towards the adoption of social media marketing	Tayyaba Noreen	University of Balochistan
	Sang-Lin Han	Hanyang University Business School
The role of customer brand commitment in the effectiveness of crisis response strategies in social media: review of empirical evidence	Sasithorn Suwande	Kasem Bundit University
	Aurathai Lertwannawit	Thammasat University
The business impact and characteristics of children's eWOM in marketing communications	Tong (Tony) Bao	Long Island University-Post
	Tung-lung Steven Chang	Long Island University-Post
	Alex J. Kim	Ewha Womans University
Two tales of word-of-mouth: Influences of implicit self theories on intentions to adopt and spread information gathered through WOM	Hakkyun Kim	Sungkyunkwan University
	Jungyun Kang	Sungkyunkwan University
	Sangdo Oh	Yonsei University
	Ohjin Kwon	Concordia University
WeChat 's electronic word-of-mouth in tourism	Xinjian Liang	Sichuan University
	Wei Li	Chengdu Normal University
A study on the effect of features towards online store on reuse intention in China	ChunLin Yuan	Henan University
	Kyung Hoon Kim	Changwon National University
	XiaoLei Yu	Henan University

Session 5.3 Marketing Anthropology Research (MAR): Artifacts/Closet Digs, Field Experiments, and Direct Observation of Marketing and/or Customer Interactions and Other Behaviors I

Session Chairs: Drew Martin (University of Hawaii)
Arch G. Woodside (Curtin University, Perth)

Room: Bowen

Time, place and memory: Embodying shaving rituals in everyday consumption practice	Timothy de Waal Malefyt	Fordham University
The power of money: Comparing middle class attitudes in India and Korea	Altaf Merchant	University of Washington
	Greg Rose	University of Washington
	Sunmee Choi	Yonsei University
	Drew Martin	University of Hawaii
(Un)saving face, or the designer face as a new consumer commodity	Maria Kniazeva	University of San Diego
	Eva Babicheva	Hanyang University
Nature as extended-self: Sacred nature relationship and implications for responsible consumption behavior	Kunchamboo Vimala	Monash University Malaysia
	Christina K. C. Lee	Monash University Malaysia
	Jan Brace Govan	Monash University
What can we know from selfies-An exploratory study on selfie and the implication for marketers	Jenny Ma	University of Worcester
	Yusheng Yang	University of Worcester

Session 5.4 Luxury Brand Management in Advertising III

Session Chair: Sangwon Lee (Ball State University)

Room: Kennedy

The codes of luxury brand communication in print advertising	Hannes Gurzki	Technische Universität Braunschweig
	Nadia Schlatter	Technische Universität Braunschweig
	David Woisetschläger	Technische Universität Braunschweig
The role of narrative transportation and style of processing in luxury brand storytelling	Heejin An	Ewha Womans University
	Minjung Park	Ewha Womans University
3D printing ad campaign experiences: Perceived value of luxury brands and purchase intention	Juran Kim	Jeonju University
	Ki Hoon Lee	Jeonju University
Food as a way to engage customers with luxury brands	Mototaka Sakashita	Keio University
	Vijay Viswanathan	Northwestern University
	Ewa Maslowska	Northwestern University
Are celebrity endorsements necessary in campaigns for luxury brands?	Mark Yi-Cheon Yim	University of Massachusetts Lowell
	Sun-Young Park	Rowan University
	Sangwon Lee	Ball State University
	Paul L. Sauer	Canisius College

Session 5.5 Transcultural Experiences within and beyond Home II

Session Chairs: Xiang (Robert) Li (Temple University)

Scott Cohen (University of Surrey)

Room: Caine

Transcultural role of religion within multicultural marketplace	Angela Gracia B. Cruz	Monash University
	Yuri Seo	University of Auckland
	Margo Buchanan-Oliver	University of Auckland
Home in the making: How products and consumption experiences contribute to migrants' construction of "home beyond home"	Maria Kreuzer	Innsbruck School of Management
	Sylvia von Wallpach	Copenhagen Business School
	Hans Mühlbacher	International University of Monaco
	Bettina Sax	Innsbruck School of Management
Reciprocal behavior of the inbound group tourists in Tibet	Hui Li	Sichuan University
	Zhenzhi Yang	Sichuan University
	Taohong Li	Sichuan University
	Hong Shi	Sichuan University
What determines anime pilgrims' visit intention and destination loyalty?	Sumiaki Kawamura	Keio University
	Yasuto Nishimori	Keio University
	Yuki Oguro	Keio University
	Akinori Ono	Keio University
	Ryosuke Shimizu	Keio University
	Sari Yamamoto	Keio University
Crossing traditional cultural boundaries: Transcultural experiences of third generation British Sikh Culture	Amandeep Takhar-Lail	University of Northampton
	David P. Chitakunye	AMA International University

Session 5.6 2016 ANZMAC- GAMMA Joint Symposium I

Session Chairs: Ian Phau (Curtin University)

Tony Garrett (Korea University)

Room: Stanley

Social involvement and consumption motivation: Co-creation of magic in the bar service cape	Lisa McNeill	University of Otago
	Damien Mather	University of Otago
Consumer satisfaction and reused intention of innovated public transportation and delivery service using mobile application in Indonesia	Audina Larasati	Bandung Institute and Technology
	Mustika Sufiati Purwanegara	Bandung Institute and Technology
Luxury magic or magical luxury? - Creating a sense of luxury brand in an online environment	Anita Radon	Swedish Institute for Innovative Retailing
	Malin Sundstrom	Swedish Institute for Innovative Retailing
The emotion of interest and its relevance to the limits of familiarity	Billy Sung	Curtin University
Effects of color towards underwear choice based on electroencephalography (EEG)	Fitri Aprilianty	Bandung Institute of Technology
	Mustika Sufiati Purwanegara	Bandung Institute of Technology
	Suprijanto	Bandung Institute of Technology
Considering social media in the e-service scape	Sarah Sloan	Griffith University

Session 5.7 Marketing in General I

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

Room: Salisbury

Criminality, marketing and the recidivism problem	Håkan Preiholt	Stockholms universitet School of Business
	Martin Svendsen	Stockholms universitet School of Business
A process model of corporate social responsibility and its link	Otto Afiuc	Ghana Institute of Management and Public Administration
	Samuel Bonsu	Ghana Institute of Management and Public Administration
Consumer aliteracy and product warnings	Haeran Jae	Virginia Commonwealth University
	Jodie L. Ferguson	Virginia Commonwealth University
	Devon S. DelVecchio	Miami University
A guide map to the terrain of consumer coping mechanisms in a service failure and recovery context	Claire Haesung Whang	University of Minnesota
	Hye-Young Kim	University of Minnesota
The influence of incidental similarity on consumers' reactions to observable service failures	Lisa C. Wan	The Chinese University of Hong Kong
	Robert S. Wyer, JR	The Chinese University of Hong Kong
An artificial neural networks approach for the identification of causal pathways to loyalty in the automobile market	Charalampos Saridakis	Leeds University Business School
	Stelios Tsafarakis	Technical University of Crete
	George Baltas	Athens University of Economics & Business

Session 5.8 Advertising and Branding

Session Chair: Hyokjin Kwak (Drexel University)

Room: Tai Tam

The effects of a spokesperson towards a customer's behavioural intentions: The case of an environmental conservation NGO	Toyohiko Sugimoto	University of Queensland
	Alastair Tombs	University of Queensland
	Shintaro Okazaki	King's College London
The roles of curiosity, visual complexity, and perceived fit in the consumer intent to scan QR code Ads	Angeles Navarro	University of Murcia
	Prokriti Mukherji	King's College London
	Kirk Plangger	King's College London
Making advertisement messages more effective by weather-dependent framing	Felix Weißmüller	Ludwig-Maximilians-Universität München
Consumer local-global identity, brand origin, and code-switched Ad effectiveness among monolinguals	Ying-Ching Lin	National Chengchi University
	Kai-Yu Wang	Brock University
A study on the effect of verbal brand personification on consumer evaluation in advertising: Focused on the internal and external personification	Kyounghee Chu	Korea University
	Doo-Hee Lee	Korea University
	Ji Yoon Kim	Korea University
	Youngjune Kim	Sungkyunkwan University
Message type strategy in charitable fundraising	Hakkyun Kim	Sungkyunkwan University
	Hyeonyeong Seo	Sungkyunkwan University
	Hyoseon Lee	Sungkyunkwan University
	Tamgid Ahmed Chowdhury	North South University
Perceptions of young consumers regarding media effectiveness: A case on Bangladesh		

Session 5.9 Branded Entertainment and Product Placement

Session Chair: Sukki Yoon (Bryant University)

Room: Humphrey

Brand placement effectiveness: Exploring the role of positive emotions and implicit attitudes	Anvita Kumar	Coventry University
	George Balabanis	Cass Business School, City University
The effect of brand familiarity and repetition of product placement in video games	José Martí-Parreño	European University of Valencia
	Jesús Bermejo Berros	University of Valladolid
	Joaquín Aldás-Manzano	University of Valencia
A multilevel instigation on casino service, branding, and impulsive gambling	Catherine Prentice	Edith Cowan University
	IpKin Anthony Wong	City University of Macau
When do viewers share viral video advertising? The role of brand prominence and brand disclosure timing	Dongwon Choi	University of Georgia
	Hyejin Bang	University of Georgia
	Bartosz W. Wojdyski	University of Georgia
	Yen-I Lee	University of Georgia
	Kate M. Keib	University of Georgia
	Camila Espina	University of Georgia
	Kacy Kim	Elon University
The role of branding in construal level theory	AJ Beltis	Bryant University
	John Logan	Bryant University
	Sukki Yoon	Bryant University
	Kacy Kim	Elon University
	Gayatri Subramanian	Bryant University
Effects of image closeness on the persuasiveness of advertisement	Sungmi Lee	Innocean Worldwide
	Kyuha Kim	Dongguk University
	Yung Kyun Choi	Dongguk University

Session 6 (17:20- 18:50, July 22, 2016)

Session 6.1 Global Perspectives in Public Policy & Marketing V

Session Chairs: Kyung Hoon Kim (Changwon National University)

Steven W. Kopp (The University of Arkansas)

Room: Hennessy

A study on the values that affect eco-friendly buying behavior	Hyun Ju Lee	Ewha Womans University
	Seong-Yeon Park	Ewha Womans University
Optimal policy for decreasing the digital differentiation of South Korea: Based on the graph theory and inverse optimization	Yerim Chung	Yonsei University
	Tae-joon Park	Yonsei University
Effects of energy efficiency policy on consumer perception of certification system	Eung Jin Lee	KIC(Key Industry Consulting)
	Jaesu Kim	Volvo Group Korea
	Kyung Hoon Kim	Changwon National University
Influence of cultural art policy upon consumer and company in global fashion city	Dayun Jeong	Yonsei University
	Eunha Chun	Yonsei University
	Eunju Ko	Yonsei University
Self-congruence, brand attachment and compulsive buying behavior: The moderating role of attachment style	Arnold Japutra	Tarumanagara University
	Yuksel Ekinci	University of Reading
	Lyndon Simkin	Coventry University

Session 6.2 Electronic Word of Mouth (eWOM) V

Session Chairs: Juran Kim (Jeonju University)

Shu-Chuan (Kelly) Chu (DePaul University)

Room: Chatham

I know what you did last night!": The impact of digital communications for sport celebrity transgressions	Anne-Marie Sassenberg	University of Southern Queensland
	Jane Summers	University of Southern Queensland
	Rumman Hassan	University of Southern Queensland
How to improve communication quality in SNS	Kyounghee Chu	Korea University
	Doo-Hee Lee	Korea University
	Grace Yeunhe Kim	Georgia christian university
	Ji Yoon Kim	Korea University
Can you count on what Facebook friends say? The effect of social identity threat on eWOM evaluation	Yaeri Kim	Seoul National University
	Yookyung Par	Seoul National University
	Youseok Lee	Seoul National University
	Kiwan Park	Seoul National University
Storytelling, electronic word of mouth and social media— On the changing communication landscape	Christofer Laurell	Stockholm University
	Sten Söderman	Stockholm University
This must be good because everyone says so! An empirical analysis of the effect of online product reviews on purchase probabilities	Su Jung Kim	Iowa State University
	Ewa Maslowska	Northwestern University
	Edward C. Malthouse	Northwestern University
Determinants and consequences of consumers' attitudes toward online product reviews	Alhassan G. Mumuni	Western Michigan University
	Karen M. Lancendorfer	Western Michigan University
	Kelley O'Reilly	Western Michigan University
	Amy MacMillan	Kalamazoo College

Session 6.3 Marketing Anthropology Research (MAR): Artifacts/Closet Digs, Field Experiments, and Direct Observation of Marketing and/or Customer Interactions and Other Behaviors II

Session Chairs: Drew Martin (University of Hawaii)
Arch G. Woodside (Curtin University, Perth)

Room: Bowen

Blurring production-consumption boundaries: Making my own luxury bag	Ha Youn Kim	Seoul National University
	Yoo Jin Kwon	Korea National Open University
Contemporary dandies: The behavioral characteristics of Korean male consumers of fashion multi-brand stores and tailor shops	Tae Youn Kim	Korea University
	Yoon-Jung Lee	Korea University
Destination neurogenetics: Creation of destination MEME maps of tourists	Hilmi A Atadil	The University of South Carolina
	Ercan Sirakaya-Turk	The University of South Carolina
	Ksenia Kirillova	The Hong Kong Polytechnic University
Celebrities as human brands: An inquiry on stakeholder-actor co-creation of brand identities	Dave Centeno	University of the Philippines/City University of Hong Kong
	Jeff Jianfeng Wang	City University of Hong Kong
Giving meaning to places of destruction: The impact of visiting holocaust sites on Israeli Jews	Mark S. Rosenbaum	Northern Illinois University
	Drew Martin	University of Hawaii at Hilo
	Tali Seger-Guttmann	Ruppiner Academic Center

Session 6.4 Luxury Brand Management in Advertising IV

Session Chair: Eunju Ko (Yonsei University)

Room: Kennedy

Does sex appeal enhance luxury value perceptions? An empirical study on luxury fashion brands	Fang Liu	University of Western Australia
	Nurfareena Zahari	University of Western Australia
	Mingzhou Yu	University of Western Australia
True love or fatal attraction? – The controversial relationship between luxury brands and celebrities	Klaus-Peter Wiedmann	Leibniz University of Hannover
	Walter von Mettenheim	Leibniz University of Hannover
Drivers of perceived luxuriousness of a premium private label product	Seoyoung Kim	Korea University
	Sungkyu Lee	Korea University
	Jong-Ho Lee	Korea University
	Charles R. Taylor	Villanova University
Strategically communicating responsible luxury brands	Anesh Sthapit	Chosun University
	Gin Young Jo	Chosun University
	Yoon Yong Hwang	Chosun University
Comparison between covert and overt narcissism: A quantitative research on narcissistic consumers in luxury consumption	Seong-Yeon Park	Ewha Womans University
	Yeu-Jin Kang	Ewha Womans University
The Impact of endorser ethnicity and portrayal on Chinese women's attitude toward luxury advertising	Cheng-Yue Yin	Northeast Normal University
	Patrick Poon	Lingnan University

Session 6.5 Transcultural Experiences within and beyond Home III

Session Chairs: Xiang (Robert) Li (Temple University)

Scott Cohen (University of Surrey)

Room: Caine

How do Hong Kong locals perceive the benefits of Chinese tourism? A resident study	Phillip Wassler	The Hong Kong Polytechnic University
	James F. Petrick	Texas A&M University
	Kam Hung	The Hong Kong Polytechnic University
	Markus Schuckert	The Hong Kong Polytechnic University
Travelling within the borders: How place authority drives outcomes	Aikaterini Manthiou	NEOMA Business School
	Nathalie Spielmann	NEOMA Business School
	Barry J. Babin	Louisiana Tech University
Transgressing a group value in a transcultural experience: Is tarnishing the group image more painful than tarnishing the self-image?	Sergio W. Carvalho	Dalhousie University
	Hesham Fazel	University of Bisha
Comparison of preferences, behaviors, and perceptions of destination image across three national groups	Man Wah (Vanessa) Yeung	The Hong Kong Polytechnic University
	Sam Kim	The Hong Kong Polytechnic University
Subcultural differences of service failure response: Grid-group analysis	Yi Zhang	Purdue University
	Shangzhi Qiu	Purdue University
	Mimi Li	The Hong Kong Polytechnic University
Examining transcultural influences in consumers' authenticity evaluation of luxury brands	Qing Wang	University of Warwick
	Martin Liu	Nottingham University Ningbo Campus

Session 6.6 2016 ANZMAC- GAMMA Joint Symposium II

Session Chairs: Ian Phau (Curtin University)

Tony Garrett (Korea University)

Room: Stanley

What factors drive young consumers to compulsively purchase luxury branded products?	Michael Lwin	Curtin University
Dealing with corporate negative publicity: The role cause related marketing	Revadee Vyravene	Curtin University
	Fazlul K. Rabbanee	Curtin University
Magic words of WOM in promoting agriculture product	Yosini Deliana	Padjadjaran University
Habitual purchase of green products and quality of life – Evidence from Australia	Diandra Jessica	Curtin University
	Fazlul K. Rabbanee	Curtin University
	M. Quaddus	Curtin University
The role of coopetition, firm capabilities and Npd advantages on financial performance: Development of a conceptual model	Sungkyu Lee	Korea University Business School
	Tony Garrett	Korea University Business School
	Jong-Ho Lee	Korea University Business School

Session 6.7 2016 JSMD- GAMMA Joint Symposium II

Session Chairs: Changju Kim (Ritsumeikan University)

Jae Wook Kim (Korea University Business School)

Jiho Choi (Chonnam National University)

Room: Salisbury

Antecedents for cosmopolitan consumers: An exploratory analysis of Japanese cosmopolitans	Shinichiro Terasaki	Kyushu University
	Christopher Perkins	University of Edinburgh
Characteristics of the Japanese type of Omni channel retailing	Kimihiko Kondo	Otaru University of Commerce
	Salena Watanabe	Tanaka Optical Holding Company
How a brand value is disseminated and realize at retail stores	Kenji Sera	Kobe University
	Mari Yoshida	Ritsumeikan University

Session 6.8 Marketing Strategy and Management

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

Room: Tai Tam

Fostering a market orientation: The impact of organisational culture	Yuhui Gao	Dublin City University
	Mengxia Zhang	University of International Business & Economics
Moderating effects of buyers' purchasing strategies on the relationship between suppliers' transaction specific investments and their firm performance	Jeomhong Yoon	Hanyang University
	Junyeon Moon	Hanyang University
Customer orientation, innovation capabilities and firm performance: A test of direct and moderating effects	Olimpia C. Racela	Maharakham University
Pricing strategies for the online media streaming industry	Edwin Ip	University of Melbourne
CRM capabilities and marketing effectiveness: The mediating role of interactive marketing implementation	Evi Rinawati Simanjuntak	Bina Nusantara University
	Firmanzah	Universitas Indonesia
	T. Ezni Balqiah	Universitas Indonesia
	Teddy Pawitra	Universitas Indonesia
How can companies avoid the overlooking of market threats? Combining a resource-based view and an upper echelons perspective	Ruth Maria Stock	Technische Universität Darmstadt
	Nicolas A. Zacharias	Technische Universität Darmstadt
	Katherine R. Xin	China Europe International Business School (CEIBS)

Session 6.9 Relationship Marketing

Session Chair: Li-Wei Wu (Tunghai University)

Room: Humphrey

Can Consumer privacy concern be a thorn for loyalty programs?	Anastasia Stathopoulou	Birkbeck, University of London
	George Balabanis	Cass Business School, City University
How to perform relationship bonding strategy on multichannel retailing?	Hsin-Wei Wang	National Kaohsiung Marine University
Social exchange relationship between destination management company and meeting planner	Haemoon Oh	University of South Carolina
	Miyoung Jeong	University of South Carolina
Price Assessment in Business Relationships: An Analysis of Net and Combinatory Effects of Relationship Attributes	Alexander Leischnig	University of Bamberg
	Björn Ivens	University of Bamberg
	Sabrina Thornton	University of Huddersfield
	Catherine Pardo	EMLYON Business School
The impact of isomorphic pressures and organizational cultures on corporate environmental management practices in international buyer-supplier relationships: Investigating the moderating effects of co-production and international buyer value added	Kuo-Hsiung Chang	Tunghai University

Session 7 (8:00- 9:30, July 23, 2016)

Session7.1 2016 EMAC- GAMMA Joint Symposium/2016 Big Data Marketing Symposium

Session Chairs: Udo Wagner (University of Vienna)
Yung Kyun Choi (Dongguk University)
Jaihak Chung (Sogang University)

Room: Hennessy

The value of consumer dispositions as moderators in global branding research	Timo Mandler	University of Hamburg
	Fabian Bartsch	University of Vienna
Perceived brand local connectedness vs. Perceived brand globalness as drivers of consumer-brand identification and purchase intentions	Christina Sichtmann	University of Vienna
	Adamantios Diamantopoulos	University of Vienna
Case study on big data marketing in a Korean multi-channel retail company	Jaehee Chung	Yonsei University
Utilizing qualitative information in online reviews for sales forecasting: The value of functional and emotional user-generated content	Sungsoo Jang	ESC Rennes School of Business
	Jaihak Chung	Sogang University
The impact of big data on business model innovation of traditional industry	Shenghui Wang	Tongji University
	Yuchen Zhang	Tongji University
	Tianzhu Li	University of Science and Technology Liaoning
	Jing Fei Long	Shenyang Dongling Branch Shoppe, China Construction Bank
	Ron Berger	Sheffield Hallam University / College of Law and Business
Ethics and diamonds: Paradoxical issues surrounding Guanxi relations in China	Barnes R Bradley	Sheffield Hallam University
	Whitla Paul	Lingnan University
	Ram Herstein	College of Law and Business
	Avi Silbiger	Lev Academic Center – JCT

Session 7.2 Electronic Word of Mouth (eWOM) VI

Session Chairs: Juran Kim (Jeonju University)

Shu-Chuan (Kelly) Chu (DePaul University)

Room: Chatham

What motivates eWOM in hotel industry? Causal explanations from fsQCA	Helena Martins Gonçalves	University of Lisbon
	Graça Miranda Silva	University of Lisbon
	Telma Gomes Martins	University of Lisbon
When online reviews conflict: The effect of information cues and eWOM adoption on behavioural intentions	Enrique Bigne	University of Valencia
	Carla Ruiz	University of Valencia
	Rafael Curras	University of Valencia
	Jose Marti	European University of Valencia
Identifying drivers leading to loyalty in travel agencies: A fsQCA analysis	Enrique Bigne	University of Valencia
	Eva Caplliure	University of Valencia
	María José Miquel	University of Valencia
	Carla Ruiz	University of Valencia
How word-of-mouth boosts search engine optimization: social media effectiveness using web analytics	Kacy Kim	Elon University
	Sukki Yoon	Bryant University
	Yung Kyun Choi	Dongguk University
	Younghwa Lee	Bryant University
A study on advertising effect of hashtag in SNS advertising : Focusing on SPA brands	Jiye Shin	Yonsei University
	Eunju Ko	Yonsei University
The differential effects of WOM communication against mass communication on individual consumer preference and consumer heterogeneity	Jaihak Chung	Sogang University
	Youngchan Kim	Yonsei University

Session 7.3 Marketing in General II

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

Room: Bowen

Offline social interactions and online shopping demand: Does the kind of social interactions matter?	Jeeyeon Kim	Yonsei University
	Mingyung Kim	UC Berkeley
	Jeonghye Choi	Yonsei University
Towards a typology of luxury consumption practices	Yuri Seo	University of Auckland
	Margo Buchanan-Oliver	University of Auckland
Influences of integration on interactivity of luxury brand communities in the social media context	Juran Kim	Jeonju University
	Ki Hoon Lee	Jeonju University
The impact of self-threat on prevention vs. promotion hope	Tae Rang Choi	The University of Texas at Austin
	Yongjun Sung	Korea University
Tourist motivation and place attachment: The mediating effects of service interactions and moderating effects of nationality	Girish Prayag	University of Canterbury
	Isabella Soscia	SKEMA Business School
When my VIP status falters: Customer purchase response to changes in their VIP status and the accompanying preferential treatment	Donghoon Kim	Yonsei University School of Business
	Luri Lee	Yonsei University School of Business
What is a luxury brand? A new definition and review of the literature	Charles R. Taylor	Villanova University
	John Costello	Villanova University
	Eunju Ko	Yonsei University
A resource-based view of a place as a place brand and place heritage in addition to the influence on place image and place reputation	Pantea Foroudi	Middlesex University Business School
	Maria Teresa Cuomo	University of Salerno
	Mohammad Foroudi	Brunel University
Situational influences on Pay-What-You-Want (PWYW) pricing decisions: The role of perceived crowding, involvement and time pressure	Fazlul K. Rabbannee	Curtin University School of Marketing
	Rajat Roy	Curtin University School of Marketing
	Piyush Sharma	Curtin University School of Marketing
Why do people donate?	Hyo-Jin Jeong	Kyungpook National University
	Dong-Mo Koo	Kyungpook National University
How brand perception drives brand loyalty and brand purchase intention	Pantea Foroudi	Middlesex University London
	Zhongqi Jin	Middlesex University London
	Suraksha Gupta	University of Kent
	Philip J. Kitchen	ESC Rennes School of Business
	T.C. Melewar	Middlesex University London
	Mohammad M. Foroudi	Brunel University London
	Pantea Foroudi	Middlesex University London
Social media and smart partnerships for value co-creation	Zhongqi Jin	Middlesex University London
	TC Melewar	Middlesex University London
	Mohammad M. Foroudi	Brunel University London

Session 7.4 Marketing 2.0: Digital Consumers and Interactive Marketing I

Session Chair: Kacy Kim (Elon University)

Room: Kennedy

The social media scape: An integrative framework and measurement scale	Aikaterini Manthiou	NEOMA Business School
	Kafia Ayadi	NEOMA Business School
	Volker G. Kuppelwieser	NEOMA Business School
Improving quality of interactivity between organisation and customers with the support of WhatsApp	Anjar Priyono	Universitas Islam Indonesia
I'm waiting for "It": on the psychology of stockpiling points	Eunhee Cho	Korea University
	Jihyun Jin	Korea University
From amateurs to celebrities: A cross-cultural study comparing Taiwanese and American fashion bloggers	Hsin-Hsuan Meg Lee	ESCP Europe
Fashion Blogs: Effects of blogging motivation and social capital on attitude and Blog engagement	Xin Zeng	In Time Retail Group
	Jiyoung Kim	University of North Texas, Denton
	Kiseol Yang	University of North Texas, Denton
	Hwa-Ping Cheng	University of North Texas, Denton
Adding value through in-store self-service technology in retailing	Anita Radon	University of Borås
	Malin Sundström	University of Borås
	Martin Behre	University of Borås

Session 7.5 International Marketing and Export Management

Session Chairs: Stavroula SPYROPOULOU (University of Leeds)

Constantine S. Katsikeas (University of Leeds)

Room: Caine

National culture dimensions: Help or hindrance?	Sunil Venaik	University of Queensland
	Paul Brewer	University of Queensland
The role of relationship value in exporter–importer relationships: PLS-SEM and FsQCA findings	Dionysis Skarmetas	Athens University of Economics and Business
	Charalampos Saridakis	University of Leeds
	Constantinos N. Leonidou	University of Leeds
Interaction effect of monitoring on international strategic alliances' performance	Giuseppe Musarra	University of Leeds
Global dynamic capabilities revitalized – a novel approach and future research directions	Gregor Pfajfar	University of Ljubljana
	Maciej Mitreğa	University of Economics in Katowice
Gender shopping styles: He hunter, she gatherer?	Charles Dennis	University of Middlesex
	J. Joško Brakus	University of Leeds
	Eleftherios Alamanos	Newcastle University Business School
The impact of international entrepreneurial-oriented behaviors on regional expansion: Evidence from a developing economy	Nathaniel Boso	University of Leeds
	Magnus Hultman	University of Leeds

Session 7.6 Product Innovation and Service Marketing

Session Chair: Jaesu Kim (Changwon National University)

Room: Stanley

Managing inside-out open innovation through managing knowledge	Norman Peng	University of Salford
	Annie Chen	Sheffield Hallam University
	Kuang-peng Hung	Ming Chuan University
Open service innovation: proposed antecedents and moderators from knowledge-based view	Fu-Sheng Tsai	Cheng Shiu University
	Julia L. Lin	I-Shou University
	Yu-Chia Chen	I-Shou University
An exploratory study on the roles of gender in firm innovation practices in Korean industries	Yang W.M.	Kyung Hee University
	Antonio K.W. LAU	Kyung Hee University
The impact of product innovation and customer participation on brand attitude	Hyeyeon Yuk	Korea University
	Seoil Cha	Korea University
Managing customer integration – the crucial role of frontline employees	Julia Rugen	University of Rostock
	Christian Brock	University of Rostock
	Markus Blut	Newcastle University
Effects of smart shopping on value co-creation, shopping experience, and customer equity	Nam Hee Jin	Changwon National University
	Kyong Ryul Koo	Changwon National University
	Kyung Hoon Kim	Changwon National University

Session 7.7 Stakeholders- brand Relationships/ The Future of Customer Equity: Expanding Its Validity and Implication

Session Chairs: Sandra Loureiro (Lisbon University Institute)

Tae Ho Song (Pusan National University)

Room: Salisbury

Why are Swedish retail corporate brands so reputable? A comparative study of sustainable brand equity in Sweden	Tony Apéria	Stockholm Business School
	Christian.Persson	Stockholm Business School
In-flight attributes and mindful passengers: Qualitative Comparative Analysis (QCA) of relationship quality and behavioural intentions configurations	Sandra Loureiro	Instituto Universitário d Lisboa (ISCTE-IUL) and Business Research Unit (BRU/UNIDE)
Study on the capability to measure stakeholders' brand experiences with a consumer-centric measurement framework	Ulla A. Saari	Tampere University of Technology
	Saku J. Mäkinen	Tampere University of Technology
The moderating role of competitive market structure in the effect of customer equity	Tae Ho Song	Pusan National University
	Ji Yoon Kim	Korea University Business Schoo
Explaining online brand equity with website interactivity theory: A study of customer equity	Albert Barreda	Missouri State University
	Fevzi Okumus	University of Central Florida
	Khaldoon Nusair	Sultan Qaboos University
	Anil Bilgihan	Florida Atlantic University
Cross-buying of customers: the impact of cross-buying propensity on firm's sales	Seung Min Lee	Korea University Business School
	Sang Yong Kim	Korea University Business School
	Tae Ho Song	Pusan National University

Session 7.8 Art, Design, Culture and Brand Management

Session Chair: Sangdo Oh (Yonsei University)

Room: Tai Tam

Luxury brands management and the arts	Claude Chailan	University of Strasbourg
City branding through cinema: Creating Hong Kong's postcolonial identity	Steven Chen	California State University
	Eric Chuan-Fong Shih	Sungkyunkwan University
How customer experience is transmitted to customers? : Investigation into designer's attitude and customer perception in service design	Takuo Ando	Ritsumeikan University
	Hikaru Makino	Ritsumeikan University
Managing the brand art gallery: Art visualization and overall evaluation	Sandra Maria Correia Loureiro	Instituto Universitário de Lisboa (ISCTE-IUL) and Business Research Unit (BRU/UNIDE)
	Filipa Lima	Instituto Universitário de Lisboa (ISCTE-IUL),

Session 7.9 Food, Hospitality and Tourism Marketing I

Session Chair: Sunny Ham (Yonsei University)

Room: Humphrey

Digital cultural heritage marketing: The role of digital technologies in cultural heritage valorization	Cristiano Ciappei	University of Florence
	Lamberto Zollo	University of Florence
	Riccardo Rialti	University of Florence
	Marica Laudano	University of Florence
The effect of brand loyalty on consumers' attachment to the place-of-origin	Yeyi Liu	University of Leeds
	Magnus Hultman	University of Leeds
	Andreas B. Eisingerich	Imperial College London
	Albert Stoeckl	Burgenland University
Menu-engineering in restaurants: Using portion sizes on plates to promote healthy eating	Machiel J. Reinders	Wageningen University and Research Centre
	Marlijn Huitink	Vrije Universiteit Amsterdam
	Joris Heijnen	Stichting Variatie in de Keuken
A formalized framework of tourists' mental pictures of destinations	Alexander Josiassen	Copenhagen Business School
	Florian Kock	Copenhagen Business School
Consumer responses to promotional tools in hotels: A case study of Chinese consumers	Jenny Weichen Ma	University of Greenwich
	Marwa Gad Mohsen	University of Worcester
It is all about desires! Motivation to engage in medical tourism practices and subjective well-being	Sandra Maria Correia Loureiro	Instituto Universitário de Lisboa (ISCTE-IUL) and Business Research Unit (BRU/UNIDE)
	Padma Panchapakesan	Instituto Universitário de Lisboa (ISCTE-IUL) and Business Research Unit (BRU/UNIDE)

Session 8 (9:40- 11:10, July 23, 2016)

Session 8.1 Meet the Editors

Room: Hennessy

V. Kumar	Georgia State University	Editor-in-Chief of Journal of Marketing
Roland T. Rust	University of Maryland	Editor of International Journal of Research in Marketing
Darren Dahl	University of British Columbia	Editor-in-Chief of Journal of Consumer Research
Robert W. Palmatier	University of Washington	Editor-in-Chief of Journal of Academy of Marketing Science
Arch G. Woodside	Curtin University, Perth	Editor-in-Chief of Journal of Global Scholars of Marketing Science
Eunju Ko	Yonsei University	Editor-in-Chief of Journal of Global Fashion Marketing
Kihan Kim	Seoul National University	Editor-in-Chief of Journal of Global Sport Management
Constantine Katsikeas	Leeds University Business School	Editor-in-Chief of Journal of International Marketing
David W. Stewart	Loyola Marymount University	Editor-in-Chief of Journal of Public Policy and Marketing
Charles R. Taylor	Villanova University	Editor of International Journal of Advertising
C. Anthony Di Benedetto	Temple University	Co-Editor-in-Chief of Industrial Marketing Management
Shintaro Okazaki	King's College London	Editor-in-Chief of Journal of Advertising
Amna Kirmani	University of Maryland	Editor-in-Chief of Journal of Consumer Psychology
Naveen Donthu	Georgia State University	Editor-Elect of Journal of Business Research
Carlos Flavian	University of Zaragoza	Editor-in-Chief of the Spanish Journal of Marketing

Session 8.2 Electronic Word of Mouth (eWOM) VII

Session Chairs: Juran Kim (Jeonju University)

Shu-Chuan (Kelly) Chu (DePaul University)

Room: Chatham

How to increase sharing in social media? Effects of social tie, temporal distance, and message type	Yung Kyun Choi	Dongguk University
	Sukki Yoon	Bryant University
E-WOM in social network platform service with sustainable marketing activities	Chang Suk Choi	Changwon National University
	Sangjin Kim	Changwon National University
	Kyung Hoon Kim	Changwon National University
Research on the relationship among e-WOM, consumer ethnocentrism, brand equity and purchase intention	Sun Yang	SCI-TECH University
	Shenghui Wang	Tongji University
	Xianfang Xue	SCI-TECH University
Dynamic Effects of Social Influence and e-WOM on Customer Equity	Honglei Liu	Dalian University of Foreign Languages
	Kyung Hoon Kim	Changwon National University
	Sangjin Kim	Changwon National University
	Huanzhang Wang	Changwon National University
Why do negative e-WOM messages sometimes positively influence consumer attitude?	Mai Kikumori	Keio University
	Akinori Ono	Keio University
Measuring wearable technology adoption behavior: The mediating effect of fashion opinion leadership	Yukyung Lee	Ewha Womans University
	Minjung Park	Ewha Womans University
	Subin Im	Yonsei University

Session 8.3 Marketing in General III

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

Room: Bowen

Advertising guilt-laden tourism products: Beyond cultural differences	Isabella Soscia	SKEMA Business School
	Girish Prayag	University of Canterbury
	Ozlem Hesapci	Bogazici University
Relationships among BPL, organization image, organization reputation, employment brand equity and intention to pursue job opportunity in R.O.K Navy	Jongchul Na	Changwon National University
	Sangjin Kim	Changwon National University
	Kyung Hoon Kim	Changwon National University
	Huanzhang Wang	Changwon National University
Disciplined vision casting: A method for exploring possible futures	E. Ramirez	University of Texas at El Paso
	S. Tajdini	University of Texas at El Paso
Quality perception influences on the effectiveness of commercial stimuli	Álvaro Garrido-Morgado	University of Salamanca
	Óscar González-Benito	University of Salamanca
	Mercedes Martos-Partal	University of Salamanca
From product to category: How an innovative product type could grow into a dominant product category	Bangsil (Esther) Lee	Seoul National University
	Jina Kang	Seoul National University
An analysis of strategic cognition of Myanmar managers: Insights on international market entry decision making	Olimpia C. Racela	Maharakham University

Session 8.4 Marketing 2.0: Digital Consumers and Interactive Marketing II

Session Chair: Kacy Kim (Elon University)

Room: Kennedy

Towards a new conceptualization of customer experience quality in technology enabled collaborative consumption services	Christoph Schmitz	LMU Munich
	Kathrin Luhrs	LMU Munich
Exploring psychological distance of media usage	Jong-Hyuok Jung	Texas Christian University
	Dong Hoo Kim	University of North Carolina-Chapel Hill
	Yongjun Sung	Korea University
	Jungah Lee	Korea University
Authenticity in technology-mediated consumer-firm interactions	N.V. Wuenderlich	University of Paderborn
	Stefanie Paluch	RWTH Aachen University
Considering social media in the e-services cape	Sarah Sloan	Griffith University

Session 8.5 Theoretical and Practical Evolution of Retailing

Session Chairs: Ikuo Takahashi (Keio University)

Akira Shimizu (Keio University)

Room: Caine

Determinants of Japanese Household Expenditure on Consumer Goods Specialty Retailers: 1991 – 2014	Charles A. Ingene	University of Oklahoma
	Ikuo Takahashi	Keio University
An empirical analysis of discounts and multi-channel purchasing	Ushio Dazai	Fukuoka University
	Yoshiyuki Okuse	Senshu University
An empirical of framing in strategic alliance negotiation between retailers and suppliers	Tomokazu Kubo	Chuo University
Customer channel choice behavior about cosmetics	Akira Shimizu	Keio University
What is a 'Buzzed-about' display? The relationship between posts on social network services about in-store display information and responses to them	Takashi Teramoto	Yokohama National University
The cultural context of middle-aged women's cosmetics shopping and consumption in Taiwan	Chih-Yu Liu	Keio University

Session 8.6 Marketing and Business Ethics

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

Room: Stanley

Morality in decision making: A meta-analysis and meta-regression	Philipp Simbrunner	Wirtschaftsuniversität Wien
	Bodo B. Schlegelmilch	Wirtschaftsuniversität Wien
Place branding and social responsibility: An investigation of critical conceptual issues	Sami Kajalo	Aalto University School of Business
	Annukka Jyrämä	Aalto University School of Business
Your pain is my gain: Characteristics and behavior of consumer psychopaths	Klaus-Peter Wiedmann	Leibniz University of Hannover
	Evmorfia Karampournioti	Leibniz University of Hannover
	Nadine Hennigs	Leibniz University of Hannover
Reaching ethical conspicuousness: What do others think	George Panigyrakis	Athens University of Economics and Buiness
	Koronaki, I.	Athens University of Economics and Buiness
	Panopoulos, A.	Athens University of Economics and Buiness
Values based business ethics along the entire value Chain-A demonstration of the definition of marketing	Vinay Sharma	Indian Institute of Technology Roorkee
	Anita Sengar	UPES
	Rajat Agrawal	Indian Institute of Technology Roorkee
	Kumkum Bharti	FORE School of Management
Consumer suspicion: The persuasion in ethical consumption	Artemis Panigyraki	Imperial College Business School
	Claudia Jasmand	Imperial College Business School

Session 8.7 Mobile Marketing I

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

Room: Salisbury

The impact of risk and trust on continuance intention towards mobile banking in Thailand	Chayawan Poromatikul	College of Management Mahidol University
	Kannika Leelapanyalert	College of Management Mahidol University
The determinants of growth and decline in mobile game diffusion	Jisu Yi	College of Business Administration, Seoul National University
	Youseok Lee	College of Business Administration, Seoul National University
	Sang-Hoon Kim	College of Business Administration, Seoul National University
The influence of socio-demographics and technology readiness on mobile device use in B2B digital services	Heli Hallikainen	University of Eastern Finland
	Ari Alamäki	University of Eastern Finland
	Tommi Laukkanen	University of Eastern Finland
Situational motivations determining mobile shopping compatibility and continued intention	Kiseol Yang	University of North Texas
	Kirsten Key	University of North Texas
	Kelly Baker	University of North Texas
Mobile phone usage behavior in Indonesia	Dyah Hapsari Fajarini	Bandung Institute of Technology
	Mustika Sufiati Purwanegara	Bandung Institute of Technology
Mobile commerce – The moderating roles of perceived risk and application context	Marco Hubert	Zeppelin University
	Markus Blut	Newcastle University Business School
	Christian Brock	Rostock University
	Christof Backhaus	Newcastle University Business School
	Tim Eberhardt	EBC University

Session 8.8 Explore the Role of the Interaction of Cooperation and Competition/ New Product Design Innovation in Marketing

Session Chairs: J. Wu (Leeds University Business School)

Hakil Moon (Eastern Michigan University)

Room: Tai Tam

International diversification, technological capability, and market focus: The moderated mediating effect on new product performance	Jie Wu	University of Macau
	Zhenzhong Ma	University of Windsor
In Search of learning strategy: The role of asymmetric specialization in explaining firm performance among Chinese high-technology firms	Jie Wu	University of Macau
	Linda Chen	University of Macau
A Negatively experienced co-creation process and its effects on the evaluation of the self-designed product	Madleen Moritz	University of Technology Braunschweig
Design innovation attribute, consumption value, repurchase intention: Focus on item of online game character	Sang Jin Kim	Changwon National University
	Hakil Moon	Eastern Michigan University
	Kyung Hoon Kim	Changwon National University
Implications of design innovation and design experience on customer value	Kyeong Kook Jang	Changwon National University
	Sang Jin Kim	Changwon National University
	Sung Hwan Yeo	Changwon National University
	Kyung Hoon Kim	Changwon National University

Session 8.9 Food, Hospitality and Tourism Marketing II/ Wine Marketing and Management

Session Chairs: Sunny Ham (Yonsei University)

LECAT Benoit (California Polytechnic State University)

Room: Humphrey

The Mediterranean Diet storytelling: An inquiry into an intangible marketing asset	Fabiola Sfodera	Sapienza University of Rome
	Costanza Nosi	Roma Tre University
	Alberto Mattiacci	Sapienza University of Rome
	Luca Petruzzellis	University Aldo Moro of Bari
Historical Analysis of the Catalogue of Nicolas wine Merchant from 1929 to 1969. Is Château d'Yquem used as an iconic brand or a loss leader?	Benoît LECAT	California Polytechnic State University
	Joëlle BROUARD	Burgundy School of Business
	Claude CHAPUIS	Burgundy School of Business
	Geoffrey LEWIS	Melbourne Business School
Multi-stakeholders and their contribution to brand identity building - the case of the Wien Wein	Benoît LECAT	California Polytechnic State University
	Cornélia CASEAU	Burgundy School of Business
	Mihaela BONESCU	Burgundy School of Business
	Albert STÖCKL	FH Krems
Motivation, attitudes, and menu label use and their effects on healthy menu selection among customers in restaurants	Sunny Ham	Yonsei University

Session 9 (11:20- 12:50, July 23, 2016)

Session 9.1 Conversation with the Editors

Room: Hennessy

V. Kumar	Georgia State University	Editor-in-Chief of Journal of Marketing
Roland T. Rust	University of Maryland	Editor of International Journal of Research in Marketing
Darren Dahl	University of British Columbia	Editor-in-Chief of Journal of Consumer Research
Robert W. Palmatier	University of Washington	Editor-in-Chief of Journal of Academy of Marketing Science
Arch G. Woodside	Curtin University, Perth	Editor-in-Chief of Journal of Global Scholars of Marketing Science
Eunju Ko	Yonsei University	Editor-in-Chief of Journal of Global Fashion Marketing
Kihan Kim	Seoul National University	Editor-in-Chief of Journal of Global Sport Management
Constantine Katsikeas	Leeds University Business School	Editor-in-Chief of Journal of International Marketing
David W. Stewart	Loyola Marymount University	Editor-in-Chief of Journal of Public Policy and Marketing
Charles R. Taylor	Villanova University	Editor of International Journal of Advertising
C. Anthony Di Benedetto	Temple University	Co-Editor-in-Chief of Industrial Marketing Management
Shintaro Okazaki	King's College London	Editor-in-Chief of Journal of Advertising
Amna Kirmani	University of Maryland	Editor-in-Chief of Journal of Consumer Psychology
Naveen Donthu	Georgia State University	Editor-Elect of Journal of Business Research
Carlos Flavian	University of Zaragoza	Editor-in-Chief of the Spanish Journal of Marketing

Session 9.2 JGSMS & JGFM Editorial Board Meetings

Room: Chatham

Journal of Global Scholars of Marketing Science

Editor-in-Chief: Arch G. Woodside (Curtin University, Perth)

Journal of Global Fashion Marketing

Editor-in-Chief: Eunju Ko (Yonsei University)

Session 9.3 Brand Marketing in the Digital Age I/ Marketing for Humanship

Session Chairs: Yen-Tsung Huang (Tunghai University)

Philip Hong (Loyola University Chicago)

Wansoo Park (University of Windsor)

Room: Bowen

Corporate Facebook and customer brand engagement in Kuwait	Mohsen Bagnied	American University of Kuwait
	Mark Speece	American University of Kuwait
	Wimmala Pongpaew	Dhurakij Pundit University International College
Impacts of brand awareness and brand responses via blog page on Millennial's blog engagement: Implications to the fashion industry	Linh Le	University of North Texas
	Jiyoung Kim	University of North Texas
The study of country of origin and order effects	Kuang-Wen Wu	Feng Chia University
	Kuan-Ting Lin	Feng Chia University
Citizenship branding for the queer segment	Elisabeth Holm	King's College London
	Kirk Plangger	King's College London
Humanship: The branding of human strength	Philip Young Hong	Loyola University Chicago
	Wansoo Park	University of Windsor

Session 9.4 Marketing 2.0: Digital Consumers and Interactive Marketing III/ (Re-)establishing Trust in Corporations I

Session Chairs: Anita Radon (University of Boras)

Manfred Schwaiger (Ludwig-Maximilians-University of Munich)

Room: Kennedy

How non-profit art websites improve their visibility?	Lili Zheng	La Rochelle Business School
Design of web sites: which type of message about prices is more efficient? the case of Spanish tourist market	Carla Di Pierri Del Vecchio	University of La Rioja
	Consuelo Riaño Gil	University of La Rioja
	Agustín Ruiz Vega	University of La Rioja
Consumer interaction in Instagram: The role of perceived hedonism and satisfaction	Luis V. Casaló	University of Zaragoza
	Carlos Flavián	University of Zaragoza
	Sergio Ibáñez	University of Zaragoza
The impact of mass media on corporate reputation – an empirical investigation of media topics, their amount and valence	Johanna Eberhardt	Ludwig-Maximilians-University Munich
Are you still who I think you are? A study on the influence of corporate food scandals on trust and purchase intention case : Japanese consumers	Manfred Schwaiger	Ludwig-Maximilians-University Munich
	Caroline S.L. Tan	University of Tsukuba
Communicating CSR motives in consumers' company evaluations: The roles of customer-company identification and skepticism	Jos Bartels	Vrije Universiteit Amsterdam
	Anne-Marie van Prooijen	Vrije Universiteit Amsterdam

Session 9.5 Services Marketing I

Session Chair: Jikyeong Kang (Asian Institute of Management)

Room: Caine

Willingness to buy green electricity: Do consumers respond differently?	Yingkui Yang	University of Southern Denmark
A conceptual framework for integrating value co-creation mechanisms in value creation spheres	Szu-Hsin Wu	Dublin City University
	Yuhui Gao	Dublin City University
Educational value: Do university choices affect company performance?	Luca Petruzzellis	University of Bari Aldo Mor
	Alberto Pezzi	University of Roma Tre
	Ottorino Morresi	University of Roma Tre
The influences of incidental emotions on service failure reaction	Lei Su	Hong Kong Baptist University
	Lisa C. Wan	Chinese University of Hong Kong
	Robert S. Wyer Jr.	Chinese University of Hong Kong

Session 9.6 Marketing and Entrepreneurship

Session Chair: Robert E. Morgan (Cardiff University)

Room: Stanley

The synergetic effect of interaction orientation with entrepreneurial orientation on firm performance - A longitudinal study	Melania Mateias	RWTH Aachen
	Malte Brettel	RWTH Aachen
Fermenting a business. Investigating environmental antecedents of entrepreneurial alertness among American homebrewers using fuzzy set analysis	Alessandro Biraglia	Leeds University Business School
	Vita Kadile	Leeds University Business School
Social business: Meaning, scope, and evaluation	Muzakkeer Huda	Presidency University
	ABM Shahidul Islam	University of Dhaka
Total e-customer experience and social commerce. An exploratory survey on the Italian managerial perspective	Maria Teresa Cuomo	University of Salerno
	Francesca Ceruti	University of Milan-Bicocca
	Alice Mazzucchelli	University of Milan-Bicocca
	Angelo Di Gregorio	University of Milan-Bicocca
	Debora Tortora	University of Salerno
	Gerardino Metallo	University of Salerno

Session 9.7 Mobile Marketing II/ Mobile Advertising

Session Chairs: Mustika Sufiati Purwanegara (Bandung Institute of Technology)
Morikazu Hirose (Tokyo Fuji University)

Room: Tai Tam

The Role of government and banks in branchless banking in Indonesia	Dimas Maulana	Bandung Institute of Technology
	Mustika Sufiati Purwanegara	Bandung Institute of Technology
Consumer perceptions and adoption of mobile payments in Johannesburg, South Africa: A case of university students	Nakuze Chalomba	University of Witwatersrand
	Meenakshi Gujral	University of Witwatersrand
The moderation effect of ad scepticism on perceived value of mobile advertising	Fang Liu	University of Western Australia
Children's responses to products in mobile gaming Apps	Randi Priluck	Pace University
	Joseph Wisenblit	Seton Hall University
	Stephen Pirog	Seton Hall University
The influence of privacy information in mobile Apps	Morikazu Hirose	Tokyo Fuji University
	Keiya Tabe	Waseda University
	Kei Mineo	Waseda University

Session 9.8 Interactive Marketing Communication/ Intercultural Communications

Session Chairs: Yung Kyun Choi (Dongguk University)

Wolfgang Fritz (Technische Universität Braunschweig)

Room: Rai Tam

A dual-route perspective on emoticon usage in mobile instant messaging	Sara H. Hsieh	Tunghai University
	Timmy Tseng	National Cheng-chi University
Visual presentation formats & online shopping experiences	Aneta Geistova	King's college London
	Kirk Plangger	King's college London
Kebaya Indonesia as national identity perceived by youngsters in Jakarta	Effy Zalafina Rusfian	University of Indonesia
	Ixora L. Suwaryono	University of Indonesia
Interactivity and its implications for understanding children's responses to online game advertising	Haiming Hang	University of Bath
Considering social media in the e-service scape	Sarah Sloan	Griffith University
Color digital analysis and classification of Red-Miao nationality in Chongqing Zhujia-Mountain	Linxu Pan	Southwest University
	HuanYun Wei	Southwest University
	Li Zhou	Chonquing Biomass Fiber Research Center

Session 9.9 Research, Writing, Publishing Skills- Building Workshop I

Instructor: Prof. Arch G. Woodside (Curtin University, Perth)

Room: Humphrey

Building Implementable Case-Based Quantitative Models Using fsQCA (Fuzzy-Set Qualitative Comparative Analysis) plus How to Publish Articles in A* and A Ranked SSCI Journals

Session 10 (14:30- 15:45, July 23, 2016)

Session 10.1 2016 GMA- GAMMA Joint Symposium I

Session Chair: George J. Avlonitis (Athens University of Economics & Business)

Room: Hennessy

Consumers' reactions to variety reduction in grocery product categories: A reactance theory approach	Paraskevas C. Argouslidis	Athens University of Economics & Business
	Dionysios Skarmas	Athens University of Economics & Business
	Antonios Kühn	Athens University of Economics & Business
	Alexis Mavrommatis	EADA Business School
Pricing new business-to-business products in a recession period	Kostis Indounas	Athens University of Economics and Business
The significance of the construct of detachment in explaining consumer patronage in a period of prolonged and severe economic depression	Evangelia Chatzopoulou	University of Piraeus
	Markos Tsogas	University of Piraeus
	Emmanuella Plakoyiannaki	University of Leeds
Economic performance and strategic marketing decisions in times of a severe recession	Aysegul Özsoy	Koç University
	Markos Tsogas	University of Piraeus
	Paulina Papastathopoulou	Athens University of Economics and Business
	Athanasios Kouremenos	University of Piraeus
Advertising messages before and during the economic recession in Greece	Athanasios Kouremenos	University of Piraeus
	Christos Livas	University of Piraeus
	Markos Tsogas	University of Piraeus

Session 10.2 Consumers, Brands and Brand Management II

Session Chair: David Sprott (Washington State University)

Room: Chatham

Legitimate customer consequences deriving from customer-oriented deviance	Achilleas Boukis	University of Sussex
	Kalliopi Chatzipanagiotou	Glasgow University
The role of brand equity and store image in the consumption of store and national brands: The case of green branding	Machiel J. Reinders	Wageningen University and Research Centre
	Jos Bartels	Vrije Universiteit Amsterdam
Investigating the development of brand loyalty in brand communities from a positive psychology perspective	Chia-Wu Lin	National Dong Hwa University
	Kai-Yu Wang	Brock University
	Shu-Hao Chang	National Applied Research Laboratories
	Jai-An Lin	National Dong Hwa University
Examining the differential role of holistic vs. analytic thinking on brand evaluation of anthropomorphized brands in case of negative publicity	Archit Tapar	IIM Indore
	Ashish Sadh	IIM Indore
	Aditya Billore	IIM Indore
	Mishra Abhishek	IIM Indore
Consumers' responses on global brands' product-harm crises: The effect of lay theory	Yi Xie	University of International Business & Economics
	Xiaoying Zheng	Nankai University

Session 10.3 Brand Marketing in the Digital Age II

Session Chair: Yen-Tsung Huang (Tunghai University)

Room: Bowen

B2B online brand communication and brand loyalty	Wolfgang Fritz	Technische Universitaet Braunschweig
	Benjamin Wille-Baumkauff	Technische Universitaet Braunschweig
The brand value chain of online insurance brokers: TAM and value approach	Rachata Rungtrakulchai	Thai-Nichi Institute of Technology
	Maneerat Kor-Udom	Assumption University
Paving the way for social CEOs: An exploration of using social media in leadership communication	Hsin-Hsuan Meg Lee	ESCP Europe
	Valérie Livia de Jongh	OnlineSeminar
The impact of system interactivity on online brand equity: The mediating effect of trust integrity in online environments	Albert A. Barreda	Missouri State University
	Khaldoon Nusair	Sultan Qaboos University
	Fevzi Okumus	University of Central Florida
	Anil Bilgihan	Florida Atlantic University

Session 10.4 Global Trends in Sport Management

Session Chair: Kihan Kim (Seoul National University)

Room: Kennedy

Avocation travel: Choice of events amongst amateur (non-professional) participants involved in small-scale sporting events	Anestis Fotiadis	I-Shou University
	Nikolaos Stylos	University of Wolverhampton
	Chris A. Vassiliadis	University of Macedonia
	Tzung-Cheng TC Huan	National Chiayi University
I know what you did last night!" The impact of digital communication on fan perceptions of sport celebrity transgressions	Anne-Marie Sassenberg	University of Southern Queensland
	Jane Summers	University of Southern Queensland
	Rumman Hassan	University of Southern Queensland
Influences of 3D visualization and Free-point view technologies on sports viewing Experiences	Jongho Kim	Seoul National University
	Yeayoung Noh	Seoul National University
	Yoonji Ryu	Seoul National University
	Carolyn Yoonhee Park	Seoul National University
	Choong Hoon Lim	Seoul National University
	Yunjae Cheong	Hankuk University of Foreign Studies
	Kihan Kim	Seoul National University
Informing, entertaining, rewarding and interacting: A typology of sponsorship activation through social media	Simon Chadwick	University of Salford
	Leah Gillooly	The University of Manchester
	Christos Anagnostopoulos	Molde University College

Session 10.5 Services Marketing II

Session Chair: Jikyeong Kang (Asian Institute of Management)

Room: Caine

Place attachment and transitional servicescapes	Alastair Tombs	University of Queensland
	Chris Chen	University of Canterbury
	Jörg Finsterwalder	University of Canterbury
	C. Michael Hall	University of Canterbury
	Girish Prayag	University of Canterbury
Internal marketing practice in services organization –A case study of an advertising agency	ABM Shahidul Islam	University of Dhaka
The impact of humor in announcement on service customer's intention to comply with the announcement	Sunmee Choi	Yonsei University
	Eunhee Kim	Yonsei University
	Shinyoung Kim	Yonsei University
The impact of psychological ownership on customer usage processes	Michael Kleinaltenkamp	Freie Universität Berlin
	Patrick Gumprecht	Freie Universität Berlin
	Jingshu Li	Freie Universität Berlin
"We're sorry!" Effects of online complaint handling on observers' attitudes	Wolfgang Weitzl	University of Vienna
	Elisabeth Wolfsteiner	University of Vienna/Seeburg Castle University
	Clemens Hutzinger	University of Innsbruck

Session 10.6 2016 Global Fashion Market Equity Symposium for Traditional Market

Sponsor: National Research Foundation of Korea

Chair: Roland T. Rust (University of Maryland)

Discussants: Arch G. Woodside (Curtin University, Perth)

V. Kumar (Georgia State University)

Constantine Katsikeas (University of Leeds)

Room: Stanley

Customer equity in traditional markets: Cross-cultural study between China and Korea	Huanzhang Wang	Changwon National University
	Sang Jin Kim	Changwon National University
	Kyung Hoon Kim	Changwon National University
	Haemin Suk	Yonsei University
Sustainability index model for traditional market	Huanzhang Wang	Changwon National University
	Sang Jin Kim	Changwon National University
	Kyung Hoon Kim	Changwon National University
Multi-channel attributes on customer equity, customer satisfaction and re-purchase intention	Jeonmi Ko	Yonsei University
	Hyunmin Kong	Yonsei University
	Eunju Ko	Yonsei University
Store attributes and customer equity in traditional market	Ting Zhang	Yonsei University
	Jinghe Han	Yonsei University
	Wei Jiang	Yonsei University
	Eunju Ko	Yonsei University

Session 10.7 Sustainable Marketing in Asia and the World I/Marketing Education

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

Juran Kim (Jeonju University)

Room: Salisbury

How to present price premiums and monetary savings of eco-friendly products: A mental accounting theory perspective	Junyong Kim	Hanyang University ERICA
	Jungyun Jeong	Hanyang University ERICA
Sustainable fashion brands and agency costs	Kyung-Tae Gong	Jeonju University
	Juran Kim	Jeonju University
Tough listening: A cross-cultural exploration of strategies to improve listening when it is difficult	Charles M. Wood	University of Tulsa
	Yuhui Gao	Dublin City University
	Nitin Joshi	University of Mumbai
	Upinder Dhar	Shri Vaishnav Vidyapeeth Vishwavidyalaya
	P Narayana Reddy	Reva Institute of Technology & Management
	Santosh Dhar	Shri Vaishnav Institute of Management
	Ashwini Sharma	JK Lakshmipat University
	Nicholas Wood	Velocity Consulting
	Xiaoning Liang	Dublin City University
	Adrien Bouchet	University of Tulsa
	Jim Zboja	University of Tulsa
	Theo Lynn	Dublin City University
	Graham Hunt	Dublin City University
Do journal articles have a place in the classroom?	Matthias Koch	The Univ. of Melbourne
Empirical research on business model innovation alignment with social relationship affect firm performance	Yujuan Guan	Xi'an University of Post and Telecommunications

Session 10.8 (Re-)establishing Trust in Corporations II

Session Chair: Manfred Schwaiger (Ludwig-Maximilians-University of Munich)

Room: Tai Tam

Universities going digital – A way to improve their reputation among students?	Delphine Leila Colin	Ludwig-Maximilians-University Munich
	Sarah Isabel Mahr	Ludwig-Maximilians-University Munich
Believe you because I trust you: Understanding the role of intra- and inter- organizational trust in perception and use of market information	Tamara Keszey	Corvinus University of Budapest
Video clips in online marketing of construction projects: Projecting credibility and trust?	Hans Rämö	Stockholm University
War for talent: Determinants of business school reputation by practitioners and its impact on recruitment	Sandra C. S. Männel	Ludwig-Maximilians-University Munich
What drives reputation of German business schools? An analysis of the perceptions of academics	Sarah Isabel Mahr	Ludwig-Maximilians-University Munich
	Manfred Schwaiger	Ludwig-Maximilians-University Munich

Session 10.9 Research, Writing, Publishing Skills- Building Workshop II

Instructors: Prof. Arch G. Woodside (Curtin University, Perth)

Prof. Catherine Prentice (Edith Cowan University, Perth)

Room: Humphrey

Building Implementable Case-Based Quantitative Models Using fsQCA (Fuzzy-Set Qualitative Comparative Analysis) plus How to Publish Articles in A* and A Ranked SSCI Journals

Comparing MRA and QCA findings and implications for theory and practice

Catherine Prentice

Edith Cowan University, Perth

Session 11 (15:55- 17:10, July 23, 2016)

Session 11.1 2016 GMA- GAMMA Joint Symposium II/Consumer Lifestyles in a Global Market: Challenges and Opportunities

Session Chairs: George J. Avlonitis (Athens University of Economics & Business)

Michel Phan (EMLYON Business School-Asian Campus)

Room: Hennessy

Happiness and the asymmetric motivation behind experiential and material purchases	Sofia Kousi	Athens University of Economics and Business
	Flora Kokkinaki	Athens University of Economics and Business
Strategic response in building consumer lifestyle brand in China: The case of BMW	Ashok Som	ESSEC Business School
The intention of conspicuous consumption behaviour from socio-economic perspective	Chi-hsien Kuo	Waseda University
	Nagasawa Shinya	Waseda University
Luxury start-up: Oxymoron or reality? The tales of two luxury start-ups	Michel Phan	EMLYON Business School-Asian Campus
	Klaus Heine	EMLYON Business School-Asian Campus
	Andrea Temime	EMLYON Business School-Asian Campus
	Esther Porte	EMLYON Business School-Asian Campus
A marketing anatomy in a lasting recession: The case of Greece	Prokopis Theodoridis	University of Patras
	George J. Avlonitis	Athens University of Economics

Session 11.2 2016 LU- GAMMA Joint Symposium

Session Chair: Esther Li (Lingnan University)

Room: Chatham

A grounded theory approach to exploring the phenomenon of seller manipulations of online product reviews	Chunyu Li	Lingnan University
	Ling Peng	Lingnan University
	Geng Cui	Lingnan University
Customer participation behavior for value co-creation in high- versus low- contact services: The roles of trust-in-personnel and trust-in-brand	Esther Ling-yee Li	Lingnan University
	Sherriff T. K. Luk	Nanjing University of Finance and Economics
	Ben Shaw-Ching Liu	Quinnipiac University
Does CSR always protect firms against negative publicity?	Teng Gao	Sun Yat-Sen University
	Lishan Xie	Sun Yat-Sen University
	Patrick Poon	Lingnan University
	Hongyan Yu	Sun Yat-Sen University
An empirical examination of the peer influence on crowdfunding markets	Yuhong Chung	Lingnan University
	Yiwei Li	The Chinese University of Hong Kong
	Jian-min Jia	The Chinese University of Hong Kong

Session 11.3 Channel Management/ Business to Business Marketing in Fashion

Session Chairs: Sang-Lin Han (Hanyang University)
Simone Guercini (University of Florence)

Room: Bowen

Creating and sharing a bigger value: Dual process model of inter-firm CSV to firm performance	HyeonMi Yoo	Korea University
	JaeWook Kim	Korea University
Critical supply chain initiatives and the organizational performance impact in the Indian small scale manufacturing sector	Katrina Savitskie	Savannah State University
	Sandipan Sen	Southeast Missouri State University
	Sampath Ranganathan	University of Wisconsin-Green Bay
Effects of service quality on customer loyalty and word-of-mouth in the retail market: Mediating roles of relational characteristics	Sang-Lin Han	Hanyang University
Innovative practices in fashion companies: Example of three Swedish fashion firms	Håkan Preiholt	Stockholm Business School
	Nishant Kumar	Stockholm Business School

Session 11.4 Global Marketing, Identities and Desires

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

Room: Kennedy

Rolling out the green carpet: Expressing Uniqueness through eco-friendly clothing selection	Kirsten Cowan	NEOMA Business School
	Tammy R. Kinley	University of North Texas
Mythicizing Asian brands in the global marketplace	Eric Li	University of British Columbia
	Sangwon Lee	Ball State University
Can buying fakes make you a bad person? The (re)signification of consumer moral identity through engaging in counterfeiting in Hong Kong	Magnum Lam	Technological and Higher Education Institute of Hong Kong
	Wing-Sun Liu	The Hong Kong Polytechnic University
Symbolic consumption, culture and global brands: Comparing consumers in Bogotá and London	Sandra Preciado	Oxford Brookes University
	Yüksel Ekinci	University of Reading
	Nicoletta Occhiocupo	Oxford Brookes University

Session 11.5 2016 ESCP- GAMMA Joint Symposium on Beauty Marketing: Past, Present, and Future

Sponsor: L'Oréal Professorship in Creativity Marketing

Session Chairs: Benjamin G. Voyer (ESCP Europe)

Minas Kastanakis (ESCP Europe)

Room: Caine

Redefining male beauty: The cultural encoding of masculinity in South Korean cosmetics advertising	Ann-Kristin Rhode	ESCP Europe Business School
Constructing and marketing beauty in Indonesia	Jeaney Yip	University of Sydney
	Susan Ainsworth	University of Melbourne
Consumer attitude towards beauty in China - Evidence from cosmetics industry in China	Cui Geng	Lingnan University
	Yang Fang	Lingnan University

Session 11.6 2016 Sustainable Fashion and Social Learning Platform Symposium

Sponsor: National Research Foundation of Korea

Chair: David Stewart (Loyola Marymount University)

Discussants: Robert Palmatier (University of Washington)

J. Scott Armstrong (Wharton School)

Darren Dahl (University of British Columbia)

Room: Stanley

	Huanzhang Wang	Changwon National University
Sustainability Index Model in Fashion Industry	Sang Jin Kim	Changwon National University
	Kyung Hoon Kim	Changwon National University
The guideline development for the sustainable fashion design process based on emotional durability	Ji Hyun Ha	Yonsei University
	Jeehyun Lee	Yonsei University
Changing consumer attitude towards sustainable fashion: A balance theory approach	Eunju Ko	Yonsei University
	Jinghe Han	Yonsei University
	Yuri Seo	University of Auckland
Perceived value and EWOM in sustainable fashion	Hyun Min Kong	Yonsei University
	Eunju Ko	Yonsei University
Education program for sustainable fashion consumers	Minyoung Lee	Yonsei University
	Teona Gogichaishvili	Yonsei University
	Eunju Ko	Yonsei University

Session 11.7 Sustainable Marketing in Asia and the World II

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

Juran Kim (Jeonju University)

Room: Salisbury

Gender differences in consuming food products based on ethical issues	Ayano Inoue	Mejiro University
Green label credibility, environmental concerns, and green hotel staying intentions in Taiwan	Norman Peng	University of Salford
	Annie Chen	Sheffield Hallam University
Green emphasis: The role of green product communications in influencing performance evaluations	Bryan Usrey	University of Leeds
	Dayananda Palihawadana	University of Leeds
	Charalampos Saridakis	University of Leeds
	Aristeidis Theotokis	University of Leeds
Marketing in steady-state economy: Exploratory case study on pioneering firms	Satoko Suzuki	Kyoto University
	Akinori Iwamoto	Kansai University
	Tomoko Kawakami	Waseda University

Session 11.8 Strategic Marketing

Session Chair: Junyeon Moon (Hanyang University, ERICA)

Room: Tai Tam

Pricing strategy for base and multiple add-on products: An empirical investigation of mobile games	Seongsoo Jang	ESC Rennes School of Business
	Jaihak Chung	Sogang University
Consumers' confidence in competitive positions of products: Antecedents and effects on purchase intention	Anne-Maree O'Rourke	University of Technology Sydney
	Francois A. Carrillat	University of Technology Sydney
A study of synergy effects of innovation on firm performance	Ryoe-Won Lee	Korea University
	Jong-Ho Lee	Korea University
	Tony C. Garrett	Korea University
Pay-what-you-want (PWYW) pricing for high-value priced services: IPotential, new and repeat customers	Brigitte Stangl	University of Surrey
	Margit Kastner	Vienna University of Economics and Business
	Girish Prayag	University of Canterbury
Post joint comprehensive plan of action scenario analysis using game theory: A value-based international political marketing view	Hashem Aghazadeh	University of Tehran
	Iman Ahmadi	University of Tehran

Session 11.9 Research, Writing, Publishing Skills- Building Workshop III

Instructor: Prof. Arch G. Woodside (Curtin University, Perth)

Room: Humphrey

Building Implementable Case-Based Quantitative Models Using fsQCA (Fuzzy-Set Qualitative Comparative Analysis) plus How to Publish Articles in A* and A Ranked SSCI Journals

Multimedia Presentation (12:20- 14:20, July 23, 2016)

Session Chair: Sangdo Oh (Yonsei University)

Room: Lobby, Grand Ballroom, Lower Lobby Leve

	Kangkang Yu	Renmin University of China
	Ning (Chris) Chen	University of Canterbury
	Xinkai Zhu	Renmin University of China
	Jian Gao	Chinese Research Academy of Environmental Sciences
Perceived residential environment quality, place attachment, and environmental satisfaction: The competing models in Rural and Urban Areas of China		
Search triangle: Integrating search intention in search engine advertising	Carsten D. Schultz	University of Hagen
	Fang Liu	University of Western Australia
	Dick Mizerski	University of Western Australia
Country and gender differences in the consumption of massively multiplier role-playing online games	Bader Albatati	University of Western Australia
	Monica Khanna	K J Somaiya Institute of Management Studies & Research
	Isaac Jacob	K J Somaiya Institute of Management Studies & Research
	Krupa Rai	K J Somaiya Institute of Management Studies & Research
Analysing influencers in consumer-brand relationship for heritage brand in personal care category by conducting symmetric, causal and asymmetric tests		
#PrayforParis with celebrities: The social role of influentials in a twitter network	Miyong Chong	University of North Texas
	HJ Maria Kim	University of North Texas
	Tae Ho Song	Pusan National University
Does the cross-media synergy (paid media and earned media) work	Ji Yoon Kim	Korea University
	Seung Min Lee	Korea University
A content analysis of online consumer review of 2015 best beauty products	Cen Wang	Florida State University
	Anita Radon	University of Borås
Researching textile management – A sustainability focus	Jenny Balkow	University of Borås
	Sujin Song	Korea University
Qualitative study on private education consumption in South Korea	Young-Chul Kim	Sangmyung University
	Eun Young Kim	Chungbuk National University
Factors driving consumer intentions to purchase and Word-of- Mouth of fashion products on social media sites	Eun Joo Park	Dong-A University
	Yingjiao Xu	North Carolina State University
Impulse buying behavior: An assessment of self-indulgence, fashion consciousness, and regret among young consumers	Delisia Matthews	North Carolina State University
	Mousumi Bose	Fairfield University
Understanding the role of culture on connections between situated learning and coping	Lilly Ye	Frostburg State University
Convergence of fashion brands and technology: An analysis on consumer experience of virtual reality in fashion industry	Sumin Seo	Yonsei University

Effect of emotional marketing in Starbucks on brand awareness and purchase intention	Jaemin Shin	Yonsei University
Entry strategy of Korean cosmetic companies to European market: A survey on European consumers	Wan Hee Chung	Yonsei University
Consumer generated advertisement on YouTube: Impact of source credibility and purchase intention	Jimin Park	Yonsei University
Assessing the explicit and implicit effect of athlete sponsorship on attitudinal associations toward a sponsor brand	Steffen Schmidt	Leibniz University of Hanover
	Matthias Limbach,	gGmbH
	Sascha Langner	Leibniz University of Hanover
	Philipp Reiter	Eye Square GmbH
Re-Localizing consumer markets: Potential strategies for global players	Petra Riefler	University of Vienna
Leveraging of B2B service brand identity construction based on other entities-A case study of HUANYI international travel agency	Li Chunqing	Xi'an Technological University
	Cao Li	Xi'an Technological University
	Li Haili	Xi'an Technological University
	Ma Junping	Xi'an Technological University
The impact of service recovery toward repurchase intention and negative word of mouth in online retailing in Bandung city	Nurrani Kusumawati	Institute Technology Bandung
	Mustika Sufiati Purwanegara	Institute Technology Bandung
	Achmad Satria Dwi Putera	Institute Technology Bandung
	Atik Aprianingsih	Institute Technology Bandung
The effect of electronic word-of-mouth in the online travel market	Chih-Wen Wu	National Chung Hsing University
Effect of brand image and quality of services to customer satisfaction in BRI bank branch Cik Di Tiro in Yogyakarta	Murwanto Sigit	Islamic University of Indonesia
	Anita Widyaningrum	Islamic University of Indonesia
Understanding the effects of brand equity on the consumption of counterfeit luxury products	Haesun Park-Poaps	Morgan State University
An experiment on purchase likelihood of fashion counterfeits: the roles of purchase situation, brand reputation, and attitudes towards counterfeits	Murwanto Sigit	Islamic University of Indonesia
	Anita Widyaningrum	Islamic University of Indonesia
Hazards, negligence, and abuse in the apparel manufacturing industry: Labor conditions from 1910-2015	Emma Peterson	Kent State University
Realized marketing strategies in task environments: Building performance sustaining configurations using a fuzzy-set qualitative comparative analysis	Simos Chari	University of Leeds
	George Balabanis	City University
Native perception patterns of Mexican students and their implications for global advertising practitioners in developing ad layouts	Olga Shabalina	South-Ural State University
	Marcela Rebeca Contreras Loera	Universidad de Occidente
	Grecia Itzel Tirado Galvez	Universidad de Occidente
	Ernesto Leon Castro	Universidad de Occidente
Valve's consumer enthusiasm in innovative mobile gaming usage	Jason AdityaLaksmana	Bandung Institute of Technology
	Mustika Sufiati Purwanegara	Bandung Institute of Technology
Increasing customer awareness and improving perception towards cinemas mobile application.	Muhammad Adriansyah	Bandung Institute of Technology
	Mustika Sufiati Purwanegara	Bandung Institute of Technology