

## **2020 AMA-GAMMA Joint Symposium**

**Theme:** Marketing Insights from Asia

**Co-Hosts:** American Marketing Association  
Global Alliance of Marketing and Management Associations

**Organizer:** Korean Scholars of Marketing Science

**Partner:** Korean Economy & Management Development Institute

**Co-Chairs:** Roland T. Rust (University of Maryland)  
Juran Kim (Jeonju University)

**Date:** Feb. 14, 2020

**Venue:** InterContinental San Diego, San Diego, California, USA

## ACADEMIC SESSION

(Feb. 14, 2020)

### Marketing Insights from Asia: New Marketing

**Session Co-Chairs:** Roland Rust (Maryland University)

Junran Kim (Jeonju University)

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

Seigyoung Auh (Arizona State University)

<b>Consumer engagement with social media advertising: event-related neural signals</b>	Jing Zhang	SungKyunKwan University
	Eun-Ju Lee	SungKyunKwan University
<b>Mirroring vs. Shaping: theoretical framework of interactivity in the AI of the beholder</b>	Juran Kim	Jeonju University
<b>The characteristics of SVOD platform and its effects on the subscriber continuance intention</b>	Huanzhang Wang	Changwon National University
	Chaewon Son	Changwon National University
	Honglei Liu	Dalian University of Foreign Languages
	Kyung Hoon Kim	Changwon National University
<b>Factors influencing online micro-influencers' live streaming sales: trust transfer and para-social interaction perspectives</b>	Guoxin Li	Harbin Institute of Technology
	Bo Lu	Harbin Institute of Technology
	Yufeng He	Harbin Institute of Technology
<b>The effect of YouTube marketing on luxury brands</b>	Jihye Yu	Yonsei University
	Eunju Ko	Yonsei University

## PANEL SESSION

(Feb.14, 2020)

### How to Create Global Marketing Research Network:

#### Asia and the World

**Session Chair:** Roland Rust (Maryland University)

**Discussants:** Hewett Kelly (University of Tennessee)

Ming-Hui Huang (National Taiwan University)

Subin Im (Yonsei University)

Tony Garrett (Korea University)

Kyung Hoon Kim (Changwon National University)

Eunju Ko (Yonsei University)

<b>Creating global networks in the domain of marketing</b>	Juran Kim	Jeonju University
<b>K-pop, global marketing, and BTS: learning about the east from barbie dolls in the West</b>	Maria Kniazeva	University of San Diego
<b>What (and who) comes next in marketing?</b>	Eun-Ju Lee	SungKyunKwan University
<b>How to Create a Global Marketing Research Network from Chinese Scholar's Perspective</b>	Guoxin Li	Harbin Institute of Technology
<b>How to create a global marketing research network: ASIA and the world</b>	Honglei Liu	Dalian University of Foreign Languages
<b>Can artificial intelligence coach improve sales agent performance? A field experiment</b>	Xueming Luo	Temple University
<b>Internationalizing as a marketing educator</b>	Mark Peterson	University of Wyoming College of Business
<b>Building trust in stakeholder relations</b>	Manfred Schwaiger	Ludwig-Maximilians-Universität München
<b>European Journal of Marketing: Fostering a Culture for Collaborative Research</b>	Greg Marshall	Rollins College

## **For More Information**

### **GAMMA CENTRAL OFFICE**

Changwon National University, 9 Sarimdong Changwon, Gyeongnam, Republic of Korea

Tel: +82-55-213-3346, Fax: +82-55-263-9096.

E-mail: [gammacentraloffice@gmail.com](mailto:gammacentraloffice@gmail.com)