

2016

Academy of Marketing Science ®

19th World Marketing Congress



**Marketing at the Confluence
between
Entertainment and Analytics**

July 19 – July 23, 2016

Paris

Organized by

Hosted by



WELCOME TO THE AMS WORLD MARKETING CONGRESS

Dear colleagues,

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

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

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

We would like to wish a special welcome to the participants of the Doctoral Colloquium, which this year consists of six sessions, including a special session on 'the bumpy road to academia'. We encourage our more experienced colleagues to attend some of these sessions and provide comments and guidance to the doctoral students presenting their work in progress.

To the delegates attending their very first World Marketing Congress, welcome; we hope you find many ideas, meet many new friends and enjoy the particular feel of this conference.

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

Bienvenue à toutes et à tous!

**Catherine
Demangeot**
IESEG School of
Management
France

**Jean-Luc
Herrmann**
University of
Lorraine
France

**David J.
Ortinou**
University of South
Florida
USA

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**2016 AMS WORLD MARKETING CONGRESS
TRACKS AND TRACK CHAIRS**

Advertising Communication (traditional forms)

Laurie Babin, University of Louisiana at Monroe, USA

Claas Christian Germelmann, University of Bayreuth, Germany

Branding and Brand Management

Géraldine Michel, IAE de Paris, France

Julie Guidry Moulard, Louisiana Tech University, USA

Business-to-Business Marketing

Jill Attaway, Illinois State University, USA

Mitch Griffin, Bradley University, USA

Cause- and Health-related Marketing and Consumer Well-being

Karine Gallopel-Morvan, EHESP School of Public Health, France

Janet Hoek, University of Otago, New Zealand

Children, Family and/or Senior Marketing

Joël Brée, Université de Caen & ESSCA Ecole de Management, France

Bertrand Urien, Université de Bretagne Occidentale, France

Consumer Decision Making

Dipayan Biswas, University of South Florida, USA

Philippe Odou, Université de Reims Champagne Ardennes, France

Cross-cultural, Multicultural and/or International Marketing

Chris Pullig, Baylor University, USA

Katharina Zeugner-Roth, IESEG School of Management, France

Digital and/or Internet Communication

Paul Ballantine, University of Canterbury, New Zealand

Jean-Francois Lemoine, Université de Paris 1 Panthéon Sorbonne & ESSCA Ecole de Management, France

Ethics, Social Responsibility, Environmental and/or Sustainable Marketing

Ronald Hill, Villanova University, USA

Valerie Swaen, Université Catholique de Louvain, Belgium & IESEG School of Management, France

Fashion and/or Luxury Marketing

Gwralann de Kerviler, IESEG School of Management, France

Joy Kozar, Kansas State University, USA

Marketing in Emerging Markets

Gregory Kivenzor, University of Connecticut, USA

Altat Merchant, University of Washington, USA

Marketing Research: Methods, Measures, Analytics and/or Big Data Research

Joe Hair, Jr., Kennesaw State University, USA

Marko Sarstedt, OVGU Magdeburg, Germany

Marketing Strategy

Charles Blankson, University of North Texas, USA

Bernard Pras, Université Paris Dauphine & ESSEC Business School, France

New Product (Service) Innovations, Creativity, Pricing and/or Customer Value

Emmanuelle Le Nagard-Assayag, ESSEC, France

Sandrine Mace, ESCP Europe, France

Personal Selling and Sales Management

William Locander, Loyola University New Orleans, USA

Greg Marshall, Rollins College, USA

Relationship/Services/Customer Relationship Marketing

Diana Haytko, Florida Gulf Coast University, USA

Annie Liu, Texas State University, USA

Retailing (online - offline)

Eleonora Pantano, Middlesex University, UK

Ingrid Poncin, Université Catholique de Louvain (UCL) – LSM, Belgium

Social Media Marketing

Yuping Liu-Thompkins, Old Dominion University, USA

Karine Raïes, INSEEC Business School, France

Sponsorship-linked Communication and/or Product Placement

Bettina Cornwell, University of Oregon, USA

Pascale Quester, University of Adelaide, Australia

Supply Chain Management, Channel and/or Distribution Marketing

David Grant, University of Hull, UK

Gilles Paché, Aix Marseille Université, France

Tourism, Hospitality and/or Entertainment Marketing

Alain Decrop, Université de Namur, Belgium

Christine Petr, IMABS - Université de Bretagne Sud, France

Wine and/or Food Marketing

Kenneth Deans, La Rochelle Business School, France

Nathalie Spielmann, NEOMA-Reims Campus, France

Doctoral Colloquium

John B. Ford, Old Dominion University, USA

Marie-Hélène Fosse-Gomez, Université Lille 2, France

Special Sessions

Catherine Demangeot, IESEG School of Management, France

Jean-Luc Herrmann, University of Lorraine, France

David Ortinau, University of South Florida, USA

Proceedings Editor

Patricia Rossi, IESEG School of Management, France

DAILY HIGHLIGHTS • Tuesday, July 19, 2016

02:00 – 05:00pm Registration, La Grande Arche Reception
05:00 – 06:30pm Pre-Conference Reception, Room: PBlue45

DAILY HIGHLIGHTS • Wednesday, July 20, 2016

08:00am – 05:30pm Registration, La Grande Arche Reception
09:00 – 10:30am Sessions 1A to 1K
10:30 – 11:00am Refreshment Break, Room: PBlue45
11:00am – 12:30pm Sessions 2A to 2J,
Meet the Editors session, Room: PRed11
12:30 – 02:00pm Picnic lunch – lunchbox to be collected
from PBlue45
02:00 – 03:30pm Sessions 3A to 3J
03:30 – 04:00pm Refreshment Break, Room: PBlue45
04:00 – 05:30pm Sessions 4A to 4J
06:00 – 07:30pm Welcome Reception, Apogé Wine Bar,
Esplanade de la Défense
Dinner on your own

Wednesday, July 20, 09:00 - 10:30 am

Session 1A. **Special Session: Customer Experience**

Room: PRed01

Session Chair: Claire Roederer, *EM Strasbourg, France*

**From the “Customer Experience Management” to the
“Customer Experience Memory Management” and to the
Retailer – Customer Relationship**

Michael Flacandji, *University of Burgundy, France*

**Understanding Customer Experience Management and its
Consequences for Customer Loyalty**

Christina Kuehnl, *University of Mannheim, Germany*

**Propositions for Better Understanding the Performing Arts
Experience: The Embodiment Theory and the Mixed
Methods**

Charlotte Massa, *EM Strasbourg, France*

New Insights Regarding Consumer Experience from Communicational Devices: The Pragmatic Approach of Engagement Regimes

Françoise Simon, *EM Strasbourg – Humanis, France*

Session 1B. Linking Brand Strategy and Firm Performance

Room: PBlue41

Session Chair: Fabienne Berger-Remy, *Sorbonne Business School, France*

Branding Strategy Development through Knowledge Creation

Popy Rufaidah, *Universitas Padjadjaran, Indonesia*

Exploring the Role of Brand Equity and R&D as Drivers of Product Innovation and Market Performance

Nebojsa S. Davcik, *ISCTE Business School, Portugal*

Piyush Sharma, *Curtin University, Australia*

Nicholas Grigoriou, *Monash University Malaysia, Malaysia*

Does It Pay Off to Sustain a Brand? A Meta-analysis of the Relationship between Intellectual Capital and the Financial Performance of the Firm

Elisabeth Albertini, *Sorbonne Business School, France*

Fabienne Berger-Remy, *Sorbonne Business School, France*

Session 1C. Export Performance and International Business Relationships

Room: PRed07

Session Chair: Aviv Shoham, *University of Haifa, Israel*

National-Regional Diversification Strategy and Export Performance

Itzhak Gnizy, *Ono Academic College, Israel*

John W. Cadogan, *Loughborough University, UK*

João S. Oliveira, *Loughborough University, UK*

Asmat Nizam, *Universiti Utara, Malaysia*

Cross-functional Dispersion of Export Marketing Decision-making and Export Performance: An Empirical Investigation of UK Firms

João Oliveira, *Loughborough University, UK*

Itzhak Gnizy, *Ono Academic College, Israel*

John Cadogan, *Loughborough University, UK*

Asmat Nizam, *Universiti Utara, Malaysia*

**Betrayal Intention in International Business Relationships:
Temporal and Contractual Moderating Effects**

Leonidas Leonidou, *University of Cyprus, Cyprus*

Bilge Aykol, *Dokuz Eylul University, Turkey*

Thomas Fotiadis, *Democritus University of Thrace, Greece*

Paul Christodoulides, *Cyprus University of Technology, Cyprus*

**Stability and Multinational Flexibility as Drivers of Export
Performance**

Tsipora Ehrlich, *University of Haifa, Israel*

Aviv Shoham, *University of Haifa, Israel*

**Session 1D. Special Session: Evolution of the Luxury Industry
in a Digital World**

Room: PBlue20

Session Chair: Gwarlann de Kerviler, *IÉSEG School of
Management, France*

Panelists:

Alice Bertrand, *Chloe, France*

Corine Cohen, *Luxury Marketing & Management C., Monaco*

Patsy Perry, *University of Manchester, UK*

Ralf Wagner, *University of Kassel, Germany*

Session 1E. Alternative Tourism

Room: PBlue16

Session Chair: Luisa Andreu, *University of Valencia, Spain*

**Generation Y Travellers' Intentions to Book Airbnb
Accommodation**

Suzanne Amaro, *Polytechnic Institute of Viseu, Portugal*

Luisa Andreu, *University of Valencia, Spain*

Shenhua Huang, *University of Valencia, Spain*

Holistic Tourism: Motivations, Self-Image and Satisfaction

Gabriel Rocha, *Polytechnic Institute of Viseu, Portugal*

Cláudia Seabra, *Polytechnic Institute of Viseu, Portugal*

Carla Silva, *Polytechnic Institute of Viseu, Portugal*

Session 1F. Strategies to Promote Healthy Eating

Room: PBlue18

Session Chair: Janet Hoek, *University of Otago, New Zealand*

Commercial Weight Loss Programs Changing Eating Behaviors for Good

Joy Parkinson, *Griffith University, Australia*

Sharyn Rundle-Thiele, *Griffith University, Australia*

Margaret Allman-Farinelli, *University of Sydney, Australia*

How Sharing Meals Influences Nutritional Risk Taking

Marie-Eve Laporte, *Sorbonne Business School, France*

Exploring how Young Consumers Processing Snack Packaging Cues from a Phenomenological Perspective

Khanyapuss Punjaisri, *Brunel University London, UK*

David Harness, *University of Hull, UK*

Session 1G. Segmentation, Positioning, and Social Responsibility

Room: PRed02

Session Chair: Marvyn Boatswain, *Kingston University, UK*

Segmenting Small Business Customers: The Role of Socially Related Traits

Shaked Gilboa, *Ruppin Academic Center, Israel*

Tali Seger Guttman, *Ruppin Academic Center, Israel*

Strategic Management of Brand Heritage: Two Positioning Perspectives

Fabien Pécot, *Aix-Marseille Graduate School of Management IAE, France*

Virginie De Barnier, *Aix-Marseille Graduate School of Management IAE, France*

Strengthening the Position of Existing Offering Through Decoys

Marvyn Boatswain, *Kingston University, UK*

Stavros Kalafatis, *Kingston University, UK*

The Role of Corporate Social Responsibility in Influencing Brand Loyalty: Evidence from the Ghanaian Telecommunication Industry

Prince Kodua, *University of Ghana Business School, Ghana*

Priscilla Mensah, *University of Ghana Business School, Ghana*

Session 1H. **Omni-Channel Retail**

Room: PBlue19

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

Omni-channel Retailing: Knowledge, Challenges and Opportunities for Future Research

Fanjuan Shi, *Jean-Moulin Lyon 3 University, France*

Consumers' Multi-channel Shopping Experiences in the UK Grocery Sector: Purchase Behaviour, Motivations and Perceptions

Patricia Harris, *Kingston University Business School, UK*

Helen Robinson, *Kingston University Business School, UK*

Francesca Dall'Olmo Riley, *Kingston University Business School, UK*

Chris Hand, *Kingston University Business School, UK*

Understanding the New Online Customer Journey: The Multichannel E-commerce Framework

Gerhard Wagner, *University of Siegen, Germany*

Hanna Schramm-Klein, *University of Siegen, Germany*

Sascha Steinmann, *University of Siegen, Germany*

Gunnar Mau, *University of Siegen, Germany*

Impact of M-commerce Website design on Consumers' Behavioral Intentions: An Empirical Study of Age as Moderating Influence

Jean-Eric Pelet, *KMCMS, ISC Paris, France*

Basma Taieb, *University of Cergy Pontoise, France*

Monia Massarini, *University of Udine, Italy*

Norchene Ben Dahmane Mouelhi, *University of Carthage / IHEC Carthage / NIMEC / IAE de Caen, Tunisia*

Prashant Mishra, *IIM Calcutta, India*

Zaid Mohammad Obeidat, *The University of Jordan, Jordan*

Joanna Zukowska, *Warsaw School of Economics, Poland*

Session 1I. **Consumer Behavior and Morality**

Room: PRed08

Session Chair: Sonja Prentovic, *Université Lyon 2, France*

Fight Fire with Fire: Using one Stereotype to Overcome Another via Contingency Information

Julian Saint Clair, *Loyola Marymount University, USA*

Mitchell Hamilton, *Loyola Marymount University, USA*

Delancy Bennett, *Clemson University, USA*

**Rethinking Consumer Vulnerability through A
Multidisciplinary Approach**

Sonja Prentovic, *Université Lyon 2, France*

Wided Batat, *University Lyon 2, France*

**Political Ideology and Consumer Reactions to Corporate
Tax Strategies**

Paolo Antonetti, *Queen Mary University of London, UK*

Mattia Anesa, *University of Queensland, Australia*

**Session 1J. Doctoral Colloquium 1: Consumer Behavior
Issues**

Room: PBlue15

Session Chair: John B. Ford, *Old Dominion University, USA*

**Reproduction of Gender Ideology through Russian
Consumer Culture: The Case of Iconography of the
'Mother' in Russia**

Lilit Baghdasaryan, *University of Westminster, UK*

Shona Bettany, *University of Westminster, UK*

Richard West, *University of Westminster, UK*

Alison Rieple, *University of Westminster, UK*

**Consumption-Related Coping Strategies of Low-Income
Consumers: A Literature Review**

Shereen Ghanem, *Alexandria University, Egypt*

Nadia El-Aref, *Alexandria University, Egypt*

Omneya Yacout, *Alexandria University, Egypt*

**From Bourdieu to Lahire: A Necessary Turnaround to
Understand Comic Books Consumption?**

Caterina Trizzulla, *Université de Lorraine, France*

**The Role and Importance of Egoistic Motives in the
Charitable Giving Decision-making Process
Self-interested Motives of Prosocial Behaviors: The Case
of Charitable Giving**

Etienne Denis, *Université Catholique de Louvain, Belgium*

WEDNESDAY, 11:00 AM – 12:30 PM

Session 1K. Breaking down Emotion in Customer Experience

Room: PBlue17

Session Chair: Jiun-Sheng Chris Lin, *National Taiwan University, Taiwan*

Do We Click at the First Sight? Modeling Customer-employee Instant Rapport in the First Service Encounter

Jiun-Sheng Chris Lin, *National Taiwan University, Taiwan*

Chih-Ying Chu, *National Taiwan University, Taiwan*

Hawyi Liang, *National Taiwan University, Taiwan*

The Interaction Effect of Service Employees' Emotion Display and Gender on Customer Responses: The Service Environment's Role

Verena Hofmann, *University of Innsbruck, Austria*

Nicola Stokburger-Sauer, *University of Innsbruck School of Management, Austria*

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

Refreshment Break

Room: PBlue45

Wednesday, July 20, 11:00 am - 12:30 pm

Session 2A. **Special session: Meet the Editors**

Room: PRed11

Session Chair: OC Ferrell, *Belmont University, USA*

Panelists:

Linda Ferrell, *AMS Review, USA*

OC Ferrell, *Journal of the Academy of Marketing Science, USA*

John Ford, *Journal of Advertising Research, USA*

Costas Katsikeas, *Journal of International Marketing, UK*

Cleopatra Veloutsou, *Journal of Product and Brand Management, UK*

Nil Özçaglar-Toulouse, *Recherche et Applications en Marketing, France*

Barry Babin and David Ortinau, *Journal of Business Research, USA*

Doug Hughes, *Journal of Professional Selling and Sales Management, USA*

Pauline de Pechpeyrou, *Journal of Research in Interactive Marketing, France*

Session 2B. **Wrestling with Brand Resistance**

Room: PBlue41

Session Chair: Elyette Roux, *CERGAM, France*

Queer Citizenship Branding: Brand Opportunities And Risks Of Social Movements

Signe Elisabeth Holm, *King's College London, UK*

Kirk Plangger, *King's College London, UK*

From Pacifists to Activists: What do Consumers Risk when they Fight against Brands

Marine Cambefort, *CERGAM, France*

Elyette Roux, *CERGAM, France*

Consumers' Responses to Doppelganger Brand Images: Destabilizing Brand Authenticity

Zoe Lee, *University of Bath, UK*

Session 2C. The Impact of Culture on Consumer Behavior

Room: PRed07

Session Chair: Lingjiang Tu, *Baylor University, USA*

How Self-construals Moderate the Self-Congruity Effect: A Cross-national Study

Hector Gonzalez-Jimenez, *The York Management School, UK*

Fernando Fastoso, *The York Management School, UK*

Kyoko Fukukawa, *Bradford University, UK*

The Effects of Individualism and Collectivism on Brand Page Fans: A Study of Young U.S. and Chinese Consumers

Alexander Muk, *Texas State University- San Marcos, USA*

Christina Chung, *Ramapo College of New Jersey, USA*

Jonghoon Kim, *Inchon National University, South Korea*

A New Cultural Lens to Unpack Consumers' Judgment

Xin Yang, *Hang Seng Management College, Hong Kong*

Dollar Smart and Penny Foolish? How Culture Affects Price Cognition

Lingjiang Tu, *Baylor University, USA*

Chris Pullig, *Baylor University, USA*

Session 2D. Co-creation

Room: PBlue20

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

Challenging Challenge: The Ambivalent Impact of Challenge on Intrinsic Motivation Effectiveness in Digital Co-creation

Frank Huber, *Johannes Gutenberg University, Germany*

Frederik Meyer, *Johannes Gutenberg University, Germany*

Eva Appelmann, *Johannes Gutenberg University, Germany*

Cecile Kornmann, *Johannes Gutenberg University, Germany*

Exploration of Engagement Mechanics during Value Cocreation Process: The Case Of Gamification in a New Product Development Platform

Thomas Leclercq, *Louvain School of Management, Belgium*

Ingrid Poncin, *Louvain School of Management, Belgium*

Wafa Hammedi, *University of Namur, Belgium*

Creative Contests: Knowledge Generation and Underlying Learning Dynamics for Idea Generation

Nadia Steils, *University of Namur - IAE Lille, Belgium*

Salwa Hanine, *Université Nice Sophia Antipolis, France*

Examining the Role of Consumer Autonomy in Co-production Platforms

Triparna Gandhi, *The University of Melbourne, Australia*

Liliana Bove, *The University of Melbourne, Australia*

Anish Nagpal, *The University of Melbourne, Australia*

Session 2E. Service Failure, Anger, and Recovery

Room: PBlue16

Session Chair: Hyunju Shin, *Georgia Southern University, USA*

Investigating the Role of Power and Willpower in Service Failures

Agung Sembada, *Sunway University, Malaysia*

Yelena Tsarenko, *Monash University, Australia*

Dewi Tojib, *Monash University, Australia*

Must Service Recovery Justice lead to Customer Satisfaction? The Moderating Effects of Cultural Variables

Joseph L.M. Lee, *Hong Kong Polytechnic University, Hong Kong*

Noel Y.M. Siu, *Hong Kong Baptist University, Hong Kong*

Tracy J.F. Zhang, *Hong Kong Baptist University, Hong Kong*

Customer Responses to Service Failure in Direct and Indirect Harm Context

Hyunju Shin, *Georgia Southern University, USA*

Riza Casidy, *Deakin University, Australia*

The Two Types of Consumer Anger

Paolo Antonetti, *Queen Mary University of London, UK*

Session 2F. Advances in Understanding CSR, Consumer Donation, and the Role of Values

Room: PBlue18

Session Chair: Nadia Zainuddin, *University of Wollongong, Australia*

Cause-related Marketing and Shareholder Value

Parker Woodroof, *University of Puget Sound, USA*

George Deitz, *University of Memphis, USA*

Katherine Howie, *University of Mississippi, USA*

Self-interested Motivations of Charitable Giving: An Exploratory Analysis

Etienne Denis, *UCL/ Louvain School of Management, Belgium*

Claude Pecheux, *UCL/ Louvain School of Management, Belgium*

Do Personal Values Differentiate Support for Charitable Causes?

Timothy Daly, *United Arab Emirates University, UAE*

Joanne Sneddon, *University of Western Australia, Australia*

Julie Lee, *University of Western Australia, Australia*

Geoffrey Soutar, *University of Western Australia, Australia*

The Good Life: Exploring Value Creation and Destruction in Consumer Well-Being

Kendall Dent, *University of Wollongong, Australia*

Nadia Zainuddin, *University of Wollongong, Australia*

Leona Tam, *University of Wollongong, Australia*

Session 2G. Product Innovation, NPD, and Customer Co-creation Effects

Room: PRed02

Session Chair: Charles Blankson, *University of North Texas, USA*

Customer Co-Creation Effects on NPD Speed Capability and the Contingent Role of Environmental Turbulence

Todd Morgan, *University of Massachusetts Lowell, USA*

Kostas Alexiou, *Kent State University, USA*

Chanho Song, *California State University at San Bernardino, USA*

The Role of Product Innovation in Marketing Performance: Empirical Study in FMCG Market

Nebojsa Davcic, *ISCTE-IUL, Portugal*

Piyush Sharma, *Curtin University, Australia*

Session 2H. New Technologies and Innovation

Room: PBlue19

Session Chair: Eleanora Pantano, *Middlesex University, UK*

Adoption of Proximity M-payment Services: Perceived Values and Experience Effect

Gwarlann De Kerviler, *IÉSEG School of Management, France*

Nathalie Demoulin, *IÉSEG School of Management, France*

Pietro Zidda, *University of Namur, Belgium*

Patent Analysis as a Measure of Innovation in Retail Settings: Some Preliminary Evidence

Stefano Sorace, *University of Calabria, Italy*
Eleonora Pantano, *Middlesex University, UK*
Constantinos Priporas, *Middlesex University, UK*
Gianpaolo Iazzolino, *University of Calabria, Italy*

Effects of Retail Innovation and Image on 'Value-Satisfaction-Loyalty' Chain

Beatriz Moliner-Velázquez, *University of Valencia, Spain*
Maria Fuentes-Blasco, *Pablo de Olavide University, Spain*
David Servera-Francés, *Catholic University of Valencia, Spain*
Irene Gil-Saura, *University of Valencia, Spain*

Human Vs Synthetic Recommendations Agents' Voice: The Effects on Consumer Reactions

Emna Cherif, *Auvergne University, France*
Jean-François Lemoine, *Paris 1 Panthéon Sorbonne University - ESSCA School of Management, France*

Session 2I. Communications about CSR, Sustainability, and More

Room: PRed08

Session Chair: Catherine Janssen, *IÉSEG School of Management, France*

Using Infomercials to Communicate about CSR: A way to Enhance Credibility?

Catherine Janssen, *IÉSEG School of Management, France*
Valérie Swaen, *Université Catholique de Louvain, Belgium, and IÉSEG School of Management, France*
Pauline Munten, *Université Catholique de Louvain, Belgium*

The Role of Respect in Science Communication and Knowledge Transfer

Maureen Bourassa, *University of Saskatchewan, Canada*
Raissa Graumans, *University of Saskatchewan, Canada*
Loleen Berdahl, *University of Saskatchewan, Canada*

On the Effectiveness of CSR Communication: The Roles of Ethical Labels, Prior CSR Record, and Consumer Skepticism

Valérie Swaen, *Université Catholique de Louvain, Belgium, and IÉSEG School of Management (LEM-CNRS), France*
Catherine Janssen, *IÉSEG School of Management, France*
Shuili Du, *University of New Hampshire, USA*

WEDNESDAY, 11:00 AM – 12:30 PM

Session 2J. **Doctoral Colloquium 2: Advertising and Promotional Issues**

Room: PBlue15

Session Chair: Mathieu Kacha, *University of Lorraine, France*

Consumers' Perceptions of and Responses to Advertising Creativity

Pinar Demir, *University of Westminster, UK*

J El-Murad, *University of Westminster, UK*

L Mai, *University of Westminster, UK*

Communicating Customer Empowerment Strategies to Non-participants: An Investigation of the Mechanisms and Conditions Impacting the Affective Reactions toward the Brand and the Brand Relationship

Fanny Cambier, *Université Catholique de Louvain, Belgium*

The Influence of Gaze Direction on Advertising Effectiveness

Safaa Adil, *IGR-IAE University of Rennes 1, France*

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

Picnic lunch – Lunchbox to be collected from PBlue45.

Consult the 'picnic spot' map for picnic areas around the Grande Arche.

Wednesday, July 20, 02:00 - 3:30 pm

Session 3A. Special session. Culture, Socialization and Publishing: Journal Requirements and Issues that Reduce the Value of Empirical Insights

Room: PRed01

Session Chair: David Ortinau, *University of South Florida, USA*

Panelists:

David J. Ortinau, *University of South Florida, USA*

Stephanie Slater, *Cardiff Business School, UK*

Barry J. Babin, *Louisiana Tech University, USA*

John B. Ford, *Old Dominion University, USA*

Catherine Frethey-Bentham, *University of Auckland, New Zealand*

Session 3B. Playing Politics: Understanding Political Brands

Room: PBlue41

Session Chair: Doug Amyx, *Louisiana Tech University, USA*

Has Political Brand a Meaning?

Sabine Lubrano, *Panthéon Assas University, France*

Investigating Political Brand Image and Reputation with Qualitative Projective Techniques

Louise Spry, *Nottingham Trent University, UK*

Christopher Pich, *Nottingham Trent University, UK*

Guja Armannsdottir, *Nottingham Trent University, UK*

Creating and Developing Local Political Brand Identity: A Constituency Focus

Christopher Pich, *Nottingham Trent University, UK*

Guja Armannsdottir, *Nottingham Trent University, UK*

Louise Spry, *Nottingham Trent University, UK*

Session 3C. Revisiting Attitudes and Purchase Intentions for Luxury and Fashion Goods

Room: PRed07

Session Chair: Taylan Urkmez, *University of Kassel, Germany*

An Extensive Glance at Luxury Research Domain 2000-2014: A Bibliometric Analysis

Farhad Aliyev, *University of Kassel, Germany*

Taylan Ürkmez, *University of Kassel, Germany*

Ralf Wagner, *University of Kassel, Germany*

Purchase Intention of the Genuine Luxury Brand in Presence of Counterfeiting

Siham Mourad, *ISCAE, Morocco*

Pierre Valette-Florence, *Grenoble Alpes University, France*

Chinese Students' Knowledge and Attitudes of Environmentally and Socially Sustainable Apparel and Sustainable Apparel Purchase Intentions

Lauren Reiter, *Indiana University, USA*

Joy Kozar, *Kansas State University, USA*

Session 3D. Innovation and Creativity

Room: PBlue20

Session Chair: Emmanuelle Le Nagard-Assayag, *ESSEC Business School, France*

Does New Product Combinations Affordance Make their Categorization Easy for Us?

Dhouha El Amri, *Université Paris-Est, France*

Managing Successful NPD Relationships

Gerard A Athaide, *Loyola University Maryland, USA*

Richard R Klink, *Loyola University Maryland, USA*

Innovation-driven Marketing

Eleonora Pantano, *Middlesex University London, UK*

Creative Power of Fashion that's Unique for Yourself yet Identifiable for Others

San Young Hwang, *Hongik University, South Korea*

Nara Youn, *Hongik University, South Korea*

Min Jung Koo, *Sungkyunkwan University, South Korea*

Session 3E. Communication and Advertising

Room: PBlue16

Session Chair: Lucia Porcu, *University of Granada, Spain*

Does the Endorser's Smile in Destination Ads Affect Consumer Response? The Case of Strong Versus Weak Destination Brands

Verena Hofmann, *University of Innsbruck, Austria*

Lisa Schoner-Schatz, *University of Innsbruck, Austria*

Nicola Stokburger-Sauer, *University of Innsbruck, Austria*

Modelling the Antecedents and Effects of Integrated Marketing Communication (IMC) in the Hospitality Industry

Lucia Porcu, *University of Granada, Spain*

Salvador Del Barrio-García, *University of Granada, Spain*

Juan Miguel Alcántara-Pilar, *University of Granada, Spain*

Session 3F. Understanding Risk Behaviours I: Tobacco

Room: PBlue18

Session Chair: Sandra Jones, *Australian Catholic University, Australia*

Motivations for E-cigarette Use among Young Adults

Janet Hoek, *University of Otago, New Zealand*

Pamela Ling, *University of California San Francisco, USA*

Understanding the Relationship Between Smoking and Place in Private Shared Spaces through the Lens of Place Attachment

Sara Parry, *Bangor University, UK*

Louise Hassan, *Bangor University, UK*

Levels and Correlates of Awareness of Point-of-purchase Tobacco Displays and Advertising

Abraham Brown, *Nottingham Trent University, UK*

Session 3G. Market Orientation and Performance

Room: PRed02

Session Chair: Todd Morgan, *University of Massachusetts Lowell, USA*

Influence of Market Orientation on Absorptive Capacity: On the Bright and Dark Sides of Customer Participation in New Product Development

Todd Morgan, *University of Massachusetts Lowell, USA*

Sergey Anokhin, *Kent State University, USA*

Joakim Wincent, *Luleå University of Technology, Sweden*

The Market Orientation of Micro Organizations

Niki Hynes, *Curtin University, Australia*

Barbara Caemmerer, *ESSCA, France*

Customer Orientation and Firm Performance: Does a Different Measures Lead to Different Results?

Gavriel Dahan, *Haifa university, Israel*

Aviv Shoham, *University of Haifa, Israel*

Session 3H. **Retail Patronage**

Room: PBlue19

Session Chair: Sandrine Heitz-Spahn, *Université de Lorraine, France*

The Influence of Organic Grocery Placement Decisions on Retail Store Consumers' Shopping Behavior

Maria Schwabe, *Friedrich-Schiller-University Jena, Germany*

Gianfranco Walsh, *Friedrich-Schiller-University Jena, Germany*

What Makes Consumers Shop at Small Retailers?

Hélène Yildiz, *Université de Lorraine, France*

Sandrine Heitz-Spahn, *Université de Lorraine, France*

Role of Marketing and Technological Innovation on Satisfaction and Word-of-mouth in Retailing

Maria Fuentes-Blasco, *Pablo de Olavide University, Spain*

Beatriz Moliner-Velázquez, *University of Valencia, Spain*

David Servera-Francés, *Valencia Catholic University, Spain*

Irene Gil-Saura, *University of Valencia, Spain*

Toward a Qualitative Understanding of Consumers' Drivers of FMCG Retail Patronage

Julien Troiville, *Université de Rennes, France*

Gerard Cliquet, *Université de Rennes, France*

Session 3I. **Sustainability and Marketing Practice**

Room: PRed08

Session Chair: Elisa Monnot, *Université de Cergy-Pontoise, France*

What do we Mean by 'Sustainability Marketing'? An Analysis of the Concept

Joya A. Kemper, *University of Canterbury, New Zealand*

Paul W. Ballantine, *University of Canterbury, New Zealand*

Consumers' Eco-friendly Choices in the South African White Goods Industry

Nadine Sonnenberg, *University of Pretoria, South Africa*

Alet Erasmus, *University of Pretoria, South Africa*

Adré Schreuder, *Consulta, South Africa*

Is it Really Worthwhile for a Brand to Eliminate Overpackaging? New Insights from Context Effects

Elisa Monnot, *Université de Cergy-Pontoise, France*

Fanny Reniou, *Université Paris-Est, France*

Béatrice Parguel, *Université Paris-Dauphine, France*

Leila Elgaieed, *Université de Cergy-Pontoise, France*

Session 3J. Doctoral Colloquium 3: Branding Issues

Room: PBlue15

Session Chair: Claas Christian Germelmann, *University of Bayreuth, Germany*

The Influence of Value Perceptions and Country of Origin to Luxury Purchase Intention and Brand Equity: The Case of Middle-class Consumer in Indonesia

Faranita Mustikasari Masduki, *Curtin University, Australia*

Brand Conversation: How Brands Can Leverage Online Interactions with Consumers

Andria Andriuzzi, *IAE de Paris, France*

A New Perspective on Brand-consumer Relations: The Mechanics of the Relations Seen through the Glass of Theater

Valerie Zeitoun, *Université Paris Panthéon-Sorbonne IAE, France*

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

Refreshment Break

Room: PBlue45

Wednesday, July 20, 04:00 - 05:30 pm

Session 4A. Special session. Big Data Analytics for Marketing - Contributed Session by the IÉSEG Center for Marketing Analytics (ICMA)

Room: PRed01

Session Chairs: Koen W. De Bock, *IESEG School of Management, France*
Kristof Coussement, *IESEG School of Management, France*

Leveraging the Power of Social Influence for Customer Relationship Management: Growing the Value of a Customer Base Using Referral Network Analysis

Iris Roelens, *Ghent University & Vlerick Business School, Belgium*

Philippe Baecke, *Vlerick Business School, Belgium*

Dries F. Benoit, *Ghent University, Belgium*

Towards Better Online Personalization: A Framework for Empirical Evaluation and Real-Life Validation of Hybrid Recommendation Systems

Stijn Geuens, *IÉSEG School of Management, France*

Koen W. De Bock, *IÉSEG School of Management, France*

Kristof Coussement, *IÉSEG School of Management, France*

Robust Choice Modeling for Better Pricing Decisions

Dries F. Benoit, *Ghent University, Belgium*

Do not Take a Picture, Make a Movie! – On the Dynamic Modeling of the Customer Journey

Alex Seret, *Universidad de los Andes, Chile and KU Leuven, Belgium*

Session 4B. Falling From Grace: How Brands Lose their Luster

Room: PBlue41

Session Chair: Géraldine Michel, *IAE de Paris, France*

The Relationships Among Corporate Reputation, Brand Crisis And Customer Loyalty

Gertrude Opare, *Ghana Institute of Management and Public Administration, Ghana*

Charles Blankson, *University of North Texas, USA*

Under a Cloud: The Impact of Corporate Reputation Harm on Brand Equity and Consumer Value Perceptions

Jaywant Singh, *Kingston University London, UK*

La Toya Quamina, *Kingston University London, UK*

Stavros Kalafatis, *Kingston University London, UK*

Loss of Brand Iconicity: The Alfa Romeo Case

Luigi Cantone, *University of Naples Federico II, Italy*

Bernard Cova, *Kedge Business School, France*

Pierpaolo Testa, *University of Naples Federico II, Italy*

Session 4C. Managing Customer Experience and Therapy for Well-being

Room: PRed07

Session Chair: Khaled Aboulnasr, *Florida Gulf Coast University, USA*

A Systematic Literature Review of Practices in Customer Experience Management

Farah Arkadan, *Cranfield School Of Management, UK*

Emma K. Macdonald, *Cranfield School of Management, UK*

Hugh N. Wilson, *Cranfield School of Management, UK*

Self-service Technology Investment, Electronic Customer Relationship Management Practices, and Service Innovation Capability

Hung-Tai Tsou, *Ming Dao University, Taiwan*

Hsuan-Yu Hsu, *Tatung University, Taiwan*

Servicescape, Intercustomer Support and their Relations to Consumer Well-being

Cindy Yunhsin, *Yuan Ze University, Taiwan*

Lanlung Chiang, *Yuan Ze University, Taiwan*

Hinyung Wu, *Yuan Ze University, Taiwan*

Yu-Ting Huang, *Yuan Ze University, Taiwan*

Retail Therapy at the Train Station? Deferred and Instantaneous Perceived Values as Antecedents of Well Being - An Application to Train Station Retailing

Christine Gonzalez, *Université du Maine, France*

Beatrice Siadou-Martin, *Université de Lorraine, France*

Session 4D. Relating Brand Loyalty and Trust

Room: PBlue20

Session Chair: Brian Bourdeau, *Auburn University, USA*

Does Status Always Matter? The Effect of Brand Concept on the Effectiveness of Hierarchical and Linear Structures of Loyalty Programs

Aida Mimouni, *University of Cergy-Pontoise, France*

Virginie Pez, *University of Paris II Panthéon-Assas, France*

Service Employees as Brand Ambassadors: The Influence of Service Employees' Branding Behaviors on Brand Outcomes

Jiun-Sheng Chris Lin, *National Taiwan University, Taiwan*

Chih-Ying Chu, *National Taiwan University, Taiwan*

Hawyi Liang, *National Taiwan University, Taiwan*

Public Service Satisfaction, Citizen Trust and Participation

Barbara Caemmerer, *ESSCA, France*

Christian Brock, *Universitaet Rostock, Germany*

Heiner Evanschitzky, *Aston Business School, UK*

Matthew Alexander, *University of Strathclyde, UK*

Ladies First: Using a Loyalty Phases Model to Gain Insight into Gender Differences in Service Evaluations

Brian Bourdeau, *Auburn University, USA*

Colleen Bourdeau, *Auburn University, USA*

J. Joseph Cronin, *Florida State University, USA*

Session 4E. Cultural Consumption

Room: PBlue16

Session Chair: Dominique Renault-Bourgeon, *Université de Bourgogne, France*

Audience in Flow: The Role of Authenticity

Bilge Aykol, *Dokuz Eylul University, Turkey*

Manolya Aksatan, *Dokuz Eylul University, Turkey*

İlayda İpek, *Dokuz Eylul University, Turkey*

Enhancing Positive Disconfirmation and Personal Identity through Customer Engagement in Cultural Consumption

Noel Yee-Man Siu, *Hong Kong Baptist University, Hong Kong*
Ho Yan Kwan, *Hong Kong Baptist University, Hong Kong*
Huen Wong, *Hong Kong Baptist University, Hong Kong*
Tracy Jun-Feng Zhang, *Hong Kong Baptist University, Hong Kong*

Stochastic Preference of Cultural Venue and Event Attendance

Giang Trinh, *University of South Australia, Australia*
Desmond Lam, *University of Macau, Macao*

Expectation and Emotion Enhancement Using Content Knowledge in Cultural Experiences

Nadia Steils, *University of Namur - IAE Lille, Belgium*
Zakia Obaidalahe, *IAE Lille, France*
Dominique Crié, *IAE Lille, France*
Francis Salerno, *IAE Lille, France*

Session 4F. Understanding Risk Behaviours II: Alcohol, Road Safety and Gambling

Room: PBlue18

Session Chair: Marie-Eve Laporte, *IAE de Paris, France*

Alcohol Warning Labels: A Review and Research Agenda

Louise Hassan, *Bangor University, UK*
Edward Shiu, *Bangor Business School, Bangor University, UK*

The Perceived Risks of Adopting a Responsible Gambling Behavior: Development and Validation of a Reliable Measurement Index

Anne-Claire Pin, *Université de Bretagne Sud, France*
Karine Picot-Coupey, *Université de Rennes 1, France*
Olivier Droulers, *Université de Rennes 1, France*

Our Community Doesn't Support Underage Drinking: Development, Implementation and Evaluation of a Community-based Social Marketing Program

Sandra Jones, *Australian Catholic University, Australia*

Free Will or Determinism: When Fate Attributions Affect Persuasion in Road Safety Campaigns Using Fear and Guilt

Imene Becheur, *Qatar University, Qatar*
Haithem Guizani, *Sciences Po Grenoble, France*

Session 4G. Customer Evaluation and Consumer Response

Room: PRed02

Session Chair: Jaywant Singh, *Kingston Business School, UK*

Purchasing Guilt: Conceptualization and Propositions for Future Research

Samuel K. Bonsu, *GIMPA, Ghana*

Delphine Godefroit-Winkel, *OPI, Morocco*

Cristian Chelariu, *Suffolk University Boston, USA*

Effects of Promotion Type on Future Purchase Intentions through Different Types of Consumer Response

Silke Bambauer-Sachse, *University of Fribourg, Switzerland*

Laura Massera, *University of Fribourg, Switzerland*

A Sensemaking Perspective on Big Data

Emma Wang, *Bentley University, USA*

Pierre Berthon, *Bentley University, USA*

Sue Newell, *University of Sussex, UK*

Session 4H. Consumer Behavior in Retailing

Room: PBlue19

Session Chair: Constantinos Priporas, *Middlesex University, UK*

Consumers' Strategies to Cope with Crowding-induced Stress

Marion Brandstaetter, *Karl-Franzens-University Graz, Austria*

Thomas Foscht, *Karl-Franzens-University Graz, Austria*

Heike Leitold, *Karl-Franzens-University Graz, Austria*

Agonistic Behaviour in Marketing

Elaine Sutrisna, *Curtin University, Australia*

Min Teah, *Curtin University, Australia*

Ian Phau, *Curtin University, Australia*

Online Reputation Scale Development: A Customer Perspective

Chebli Youness, *University of Grenoble Alpes, France*

Pierre Valette-Florence, *University of Grenoble Alpes, France*

Session 4I. **Strategic Uses of CSR**

Room: PRed08

Session Chair: Gwarlann de Kerviler, *IÉSEG School of Management, France*

Investigating the Relationship between Co-creation and Corporate Social Responsibility: The Role of Co-creation Type

Gwarlann de Kerviler, *IÉSEG School of Management, France*
Véronique Pauwels-Delassus, *IÉSEG School of Management, France*

Catherine Janssen, *IÉSEG School of Management, France*

Restoring Trust and Enhancing Purchase Intention after a Crisis Through a Corporate Social Responsibility Program and a Specific Response Strategy

Anne-Lotte Kraesgenberg, *University of Twente, Netherlands*
Ardion Beldad, *University of Twente, Netherlands*
Sabrina Hegner, *University of Twente, Netherlands*

Every Silver Lining Has a Cloud – An Empirical Analysis of the Role of Neutralization Techniques within the Context of Moral Intensity

Frank Huber, *Johannes Gutenberg University Mainz, Germany*
Cecile Kornmann, *Johannes Gutenberg University, Germany*
Eva Appelman, *Johannes Gutenberg University, Germany*
Frederik Meyer, *Johannes Gutenberg University, Germany*

Session 4J. **Doctoral Colloquium 3: Health Marketing Issues**

Room: PBlue15

Session Chair: John B. Ford, *Old Dominion University, USA*

Effects of Participating in a Virtual Health Support Community on Eating Behaviours: The Mediating Role of Susceptibility to Social Influence

Steffie Gallin, *University of Montpellier, France*

Effects of a Biased Nutrition Knowledge Calibration on Healthy Food Choices

Larissa Diekmann, *University of Bayreuth, Germany*

The Reinforcement of Self-efficacy in Prosocial Campaigns Promoting Organ Donation: Examining the Role of Self-construal and Mental Transportation Imagery

Charlotte Decorps, *University of Grenoble Alpes, France*

WEDNESDAY, 04:00 – 05:30 PM

**Integrating the Notion of Generativity Desire in the
Elaboration of Persuasive Health Campaigns**

Cynthia Assaf, *University of Grenoble Alpes, France*

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

**Evening Reception at Apogé Wine Bar, Esplanade de la
Défense**

Make own way to Apogé, 10 minutes' walk or one metro station
(Line 1) down the Esplanade.

DAILY HIGHLIGHTS • Thursday, July 21, 2016

08:00 – 05:30pm	Registration, La Grande Arche Reception
09:00 – 10:30am	Sessions 5A to 5J
10:30 – 11:00am	Refreshment Break, Room: PBlue45
11:00am – 12:30pm	Sessions 6A to 6K
12:45 – 02:45pm	AMS WMC Recognition Luncheon, CNIT, La Defense
03:00 – 04:30pm	Sessions 7A to 7J
06:00 – 08:00pm	Cultural Activities: Paris Covered Passages, dinner on your own Cooking Workshop and dinner)

Thursday, July 21, 09:00 – 10:30 am

Session 5A. **Special Session. Multicultural Marketplaces:
Theoretical and Empirical Ground Advances**

Room: PRed01

Session Chairs: Eva Kipnis, *Coventry University, UK*
Catherine Demangeot, *IÉSEG School of
Management, France*

The Multiracial Body in the Multicultural Marketplace

Samantha Cross, *Iowa State University, USA*

Robert L. Harrison III, *Western Michigan University, USA*

Kevin D. Thomas, *University of Texas at Austin, USA*

**Celebrating Ramadan and the Chinese New Year in a
French supermarket? Liquid retail and the challenges of
ethnic inter-group tensions in multicultural marketplaces**

Fatima Regany, *Institut du Marketing et du Management de la
Distribution, France*

Julie Emontspool, *University of Southern Denmark, Denmark*

**Sociopolitical ideologies and target marketing
effectiveness**

Guillaume D. Johnson, *CNRS, Dauphine Recherches en
Management, France*

Romain Cadario, *IÉSEG School of Management, France*

Sonya A. Grier, *American University, USA*

Re-Thinking the Notion of Mobility in Multicultural Marketplace: Psychological Mobility

Cristina Galalae, *Coventry University, UK*

Eva Kipnis, *Coventry University, UK*

Catherine Demangeot, *IESEG School of Management, France*

Session 5B. Not the Usual Suspects: How Consumers and Employees Shape Brand Meanings

Room: PBlue41

Session Chair: Virginie De Barnier, *Aix-Marseille Graduate School of Management IAE, France*

The Effect of Communication on Employee Brand Understanding, Brand Commitment, and Brand Citizenship Behavior

Michael Schade, *University of Bremen, Germany*

Rico Piehler, *Chair of Innovative Brand Management, University of Bremen, Germany*

Claudius Warwitz, *University of Bremen, Germany*

Christoph Burmann, *University of Bremen, Germany*

Working Consumers as Co-creators of the Brand Identity and the Brand Community Identity

Iain Black, *Heriot-Watt University, UK*

Cleopatra Veloutsou, *University of Glasgow, UK*

Brand Identity in a Context of Co-Creation: When Consumers Drive Brand Identity Changes

Catherine Da Silveira, *Nova School of Business & Economics, Portugal*

Claudia Simoes, *Open University, UK*

Sally Dibb, *Open University Business School, UK*

Carmen Lages, *Nova School of Business & Economics, Portugal*

Session 5C. Country-of-origin's Role in Consumer Behavior

Room: PRed07

Session Chair: Stephanie Slater, *Cardiff Business School, UK*

County of Origin Narratives of Brand Image: Japanese Cosmetics through a Consumer Lens

Stephanie Slater, *Cardiff Business School, UK*

Maki Umemura, *Cardiff Business School, UK*

Service Ethnocentrism: A Conceptual Model

Amro Maher, *Qatar University, Qatar*

Tamer Elsharnouby, *Qatar University, Qatar*

An Exploratory Study on Consumers' Perceptions of Mono- and Multi-ethnic Marketing

Tana Cristina Licsandru, *The University of Manchester, UK*

Charles Chi Cui, *The University of Manchester, UK*

National Identity Salience Effects on WOM

Nathalie Spielmann, *NEOMA Business School, France*

Session 5D. **Sales Management Perspectives**

Room: PBlue20

Session Chair: Mark Johnston, *Rollins College, USA*

Managing Salesperson Performance through Coaching: The Moderating Role of Selling Experience

Claudio Pousa, *Lakehead University, Canada*

Anne Mathieu, *Université de Sherbrooke, Canada*

Carole Trepanier, *Banque Laurentienne du Canada, Canada*

Sales Team Resources for Market-driven Behavior, Norms and Performance

Daniel Bachrach, *University of Alabama, USA*

Ryan Mullins, *Clemson University, USA*

Adam Rapp, *Ohio University, USA*

The Effects of Hire Source on Newly Hired Salesperson Performance Growth over Time

Willy Bolander, *Florida State University, USA*

Alexis Allen, *University of Kentucky, USA*

Bryan Hochstein, *Florida State University, USA*

Cinthia Satornino, *Northeastern University, USA*

Session 5E. **Organizational Perspectives in Supply Chain and Distribution Management**

Room: PBlue16

Session Chair: Gilles Paché, *Aix Marseille Université, France*

Convincing a Supplier to be its Preferred Customer - A Case Study

Nathalie Merminod, *Aix-Marseille Université, France*

Jean Nollet, *HEC Montréal, Canada*

Claudia Rebolledo, *HEC Montréal, Canada*

Customer Loyalty in International Third-Party Logistics Service Providers

Ilias Vlachos, *University of Leeds, UK*

Out of the Channel Loop in Distribution Channels: Conceptualization and Future Research Directions

Ce Mo, *University of New South Wales, Australia*

Ting Yu, *University of New South Wales, Australia*

Ko de Ruyter, *Maastricht University, Netherlands*

Leveraging Omni-channel Fulfillment Operations for Stockout Recovery

Simone Peinkofer, *University of Arkansas, USA*

Terry Esper, *University of Arkansas, USA*

Ronn Smith, *University of Arkansas, USA*

Brent Williams, *University of Arkansas, USA*

Session 5F. PLS-SEM: Recent Methodological Developments and Applications

Room: PBlue18

Session Chair: Joe Hair Jr., *Kennesaw State University, USA*

Mediation Analyses in Partial Least Squares Structural Equation Modeling

Christian Nitzl, *University of the German Federal Armed Forces, Germany*

José L. Roldán, *Universidad de Sevilla, Spain*

Gabriel Cepeda, *Universidad de Sevilla, Spain*

Capturing Unobserved Heterogeneity in PLS-SEM Using Iterative Reweighted Regressions

Rainer Schlittgen, *University of Hamburg, Germany*

Christian M. Ringle, *Hamburg University of Technology, Germany*

Marko Sarstedt, *Otto-von-Guericke-University, Germany*

Jan-Michael Becker, *University of Cologne, Germany*

An Integrated Model of the Antecedents and Consequences of Touchpoints

Dennis T. Esch, *University of St. Gallen, Switzerland*

Hugh N. Wilson, *Cranfield School of Management, UK*

Emma K. Macdonald, *Cranfield School of Management, UK*

The Impact of Sales Demands and Task Variety on Personal Accomplishments: A Multi-group Analysis of Gender and Mentor

Lucy Matthews, *Middle Tennessee State University, USA*

Ryan Matthews, *Kennesaw State University, USA*

Session 5G. Competitive Advantage and Market-based Capabilities

Room: PRed02

Session Chair: Glenn Voss, *SMU Cox Schol of Business, USA*

Resolving the Market Learning-firm Competitive Advantage Debate: An Empirical Investigation

Jay Weerawardena, *University of Queensland, Australia*

Sandeep Salunke, *Queensland University of Technology, Australia*

Microfoundations of a Dynamic Market Knowledge Capability

Rajiv Kashyap, *William Paterson University, USA*

Raza Mir, *William Paterson University, USA*

Shan Feng, *William Paterson University, USA*

Mike Chen-Ho Chao, *William Paterson University, USA*

Session 5H. Online Retailing

Room: PBlue19

Session Chair: Giang Trinh, *University of South Australia, Australia*

Has Loyalty to Online Grocery Retailers Declined?

Giang Trinh, *University of South Australia, Australia*

The Faster the Better? Delivery Time Preference for Online Shopping

Yi-Fen Liu, *National Kaohsiung First University of Science and Technology, Taiwan*

I-Ling Ling, *Kaohsiung Medical University, Taiwan*

“Can I Trust the Trustmark?” An Empirical Analysis of the Impact of Trustmarks on Online Retailer Websites in Germany

Corina Braun, *University of Basel, Switzerland*

Sven Tuzovic, *Queensland University of Technology, Australia*

Session 5I. **Food Decision-making**

Room: PRed08

Session Chair: Francine Rodier, *ESG UQAM, Canada*

**What Can We Do beyond Posting Calorie Counts?
Engaging Millennials through Sustainable Marketing
Efforts**

Juan Meng, *University of Georgia, USA*

Po-Lin Pan, *Arkansas State University, USA*

**Spillover Effects between Categories of Responsible Food
Products?**

Francine Rodier, *ESG UQAM, Canada*

Caroline Boivin, *Université de Sherbrooke, Canada*

Fabien Durif, *University of Quebec at Montreal, Canada*

Myriam Ertz, *University of Quebec at Montreal, Canada*

**Food Waste and Sales Promotion: State of the Art and
Research Agenda**

Maria-Eugenia Ruiz-Molina, *Universitat de Valencia, Spain*

Mariann Nemes, *Ministry of Agriculture, Hungary*

Irene Gil-Saura, *Universitat de Valencia, Spain*

**Hungry For Answers: Misperceptions Arising From
Sustainability Labeling**

Yoon-Na Cho, *Villanova University, USA*

Jiyoung Hwang, *University of North Carolina at Greensboro,
USA*

Session 5J. **Doctoral Colloquium 5: Engagement, Banking,
Autos and Pragmatism**

Room: PBlue15

Session Chair: John B. Ford, *Old Dominion University, USA*

**Engagement Mechanics in the Value Cocreation Process:
The Case of Gamification**

Thomas Leclercq, *Louvain School of Management, Belgium*

**The Role of Mediator in Customer-Firm Relations: Case of
Triple Deviation in Banking Sector**

Anna Mardumyan, *Jean Moulin Lyon 3 University, France*

**Connected Car Technology – An Empirical Study on
Future Development and Selected Concepts**

Moritz Joerling, *RWTH Aachen University, Germany*

Stefanie Paluch, *RWTH Aachen University, Germany*

**Using Pragmatist Philosophy in Consumer Research :
Influences and Prospects**

Adrien Bailly, *Université de Lorraine, France*

Loïc Comino, *Université de Lorraine, France*

Thursday, July 21, 10:30am – 11:00am

Refreshment Break

Room: PBlue45

Thursday, July 21, 11:00am – 12:30pm

**Session 6A. Special Session. Gazing into the Shadows:
Contemplating the Research Agenda for the Dark Side of
Brands and Branding**

Room: PRed01

Session Chairs: Chris Pullig, *Baylor University, USA*
Eva Kipnis, *Coventry University, UK*
Mike Breazeale, *Mississippi State University,
USA*

**The Dark Side of Branding and Consumer Coping
Strategies**

Arnold Japutra, *Tarumanagara University, Indonesia*
Yuksel Ekinci, *University of Reading, UK*

Darker Matters: Exploring the Dark Side of Branding

Ana Canhoto, *Oxford Brookes University, UK*
Sally Dibb, *Open University, UK*
Bang Nguyen, *East China University of Science and
Technology, China*
Lyndon Simkin, *Coventry University, UK*

**Towards a Counter-Branding Framework: Understanding
Branding in Wholesale Illicit Drug Supply Chains to
Dismantle Value of Illicit Brands**

Eva Kipnis, *Coventry University, UK*
Chris Pullig, *Baylor University, USA*
Gaye Bebek, *Coventry University, UK*

**Branding Destruction: Applying a Marketing Framework to
the Notoriety of Violent Extremist Organizations**

Mike Breazeale, *Mississippi State University, UK*
Gina Ligon, *University of Nebraska Omaha, USA*
Erin Pleggenkuhle-Miles, *University of Nebraska Omaha, USA*
Mackenzie Harms, *University of Nebraska Omaha, USA*
Samantha Woracek, *University of Nebraska Omaha, USA*

Session 6B. Darwinism in Marketing: Evolutions in Brand Management and Ownership Structure

Room: PBlue41

Session Chair: Marie-Eve Laporte, *IAE de Paris, France*

Linking Ownership Structure and Branding Strategy to Financial Performance and Stability: Case of French Wine Cooperatives

Sandra Challita, *University of Montpellier, France*

Philippe Aurier, *University of Montpellier, France*

Patrick Sentis, *University of Montpellier, France*

The Evolving Patterns of the Concept of Positioning Some Initial Findings

Charles Blankson, *University of North Texas, USA*

Bo Dai, *Georgia Southern University, USA*

The Brand Manager System Twenty Years after Low and Fullerton's Critical-historical Evaluation

Isabelle Aimé, *IPAG BS, France*

Fabienne Berger-Remy, *Sorbonne Business School, France*

Marie-Eve Laporte, *Sorbonne Business School, France*

Session 6C. Emotion and Self-Efficacy in Social Marketing

Room: PRed07

Session Chair: Sophie Lacoste-Badie, *University of Rennes 1, France*

The Effect of Consumers' Emotional States on the Interpretation of Information on Food Products

Khaled Aboulnasr, *Florida Gulf Coast University, USA*

Uncertainty and Satisfaction towards Functional Foods: Does Self Efficacy Make the Difference?

Aina Ravoniarison, *University Paris II, France*

Mathilde Gollety, *University Paris II, France*

'If only they Were more Careful: The Role of Counterfactuals and Emotions in Customer Coping with Health Service Failures

Jaywant Singh, *Kingston University London, UK*

Benedetta Crisafulli, *Cranfield University, UK*

The Impact of Gym Club Servicescape on Individual Behaviour: The Mediating Role of Emotional Response

Wei Xin Yap, *Sunway University Business School, Malaysia*

Derek Lai Teik Ong, *Sunway University Business School, Malaysia*

Session 6D. **Broadening the Horizons of Selling**

Room: PBlue20

Session Chair: Wendy Ritz, *Fayetteville State University, USA*

From the Dyad to the Service Ecosystem: Broadening and Building Theory in Sales

Nathaniel Hartmann, *University of Hawaii, USA*

Heiko Wieland, *California State University Monterey Bay, USA*

Stephen Vargo, *University of Hawaii, USA*

Problem-Augmentation in Services: Consumer Gratitude or Frustration?

Aphrodite Vlahos, *The University of Melbourne, Australia*

Liliana Bove, *The University of Melbourne, Australia*

Promoting Salesperson Relationship Behaviors through Coaching: New Evidence from China

Claudio Pousa, *Lakehead University, Canada*

Timothy Hardie, *Lakehead University, Canada*

Xiaodi Zhang, *Lakehead University, Canada*

Salesperson's Positive Organizational Behavior Capacities and their Influence on Customer Relationship Outcomes

Bruno Lussier, *HEC Montreal, Canada*

Nathaniel Hartmann, *University of Hawaii at Manoa, USA*

Session 6E. **Sponsorship - Sport and Fan Commitment**

Room: PBlue16

Session Chair: Pascale Quester, *University of Adelaide, Australia*

How Minority Status and Fan Commitment Affect Sponsorship Evaluation?

Marc Mazodier, *Hong Kong Baptist University, Hong Kong*

Conor Henderson, *University of Oregon, USA*

More Effective Sports Sponsorship – Combining and Integrating Key Resources and Capabilities of International Sports Events and their Major Sponsors

Ragnar Lund, *Stockholm University, Sweden*

Stephen A. Greyser, *Harvard Business School, USA*

Session 6F. **Research Design: Data Collection and Validation**

Room: PBlue18

Session Chair: Marko Sarstedt, *OVGU Magdeburg, Germany*

The Effect of Customer Surveys on Non-respondents' Attitudes and Behaviors

Kristina Schmidt, *Aston Business School, UK*

Walter Herzog, *WHU - Otto Beisheim School of Management, Germany*

Maik Hammerschmidt, *Georg-August-Universität Göttingen, Germany*

An Information Theoretic Approach to Assessing Asymmetrically Shared Relationships between Variables

Linda Golden, *University of Texas at Austin, USA*

Patrick Brockett, *University of Texas at Austin, USA*

Danae Manika, *Queen Mary, University of London, UK*

Theresa A. Kirchner, *Old Dominion University, USA*

Consumer Engagement—Metric or Mantra? Scale Development, Validation and Applicatio

Anne Mollen, *Cranfield School of Management, UK*

Hugh Wilson, *Cranfield School of Management, UK*

Emma Macdonald, *Cranfield School of Management, UK*

An Assessment of Decision Making Styles

Hilmi Atadil, *University of South Carolina, USA*

Ercan Sirakaya-Turk, *University of South Carolina, USA*

Alain Decrop, *University of Namur, Belgium*

Session 6G. **Social Media**

Room: PRed02

Session Chair: Paul Harrigan, *The University of Western Australia, Australia*

Customer Engagement with Tourism Brands on Social Media

Paul Harrigan, *The University of Western Australia, Australia*

Uwana Evers, *The University of Western Australia, Australia*

Morgan Miles, *University of Canterbury, New Zealand*

Timothy Daly, *United Arab Emirates University, UAE*

“(Don’t You) Wish You Were Here?”: Narcissism, Envy And Sharing Of Travel Photos Through Social Media

David Taylor, *Sacred Heart University, USA*

Social Media and Tourism: The Case of E-complaints on TripAdvisor

Teresa Fernandes, *University of Porto, Portugal*

Filipa Fernandes, *University of Porto, Portugal*

Session 6H. **Shopping Experience**

Room: PBlue19

Session Chair: Christopher Lee, *Temple University, USA*

Scarce for me and Popular for Others: The Impact of Scarcity vs. Popularity Cues on Self vs. Other Decision-making

Christopher Lee, *Temple University, USA*

Laurie Wu, *Temple University, USA*

Perceived Scarcity and Shelf Organisation: A Case of Luxury Chocolate

Siobhan Hatton-Jones, *Curtin University, Australia*

Min Teah, *Curtin University, Australia*

Isaac Cheah, *Curtin University, Australia*

Ian Phau, *Curtin University, Australia*

The Memory of the Shopping Experience: Scale Development and Validation

Michaël Flacandji, *University of Burgundy, France*

The In-store Location of Promotional Displays Can Alter Shoppers' Attention and Buying Decisions

Gunnar Mau, *University of Siegen, Shoppermetrics GmbH & Co. KG, Germany*

Markus Schweizer, *Migros Aare, Switzerland*

Sascha Steinmann, *Saarland University, Germany*

Hanna Schramm-Klein, *University of Siegen, Germany*

Session 6I. Customer Engagement, Attachment and Identification

Room: PRed08

Session Chair: Christine Gonzalez, *Université du Maine, France*

The Development of a Fan-Relationship-Management-Framework

Paul Huiszoon, *Université Claude Bernard Lyon-1, France*

Guillaume Martinent, *Université Claude Bernard Lyon-1, France*

Guillaume Bodet, *Université Claude Bernard Lyon-1, France*

Exploring Consumer Attachment Predispositions and their Behavioral Effects

Heike Leitold, *University of Graz, Austria*

Thomas Foscht, *University of Graz, Austria*

Marion Brandstaetter, *Karl-Franzens-University Graz, Austria*

Exploring the Dynamics of Antecedents to Customer Identification with a Service Firm

Min-Hsin Huang, *National Sun Yat-Sen University, Taiwan*

Zhao-Hong Cheng, *National Sun Yat-Sen University, Taiwan*

I-Chun Chen, *National Sun Yat-Sen University, Taiwan*

"Who Are the Gift Receivers? A Dynamic Gift Giving Network"

Ines Branco-Illodo, *Nottingham Business School, UK*

Teresa Heath, *University of Nottingham, UK*

Caroline Tynan, *University of Nottingham, UK*

Session 6J. Doctoral Colloquium Special Panel Session: The Bumpy Road to Academia. Difficulties, Challenges, and Concerns Doctorate Students Face in the USA and Beyond

Room: PBlue15

Session Chair: David Ortinau, *University of South Florida, USA*

Panelists:

Nina Krey, *LA Tech University, USA*

Felipe Pantoja, *NEOMA Business School, France*

David Ortinau, *University of South Florida, USA*

Renaud Frazer, *University of Lorraine, France*

Session 6K. Emotions and Decision Making

Room: PBlue17

Session Chair: Gillian Sullivan-Mort, *La Trobe University, Australia*

Consumer Guilt, Online Resale, and Purchase Intention

Hsunchi Chu, *Commerce Development and Research Institute, Taiwan*

A Literature Review of Ambivalence in Consumer Research

Jenni Sipila, *Lappeenranta University of Technology, Finland*

Sanna Sundqvist, *Lappeenranta University of Technology, Finland*

Anssi Tarkiainen, *Lappeenranta University of Technology, Finland*

Sustainability Living: Role of Emotions

Menuka Jayaratne, *Latrobe University, Australia*

Gillian Sullivan Mort, *Latrobe University, Australia*

Clare D'Souza, *Latrobe University, Australia*

The Emotional Side of Discount

Fanny Paris, *IAE Tours, France*

Thursday, July 21, 12:45 – 02:45 pm

AMS WMC Recognition Luncheon

Room: CNIT, La Defense

Thursday, July 21, 03:00 – 04:30 pm

Session 7A. Special Session. Meet with International Journal Editorial Reviewers: The Difficulties and Issues that Create a Rejection Assessment in the Journal Review Process

Room: PRed01

Session chair: David J. Ortinau, *University of South Florida, USA*

Panelists:

David J. Ortinau, *University of South Florida, USA*

Aviv Shoham, *University of Haifa and Mishmar Haemek, Israel*

Barry J. Babin, *Louisiana Tech University, USA*

Mitch Griffin, *Bradley University, USA*

Session 7B. Assessing Brand Origins: From Where and Whom Brands Are Created

Room: PBlue41

Session Chair: Julie Moulard, *Louisiana Tech University, USA*

Sojourners' Brand Origin Recognition Accuracy: The Role of Cosmopolitanism and Place Attachment

Abhirarm Chandrasen, *Lancaster University, UK*

Ahmad Daryanto, *Lancaster University, UK*

Nicholas Alexander, *Lancaster University, UK*

The Effect of Brand Heritage on Brand Trust, Brand Equity and Brand's Perceived Innovativeness: An Exploratory Research

Anthony Moussa, *IAE Aix-en-Provence, France*

Virginie De Barnier, *IAE Aix-en-Provence, France*

An Exploration of the Perception of Brand Management and Marketing in Craftsmanship

Jonathan D ez cot, *Universit  du Maine, France*

Nathalie Fleck, *Universit  du Maine, France*

Session 7C. The Role of Others in Understanding Online Behavior

Room: PRed07

Session Chair: Christophe Benavent, *University of Paris-West, France*

Five-star Reviews: How Do Incentivized Product Reviews Impact Sales

Maria Petrescu, *Nova Southeastern University, USA*

Kathleen O'Leary, *Nova Southeastern University, USA*

Deborah Goldring, *Stetson University, USA*

Selima Ben Mrad, *Nova Southeastern University, USA*

The Moderating Effect of Blogger Social Influence on Loyalty toward the Blog and the Brands Featured

Beñat Urrutikoetxea Arrieta, *University of Granada, Spain*

Ana Isabel Polo Peña, *University of Granada, Spain*

Cinta Martínez Medina, *University of Granada, Spain*

Consumer's Online Contents Sharing Behavior

Jiyoung Hwang, *University of North Carolina at Greensboro, USA*

Yoon-Na Cho, *Villanova University, USA*

Message and Source Characteristics as Drivers of Digital Review Persuasiveness: Does Cultural Context Play a Role?

Iryna Pentina, *U Toledo, USA*

Oksana Basmanova, *People's Ukrainian Academy, Ukraine*

David Taylor, *Sacred Heart University, USA*

Session 7D. **[this session has been canceled]**

Session 7E. Sponsorship

Room: PBlue16

Session Chair: Bettina Cornwell, *University of Oregon, USA*

Does Alcohol Sponsorship in Sports Video Games Influence Alcohol Consumption?

Sarah Kelly, *University of Queensland, Australia*

Michael Ireland, *University of Southern Queensland, Australia*

Harley Williamson, *University of Queensland, Australia*

John Mangan, *University of Queensland, Australia*

Nature and Consequences of Social Media-based Anti-brand Activism Against Sponsors and Investors of Sport Teams

Bastian Popp, *University of Bayreuth, Germany*

Chris Horbel, *University of Southern Denmark, Denmark*

Claas Christian Germelmann, *University of Bayreuth, Germany*

Drivers of Employees' Organizational Identification and Commitment in the Context of Sponsorship

Katharina Hofer, *Johannes Kepler University Linz, Austria*

Reinhard Grohs, *Seeburg Castle University, Austria*

Session 7F. Possessions and Consumer Attitudes

Room: PBlue18

Session Chair: Stuart Van Auken, *Florida Gulf Coast University, USA*

The Meaning of Owning a Home to Buyers of Luxury Properties and Beneficiaries of the Minha Casa Minha Vida Program: A Comparative Study

Cristina Silva, *Universidade Fumec, Brazil*

José Marcos Mesquita, *Universidade Fumec, Brazil*

Exploring Thought Processing Similarity between Chinese Future Elites and American College Students on Validated Attitudinal Constructs

Stuart Van Auken, *Florida Gulf Coast University, USA*

William Ritchie, *James Madison university, USA*

Ludmilla Gricenko Wells, *Florida Gulf Coast University, USA*

Daniel Borgia, *University of Idaho, USA*

Session 7G. Mobile, Blogs & Websites : New Communication Tools for Fashion

Room: PRed02

Session Chair: Girish Prayag, *University of Canterbury, New Zealand*

Dimensionality of Consumer Engagement in Fashion Blogs

Katie Henderson, *University of Canterbury, New Zealand*

Girish Prayag, *University of Canterbury, New Zealand*

Sussie Morrish, *University of Canterbury, New Zealand*

Winning over customers with mobile: a fashion industry case study

Manon Arcand, *Université du Québec à Montréal, Canada*

David Pauzé, *Université du Québec à Montréal, Canada*

Luxury Fashion Retailers and Consumers' Perceptions of Luxury Fashion Websites

Jung-Hwan Kim, *University of South Carolina, USA*

Minjeong Kim, *Indiana University @ Bloomington, USA*

Consumer Brand Relationship in the Age of Instagram

Gwarlann De Kerviler, *IÉSEG School of Management, France*

Alice Audrezet, *ISG, France*

Emmanuelle Suprin, *IÉSEG School of Management, France*

Session 7H. Management and Strategies

Room: PBlue19

Session Chair: Françoise Simon, *EM Strasbourg Business School, France*

The Influence of Branded Stories within a Store

Vishag A Badrinarayanan, *Texas State University, USA*

Enrique P Becerra, *Texas State University, USA*

Does the Presentation of Comparative Prices Matter?

Shan Feng, *William Paterson University, USA*

Mike Chen-Ho Chao, *William Paterson University, USA*

Rajneesh Suri, *Drexel University, USA*

Rajiv Kashyap, *William Paterson University, USA*

Consumer Bargaining Prevalence in Germany and the Effect of Conflict Management Preferences

Timothy M. Daly, *United Arab Emirates University, UAE*

Julie Lee, *University of Western Australia, Australia*

Geoffrey Soutar, *University of Western Australia, Australia*

Sarah Rasmi, *United Arab Emirates University, UAE*

A Typology of Decliners of No Junk Mail Stickers

Françoise Simon, *EM Strasbourg Business School, France*

Session 7I. Decisions and Choice

Room: PRed08

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

A Critique on Modelling of Consumers' Choice Decisions

Zoltan Veres, *Pannon University, Hungary*

Tamas Tarjan, *BBS, Hungary*

To Switch or Not? Analyzing the Question for Consumers in Turkish Mobile Telecommunications

Gonca Ulubaşoğlu, *Istanbul Technical University, Turkey*

Meltem Senel, *Istanbul Technical University, Turkey*

Şebnem Burnaz, *Istanbul Technical University, Turkey*

Incumbent versus Newcomer Advantages: A Fundamental Motives Explanation

Even Lanseng, *BI Norwegian Business School, Norway*

Examining the "Decoy" Effect in Substitute and Related Products: Evidence from Chile

Rodrigo Uribe, *Business School, Universidad de Chile, Chile*

Enrique Manzur, *School of Business, Universidad de Chile, Chile*

Maximiliano Werner, *Universidad de Chile, Chile*

Session 7J. Strategic Issues in Tourism

Room: PBlue15

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

Interactive Gaps in Teleological Service Encounters

Goran Svensson, *Oslo School of Management, Norway*

Carmen Padin, *Vigo University, Spain*

Bridging the gap - the web scorecard as a holistic instrument for performance measurement and strategic management of online activities of media companies

Julia Heigl, *Baden-Wuerttemberg Cooperative State University Stuttgart, Germany*

Frederik Schröder, *Südwestrundfunk Stuttgart, Germany*

@DMOs Promote Hotel Occupancy in Tourist Destinations

Enrique Bigne, *University of Valencia, Spain*

Luisa Andreu, *University of Valencia, Spain*

Enrique Oltra, *University of Valencia, Spain*

THURSDAY, 03:00 – 04:30 PM

Market Knowledge of the Travel Industry from the Market Orientation and Knowledge-based View: A Case of Two Taiwanese Travel Agencies

Kuan-Yang Chen, *Lunghwa University of Science and Technology, Taiwan*

Cheng-Fei Lee, Shih Chien University, Taiwan

Chia Ling Chang, National Central University, Taiwan

Ya-Ting You, *Lunghwa University of Science and Technology, Taiwan*

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

Cultural Activities

If you have registered for these in advance, you will have information in your delegate booklet on how to get there – or ask the WMC information desk.

DAILY HIGHLIGHTS • Friday, July 22, 2016

09:00 – 12:00 pm	Registration, La Grande Arche Reception
09:00 – 10:30 am	Sessions 8A to 8K
10:30 – 11:00 am	Refreshment Break, Room: PBlue45
11:00am – 12:30pm	Sessions 9A to 9K
12:30 – 02:00 pm	Picnic lunch – Lunchbox to be collected from PBlue45
02:00 – 03:30 pm	Sessions 10A to 10J
03:30 – 04:00 pm	Refreshment Break, Room: PBlue45
04:00 – 05:30 pm	Sessions 11A to 11K
07:45 – 12:00 am	Gala Dinner, Cruise on the Seine, Departure

Friday, July 22, 09:00 – 10:30 am**Session 8A. Special Session. Social Marketing - RAM Special Issue**

Room: PRed01

Session Chair: Adilson Borges, *Neoma Business School, France***Helping Consumers to Change their Financial Behaviour: Contributions of a Multiphase Model**Francis Salerno, *IAE-University of Lille 1, France*Amira Berriche, *IAE-University of Lille 1, France*Dominique Crié, *IAE-University of Lille 1, France*Annabel Martin, *IAE-University of Lille 1, France***A Proposed Integrated Model of Resistance to Anti-smoking Messages**Marie-Laure Mourre, *Institut Supérieur de Gestion, France*Patricia Gurviez, *Université Paris-Saclay, France***Responsible Tourist Behaviour: The Role of Social Engagement**Mbaye Fall Diallo, *Skéma Business School, France*Fatou Diop-Sall, *Université Cheikh Anta Diop de Dakar, Sénégal*Erick Leroux, *Université de Paris, France*Pierre Valette-Florence, *IAE de Grenoble, France*

Effects of Message Framing on Intentions Towards the PAP Test: Moderation by the Objective of the Recommended Behavior, Mediated by the Valence of Mental Imagery

Laurie Balbo, *Montpellier Business School, France*

Marie-Laure Gavard-Perret, *Grenoble Alpes University, France*

Session 8B. Consumer Responses to Brand Strategies

Room: PBlue41

Session Chair: Nathalie Fleck, *University of Maine, France*

Brand Association Patterns Driving High Brand Strength

Oliver Koll, *School of Management, University of Innsbruck, Austria*

Hans Mühlbacher, *International University of Monaco, Monaco*

Karine Raies, *INSEEC Business School, France*

Reinhard Grohs, *Private University Seeburg Castle, Austria*

It is not the Awareness but the Familiarity! Revisiting Private Labels Brand Equity

Carmen Abril, *Complutense University, Spain*

Belen Rodriguez-Canovas, *Complutense University, Spain*

The Impacts of Dialectical Thinking and Perceived Fit between Brand Personalities on Cobrand Evaluations

Weisha Wang, *University of Southampton, UK*

Impact of Alignability and Size on Brand Lines and Line Extension Performance: Empirical Evidence

Philippe Aurier, *University of Montpellier, France*

Victor Mejia, *University of Nice, France*

Session 8C. Aspects of the Online Retail Experience

Room: PRed07

Session Chair: Paul Ballantine, *University of Canterbury, New Zealand*

The Distribution of Monastic Products: The Online Merchant Space, a Potential to Extend Physical Place Attachment.

Sophie Morin-Delem, *Université Paris-Sud, France*

Marie-Catherine Paquier, *Novancia Business School, France*

Comparing Customer Experiences and Usage Intentions Regarding Peer-to-peer Sharing Platforms with Conventional Online Booking Websites: The Role of Social, Hedonic and Functional Values

Dorothea Schaffner, *Lucerne University of Applied Sciences and Arts, Switzerland*

Dominik Georgi, *Lucerne University of Applied Sciences and Arts, Switzerland*

Esther Federspiel, *University of Basel, Switzerland*

What does Regulatory Fit have to Do with the Online Customer's Decision-making Process?

Abdul Ashraf, *NEOMA Business School, France*

Narongsak Thongpapanl, *Brock University, Canada*

Session 8D. Salesperson Effectiveness

Room: PBlue20

Session Chair: William Locander, *Loyola University New Orleans, USA*

Examining Negotiation Strategies in the B2C Context: Consumer Persuasion Knowledge vs. Seller Negotiation Techniques

Lauren Beitelspacher, *Babson College, USA*

Yvette Holmes, *University of Houston Downtown, USA*

Brian Hochstein, *Florida State University, USA*

Willy Bolander, *Florida State University, USA*

The Role of Reseller's Salespeople in Price Setting within Firms

Uchenna Uzo, *Lagos Business School, Nigeria*

Chris Ogbechie, *Lagos Business School, Nigeria*

Session 8E. The Geography of Advertising: Of Languages, Places, and Dimensionality

Room: PBlue16

Session Chair: Laurie Babin, *University of Louisiana -Monroe, USA*

Antecedents of the Intention to Use Location-Based Advertising: Advertising Value, Privacy Concerns, and the Role of Brand Trust

Michael Schade, *University of Bremen, Germany*

Rico Piehler, *University of Bremen, Germany*

Claudius Warwitz, *University of Bremen, Germany*

Christoph Burmann, *University of Bremen, Germany*

Memory of Brand Placements in 2D, 3D and 4D Movie Clips

Ralf Terlutter, *Alpen-Adria University Klagenfurt, Austria*

Sandra Diehl, *Alpen-Adria University Klagenfurt, Austria*

Isabell Koinig, *Alpen-Adria University Klagenfurt, Austria*

Martin K.J. Waiguny, *Auckland University of Technology, New Zealand*

Session 8F. Innovativeness Across Social Class

Room: PBlue18

Session Chair: Mirella Yani-De-Soriano, *Cardiff University, UK*

Antecedents of Adoption of Pro-poor Innovations in the Bottom of Pyramid: An Empirical Comparison of Key Innovation Adoption Models

Md Rajibul Hasan, *Kent Business School, UK*

Ben Lowe, *Kent Business School, UK*

Dan Petrovici, *Kent Business School, UK*

The Varied Impacts of Impulsivity and Situation Factors on Impulse Buying in Emerging Markets

Sarah Hong Xiao, *Durham University Business School, UK*

Michael Nicholson, *Durham University Business School, UK*

Gopalkrishnan R. Iyer, *Florida Atlantic University, USA*

Business Groups in Emerging Markets

Aditya Gupta, *University of Nebraska-Lincoln, USA*

Ravipreet Sohi, *University of Nebraska-Lincoln, USA*

Session 8G. Innovation Technology and New Customer Experiences in Luxury and Fashion

Room: PRed02

Session Chair: Patsy Perry, *The University of Manchester, UK*

Fashion Tech Adoption by Micro Fashion Retailers: An Innovation Pipeline Analysis of Technology Transfer from Academia to Business

Patsy Perry, *The University of Manchester, UK*

Kathryn Waite, *Heriot-Watt University, UK*

Understanding Luxury Experiences within the Lifeworlds of Millennials

Sally McKechnie, *University of Nottingham, UK*

Adriana Rodriguez Valdez, *University of Nottingham, UK*

Examination of Students' Acceptance and Usage of the Sourcing Simulator in an Advanced-level Fashion Merchandising Class

Ui-Jeen Yu, *Illinois State University, USA*

Session 8H. Leisure Shopping

Room: PBlue19

Session Chair: Herbert Castéran, *EM Strasbourg, France*

Same Context, Same Experience? A Latent Class Segmentation of Strasbourg Christmas Market Visitors Based on the Dimensions of the Visit Experience

Herbert Castéran, *EM Strasbourg, France*

Claire Roederer, *EM Strasbourg, France*

A Study on Souvenir Purchase Behavior of Sports Tourists

Chia-Ming Chang, *National Chiayi University, Taiwan*

Hsiu-Chin Huang, *Tatung Institute of Technology, Taiwan*

Huey-Hong Hsieh, *Taiwan Shoufu University, Taiwan*

Chun Chen, *National Chiayi University, Taiwan*

Session 8I. Consumers' Responses to CSR

Room: PRed08

Session Chair: Nathalie Demoulin, *IÉSEG School of Management, France*

Attributions Mediate the Relationship of CSR Elements with Consumer Responses

Athanasios Krystallis, *Aarhus University, Denmark*

Zaharia Vlad, *Aarhus University, Denmark*

Studying Brand/Label Alliances: Proposition of a Model of Value Transfer

Maud Damperat, *Grenoble Institute of Technology, France*

Eline Jongmans, *University Grenoble Alpes, France*

Ping Lei, *INSEEC Business School, France*

Florence Jeannot, *INSEEC Business School, France*

Alain Jolibert, *INSEEC Business School, France*

The Moderating Effect of Store Category on the Relationship Between Corporate Social Responsibility and Customer Buying Intention

Zhi Pei, *Texas A&M University-Commerce, USA*

Ruiliang Yan, *Texas A&M University-Commerce, USA*

Chris Myers, *Texas A&M University-Commerce, USA*

FRIDAY, 09:00 – 10:30 AM

Session 8J. **Distance, Uncertainty, and Impulse**

Room: PBlue15

Session Chair: Luis Varotto, *Nove de Julho University, Brazil*

How to Communicate Uncertain Information Towards Clients as a Professional Service Provider: The Role of Uncertainty Disclosure and Communication Style

Daniel G. Maar, *University of Passau, Germany*

Dirk Totzek, *University of Passau, Germany*

Franchisor-Franchisee Relationship Quality and Performance: Influence of Personality Traits

Luis Varotto, *Nove de Julho University, Brazil*

Juracy Parente, *FGV-EAESP, Brazil*

Evandro Lopes, *Nove de Julho University and Federal University of Sao Paulo, Brazil*

Service Environment and Impulsive Gambling

Catherine Prentice, *Swinburne University, Australia*

Anthony Ipkim Wong, *Institute for Tourism Studies, Macao*

Session 8K. **The Social Dimension of Decision Making**

Room: PBlue17

Session Chair: Laure Lavorata, *University of Reims Champagne Ardenne, France*

Feeding the 5000: The Value of Shared Objects as a Function of the Number of People Shared with

Bart Claus, *IÉSEG School of Management, France*

Can Power Determine Donation

Saad Alhoqail, *Alfaisal University, Saudi Arabia*

Food Waste and Consumption: Consumer Representations and Consequences for their Behavior

Laure Lavorata, *University of Reims Champagne Ardenne, France*

Ophélie Mugel, *University of Paris-Est, France*

Friday, July 22, 10:30 – 11:00 am

Refreshment Break

Room: PBlue45

Friday, July 22, 11:00 am – 12:30 pm

**Session 9A. Special Session. Marketing & Technology:
Insights and Future Directions from Italy**

Room: PRed01

Session Chair: Daniele Dalli, *University of Pisa, Italy*

**Who is the Social Coupon Shopper? Understanding the
Drivers of Social Coupon Adoption**

Marco Ieva, *University of Parma, Italy*

Francesca De Canio, *University of Parma, Italy*

Cristina Ziliani, *University of Ferrara, Italy*

Telemedicine Innovation Service: The New Role of Patient

Alessandra Tzannis, *Catholic University of Milan, Italy*

Chiara Cantù, *Catholic University of Milan, Italy*

**Sharing Extreme Opinions about Controversial Topics:
The Moderating Role of Online Communication Platform**

Vito Tassiello, *University of Bari, Italy*

Matteo De Angelis, *LUISS, Italy*

Cesare Amatulli, *LUISS, Italy*

Michele Costabile, *LUISS, Italy*

Frustrated Consumers and the Power of Web Communities

Nicoletta Buratti, *University of Genoa, Italy*

Giorgia Profumo, *University of Genoa, Italy*

**Session 9B. Innovation and Competitive Advantage in B2B
Contexts**

Room: PBlue41

Session Chair: Doug Amyx, *Louisiana Tech University, USA*

**The Counterintuitive Influence of Buyer-Supplier
Relationships on Disruptive Technology Adoption**

Michael Obal, *University of Massachusetts Lowell, USA*

The Impact of Supplier Orientation on Firm Innovativeness

Abdullah Aljafari, *Qatar University, Qatar*

Fernando Jimenez, *University of Texas at El Paso, USA*

Gary Frankwick, *University of Texas at El Paso, USA*

**Why and When Do Firm-customer Relationships Lead to
Competitive Advantage?**

Alexander Haas, *Giessen University, Germany*

Nina Stuebiger, *Giessen University, Germany*

Session 9C. **Communication, Information, and Identity**

Room: PRed07

Session Chair: Christopher Lee, *Temple University, USA*

The Subjective Journalist: Exploring Bias in Marketing Communication Using Language Cues

Christopher Lee, *Temple University, USA*

Bradley Fay, *Temple University, USA*

Involvement Moderates the Relationship between Evaluability and Online Information Seeking Behavior

Gilmar Casalinho, *UFRGS and HEC Montréal, Brazil*

Antonio Maçada, *UFRGS, Brazil*

Web Communication Strategy and University Public Engagement

Vittoria Marino, *University of Salerno, Italy*

Letizia Lo Presti, *University of Salerno, Italy*

Proposal of a Digital identity Scale

Romain Sohier, *IAE de Caen Basse-Normandie, France*

Joël Brée, *IAE de Caen Basse-Normandie ; ESCCA, France*

Session 9D. **Behavioral Aspects of Selling**

Room: PBlue20

Session Chair: Mark Johnston, *Rollins College, USA*

The Accidental Salesperson: Can Inexperienced Sales Professionals Get Lucky Without Working Smart or Hard?

Joël Le Bon, *University of Houston, USA*

Do Mobile Technology Tools Reduce Job Stress Among Salespeople?

Rocio Rodriguez, *Murcia University, Spain*

Sergio Román, *Murcia University, Spain*

The Effects of Subjective Well-being on Salesperson's Positive-Selling Behaviours: Exploring the Moderating Role of Organisational Identification

Teidorlang Lyngdoh, *IIM Kozhikode, India*

Sridhar Guda, *IIM Kozhikode, India*

Session 9E. The Inbetweeners: Mixed Emotions, Reactance, and Advertising Skepticism in Advertising

Room: PBlue16

Session Chair: Laurie Babin, *University of Louisiana, USA*

Consumer Reactance after Contact with Comparative Advertising – The Role of Independent Test Results and Predestination to Show State Reactance

Silke Bambauer-Sachse, *University of Fribourg, Switzerland*

Priska Heinze, *University of Fribourg, Switzerland*

The Mediating Role of Third-Person Perceptions in Consumers' Response to Celebrity Endorsed Advertising

Po-Lin Pan, *Arkansas State University, USA*

Juan Meng, *University of Georgia, USA*

Mixed Emotions in TV Advertisements Are not so Bad

Cécile Colin, *University of Rennes 1, France*

Olivier Droulers, *University of Rennes 1, France*

Session 9F. Consumption Affected by Cultural Transformation

Room: PBlue18

Session Chair: Gregory Kivenzor, *University of Connecticut, USA*

Hedonic Motivations vs. Economic Pains: Consumption Choices in Emerging Markets

Gregory Kivenzor, *University of Connecticut, USA*

Dual personal culture values, dual attitudes towards purchase consequences, and green consumption commitment: Evidence from Vietnam

Angelina Nhat Hanh Le, *University of Economics HCMC, Vietnam*

Julian Ming-Sung Cheng, *National Central University, Taiwan*

Dong Phong Nguyen, *University of Economics HCMC, Vietnam*

Mai Dong Tran, *University of Economics HCMC, Vietnam*

The Cultural Transformation of Emerging Markets

Intekhab Alam, *State University of New York, USA*

Session 9G. Branding Strategies in Fashion and Luxury

Room: PRed02

Session Chair: Anwar Sadat Shimul, *Curtin University, Australia*

Luxury Brand Attachment: Conceptualisation and Research Propositions

Anwar Sadat Shimul, *Curtin University, Australia*

Michael Lwin, *Curtin University, Australia*

Ian Phau, *Curtin University, Australia*

The Roles of Brand Addiction in Achieving Appearance Esteem and Life Happiness in Fashion Consumption

Mona Mrad, *Lebanese American University, Lebanon*

Charles Chi Cui, *The University of Manchester, UK*

What Are the Y-Generation Consumers' Motivations for Consuming and Purchasing Luxury Goods?

Corine Cohen, *IUM, Monaco*

Anna Luostarinen, *IUM, Monaco*

Purchase Intention toward Luxury Fashion Brands from the Social Comparison Perspective

Hyo Jin Eom, *University of Georgia, USA*

Yoo-Kyoung Seock, *University of Georgia, USA*

Session 9H. Electronic Word-of-Mouth (e-WOM) and Consumer Influence in Social Media

Room: PBlue19

Session Chair: Andrew Rohm, *Loyola Marymount University, USA*

Understanding the Effect of Visualized Stories in Consumer Photos on Word-of-mouth on Social Media Sites

Stefania Farace, *Maastricht University, Netherlands*

Tom van Laer, *Cass Business School, UK*

Ko de Ruyter, *Maastricht University, Netherlands*

Martin Wetzels, *Maastricht University, Netherlands*

Word of Photo: An Experimental Investigation of the Relationship between Sharing Product-Related Photo and Communicators' Loyalty

Cheng-Hsi Fang, *Chien Hsin University of Science and Technology, Taiwan*

Yu Hsiang Lin, *Chinese Culture University, Taiwan*

Cultural Values and Their Impact on Electronic Word-of-Mouth (eWOM) Behavior

Anh Dang, *Old Dominion University, USA*

Girish Sreevatsan Nandakumar, *Old Dominion University, USA*

Using Social Media to Create Customer Value through Immersive and Satisfying Interactions

Andrew Rohm, *Loyola Marymount University, USA*

Velitchka Kaltcheva, *Loyola Marymount University, USA*

Mitchell Hamilton, *Loyola Marymount University, USA*

Session 9I. CSR and Corporate Social Irresponsibility

Room: PRed08

Session Chair: Jean-François Toti, *Aix-Marseille University, France*

Corporate Social Responsibility and Irresponsibility: How Do Consumers React to Ambivalent CSR Information? Application in the Retailing Sector

Valérie Swaen, *Université Catholique de Louvain, Belgium and IÉSEG School of Management, France*

Nathalie Demoulin, *IÉSEG School of Management, France*

Véronique Pauwels-Delassus, *IÉSEG School of Management, France*

Consumers' Response to Negative Corporate Social Responsibility Event: The Perspective of Construal Level Theory

Aihwa Chang, *National Chengchi University, Taiwan*

Timmy Tseng, *National Chengchi University, Taiwan*

Pei-Ju Tung, *National Chengchi University, Taiwan*

Ambivalence Attitudes toward Green Products and the Moderating Role of Green Advertisement

Hsin-Hui Sunny Hu, *Ming Chuan University, Taiwan*

Hsin-Yi Hu, *National Cheng-Chi University, Taiwan*

H.G. Parsa, *University of Denver, USA*

FRIDAY, 11:00 AM – 12:30 PM

Session 9J. **Branding and Destination Image**

Room: PBlue15

Session Chair: Catherine Prentice, *Swinburne University, Australia*

Developing the Food Product Indexical-iconic Authenticity Scale

Sean Lee, *Curtin University, Australia*

Vanessa Quintal, *Curtin University, Australia*

Ian Phau, *Curtin University, Australia*

Not Just Incredible, Positioning India as a “House of Brands”

Gurpreet Kour, *MICA, India*

Tinu Jain, *IIM Calcutta, India*

A Multilevel Investigation on Casino Service, Branding, and Impulsive Gambling

Catherine Prentice, *Swinburne University, Australia*

Anthony Wong, *Institute for Tourism Studies, China*

Session 9K. **Decision Making and the Self**

Room: PBlue17

Session Chair: Patrice Cottet, *Reims University, France*

Consumers' Regulatory Orientation Scale: A Preliminary Test of its Validity

Patrice Cottet, *Reims University, France*

Jean-Marc Ferrandi, *Oniris, France*

Marie-Christine Lichtlé, *Montpellier 1 University, France*

Véronique Plichon, *François-Rabelais Tours University, France*

The Tree is Mine, the Forest isn't: The Construal Level of Possessions

Bart Claus, *IÉSEG School of Management, France*

Luk Warlop, *KU Leuven, Belgium*

Conformity to sex-typed Design in Modern Society

Frank Huber, *Johannes Gutenberg-University, Germany*

Kerstin Strieder, *Johannes Gutenberg-University, Germany*

Friday, July 22, 12:30 – 02:00 pm

Picnic lunch – Lunchbox to be collected from PBlue45.

Consult the 'picnic spots' map in your delegate bag for picnic areas around the Grande Arche.

Friday, July 22, 02:00 – 03:30 pm

Session 10A. Special Session. The Effectiveness of Comparative Advertising

Room: PRed01

Session Chair: Dan Petrovici, *University of Kent, UK*

The Effectiveness of Comparative Advertising: The Role of Consumer Motivation and Familiarity

Dan A. Petrovici, *University of Kent, UK*

John Ford, *University of Old Dominion University, USA*

Jeryl Whitelock, *University of Bradford, UK*

Jean-Luc Herrmann, *University of Loraine, France*

Christian Dianoux, *University of Loraine, France*

The Effectiveness of Comparative Advertising

Fred Beard, *University of Oklahoma, USA*

A Cross-cultural Analysis of How Comparative Advertising Works in Online Media Delivery

Salvador Del Barrio Garcia, *University of Granada, Spain*

Linda L. Golden, *University of Texas at Austin, USA*

Session 10B. Business to Business Buyer-Seller Interface

Room: PBlue41

Session Chair: Michael Obal, *University of Massachusetts Lowell, USA*

Individual Characteristics Influencing B2B Salesperson Deviance: A Structured Abstract

Mahmoud Darrat, *Auburn University, USA*

Doug Amyx, *Louisiana Tech University, USA*

Barry Babin, *Louisiana Tech University, USA*

The Dynamics Between Value Co-Creation and Value Co-Destruction in Business Service Networks

Chavi C-Y Fletcher-Chen, *IÉSEG School of Management, France*

Loïc Plé, *IÉSEG School of Management, France*

Xia Zhu, *Sheffield Business School, UK*

Preserving the Supplier-OEM Relationship under Price Pressure

R. Mohan Pisharodi, *Oakland University, USA*

John Henke Jr, *Oakland University, USA*

Ravi Parameswaran, *Oakland University, USA*

Session 10C. **Social Media and Online Communities**

Room: PRed07

Session Chair: Brendan Keegan, *Manchester Metropolitan University, UK*

Creating Brand Performance with Social Media

Wolfgang Weitzl, *University of Vienna, Austria*

Ardion Beldad, *University of Twente, Netherlands*

Sabine Einwiller, *University of Vienna, Austria*

Robert Zniva, *WU Vienna, Austria*

Co-creation in Social Media Marketing Strategy: Re-evaluating the Agency-client Relationship

Brendan Keegan, *Manchester Metropolitan University, UK*

Jenny Rowley, *Manchester Metropolitan University, UK*

Structural Influences on Online Contribution Behaviours

Qunying Huo, *Open University ESCR, France*

Adrian Palmer, *Keele Management School, UK*

Session 10D. **Consumer Perceptions in the Food and Beverage Industries**

Room: PBlue20

Session Chair: Dipayan Biswas, *University of South Florida, USA*

Champagne and Sensory Cues: The Influence of Haptic Sensations on Alcohol Induced Hedonic Feelings

Dipayan Biswas, *University of South Florida, USA*

Adilson Borges, *NEOMA, France*

Courtney Szocs, *Portland State University, USA*

The Sensory Features of Packaging and its Effects on Product Perception

Bruno Ferreira, *Instituto Politécnico de Viseu, Portugal*

Organic Products in Food Retailing: Explaining Consumer Behaviour with Household Panel Data

Michael Hundt, *University of Hagen, Germany*

Session 10E. **Children and Consumption**

Room: PBlue16

Session Chair: Claude Pecheux, *Catholic University of Louvain, Belgium*

Young Children's Digital Socialization: Which Stakes, which Motives and Barriers for the Family?

Pascale Ezan, *Havre University, France*

Mathilde Gollety, *Paris II University, France*

Valérie Hémar-Nicolas, *Paris Sud University, France*

The Influence of Sport Practice in Federal French Sports Clubs on the Sensibility of Children to Values and Healthy Lifestyle: A Qualitative Exploratory Study

Ghada Khaled Ahmad Ibrahim, *University of Caen Basse Normandie, France*

Joël Bree, IAE of Caen, *University of Caen Basse Normandie, France*

Maya Naja, *Lebanese University, Lebanon*

Visual Cues on Products to Induce Healthy Food Choices among Children from 8 to 12

Claude Pecheux, *Université Catholique de Louvain, Belgium*

Coralie Damay, *ISC Paris Business School, France*

Product Placement in Family TV Shows: Impact on Children from 8 To 12 - A Need for more Legal Constraints

Claude Pecheux, *Université Catholique de Louvain, Belgium*

Muriel Hanot, *CSA, Belgium*

Session 10F. **Acculturation and Culture-of-Origin Effect on Marketing**

Room: PBlue18

Session Chair: Iryna Pentina, *University of Toledo, USA*

Consumer Acculturation of Indigenous Minority Community to a Multicultural Expatriate Population

Amro Maher, *Qatar University, Qatar*

Tamer Elsharnouby, *Qatar University, Qatar*

Differential Consumer Adoption of Imported Products: Process, Purchase Intention, Market Development Level

Miguel Sahagun, *High Point University, USA*

Arturo Vasquez-Parraga, *The University of Texas Rio Grande Valley, USA*

**Is there a Shortcut for Upgrading from OEM to OBM?
Lessons from Furniture Manufacturers in China**

Kenneth Kwong, *Hang Seng Management College, China*

**Session 10G. Inter-Firm Relationships and International
Marketing Strategy**

Room: PRed02

Session Chair: Wided Batat, *University of Lyon 2, France*

**An Alternative Conceptualisation of the Self-reference
Criterion**

Adam Mills, *Simon Fraser University, Canada*

Albert Caruana, *University of Malta, Malta*

Karen Robson, *Simon Fraser University, Canada*

Leyland Pitt, *Simon Fraser University, Canada*

**The 'Marketing Flexibility-Marketing Planning' Paradox and
New Product's Performance**

Yoel Asseraf, *Ruppin Academic Center, Israel*

Filipe Luis Lages, *Nova School of Business and Economics,
Portugal*

Aviv Shoham, *Haifa University, Israel*

**Session 10H. Social Media Engagement and Brand
Relationship**

Room: PBlue19

Session Chair: Karine Raïes, *INSEEC Business School, France*

**Drivers of Consumer Engagement with Sports Clubs on
Facebook**

Leonor Vale, *University of Porto, Portugal*

Teresa Fernandes, *University of Porto, Portugal*

**What are the Combinations of Patterns of Brand
Engagement Leading to High Brand Loyalty Intentions
in Social Media?**

Agnès Helme-Guizon, *Université Grenoble Alpes, France*

Fanny Magnoni, *Université Grenoble Alpes, France*

**Key Drivers of Customer Loyalty to Web 2.0
Accommodation Services**

Enrique Bigne, *University of Valencia, Spain*

Carla Ruiz Mafe, *University of Valencia, Spain*

Jose Tronch, *University of Valencia, Spain*

Silvia Sanz Blas, *University of Valencia, Spain*

Investigating Efficient Use of Instagram by Businesses

Nasser Al-Neama, *HEC, Qatar*

Imene Ben Yahia, *ARBRE Research Centre, Tunisia*

Session 10I. Consumer (Un)Ethical Decisions

Room: PRed08

Session Chair: Catur Sugiarto, *IAE Aix Provence, France*

Consumers' Legitimate and Opportunistic Product Return Behavior

Zhi Pei, *Texas A&M University-Commerce, USA*

Audhesh Paswan, *University of North Texas, USA*

U.S. Consumers' Environmentally Sustainable Apparel Purchase Intention: Investigating the Role of Social Influence of Peers to Use Social Networking Sites Applied to the Theory of Reasoned Action

Lauren Reiter, *Indiana University, USA*

Kim Hiller Connell, *Kansas State University, USA*

Ethical Decision-making: Relation between Consumer Ethical Sensitivity, Ethical Judgment and Ethical Consumption Behavior

Jean-François Toti, *Aix-Marseille University, France*

Jean-Louis Moulins, *Aix-Marseille University, France*

Bypassing the Attitude-behavior Gap: Using Social Identity and Norm Effects to Engender Sustainable Consumer Behaviors

Guy Champniss, *Cranfield School of Management, UK*

Hugh Wilson, *Cranfield School of Management, UK*

Emma Macdonald, *Cranfield School of Management, UK*

Radu Dimitriu, *Cranfield School of Management, UK*

Session 10J. Information Processing and Consumer Evaluation

Room: PBlue15

Session Chair: Patricia Rossi, *IÉSEG School of Management, France*

Are Innovative Consumers Prone to Imitation Perception? Developing a Constructivist Innovativeness Model of Imitation perception

Lukman Aroean, *University of East Anglia, UK*

FRIDAY, 02:00 – 03:30 PM

Label Perceptions and Consumer Decision Making: An Empirical Investigation

Kavita Sharma, *University of Delhi, India*

Paying More to Save Less: The Effect of Conditional Price Bundling on Willingness to Pay

Yi Li, *IÉSEG School of Management, France*

Tatiana Sokolova, *University of Michigan, USA*

Friday, July 22, 03:30 – 04:00 pm

Refreshment Break

Room: PBlue45

Friday, July 22, 04:00 – 05:30 pm

Session 11A. Special Session. Eye Tracking Insights in Consumers' Visual Processing of Various Communication Media

Room: PRed01

Session Chair: Olivier Droulers, *University of Rennes 1, France*

The influence of intrusive advertisements on reading and attention on web sites

Thierry Baccino, *University of Paris VIII, France*

Emna Cherif, *University of Auvergne, France*

Eye-tracking: its use and mis(use) in Web marketing and Web site usability

Lydie Belaud, *University of Lorraine, France*

Christian Bastien, *University of Lorraine, France*

The influence of brand repetition and consumer product evaluations on attention to product catalog on search engine result page

David Briegne, *HEC Montréal, Canada,*

Sylvain Sénécal, *HEC Montréal, Canada*

Pierre-Majorique Leger, *HEC Montréal, Canada*

Marc Fredette, *HEC Montréal, Canada*

The effect of (smiling) faces on attention to advertisements in older adults

Sophie Lacoste-Badie, *University of Rennes 1, France*

Choose more! Influence of packaging complexity on choice and the mediating role of attention: an eye-tracking study

Morgane Minvielle, *University of Rennes 1, France*

Session 11B. Pricing and Customer Behaviors

Room: PBlue41

Session Chair: Emmanuelle Le Nagard-Assayag, *ESSEC Business School, France*

Suggested Approach to Estimating the Value of Services: The Hedonic Pricing and Discrete Choice Models

Ming-Hsiung Hsiao, *Department of Information Management, Shu-Te University, Taiwan*

Exploring the Moderating Role of Price Consciousness in Pay-What-You-Want Pricing

Rajat Roy, *Curtin University, Australia*

Fazlul Rabbanee, *Curtin University, Australia*

Piyush Sharma, *Curtin University, Australia*

An Applied, Combined View of Impulse Shopping

Don Schultz, *Northwestern University, USA*

Martin Block, *Northwestern University, USA*

Vijay Viswanathan, *Northwestern University, USA*

Session 11C. Online Services and Apps

Room: PRed07

Session Chair: Jean-Francois Lemoine, *Université de Paris 1
Panthéon Sorbonne, France*

Performance Implications of E-lancers' Market Signals in Service Clouds: Insights from a Study on Precommitment Signals

Christian Holthaus, *Technische Universität Darmstadt,
Germany*

Ruth Maria Stock, *Technische Universität Darmstadt, Germany*

Freeloaders to Spending Players: How do Free-to-Play Gamers Truly Perceive the In-App Purchases?

Aina Ravoniarison, *Université Panthéon-Assas Paris II, France*

Cédric Benito, *Groupe IFC, France*

Does Color Matter? -- An Experimental Study on Icon Design for Mobile Gaming Apps

Hanna Schramm-Klein, *University of Siegen, Germany*

Sascha Steinmann, *University of Siegen, Germany*

Robér Rollin, *University of Siegen, Germany*

Session 11D. Firm Issues/considerations when Marketing Food and Wine Products

Room: PBlue20

Session Chair: Kenneth Deans, *La Rochelle Business School,
France*

Applying Social Representations to Explain Public Willingness to Use GM Foods in Taiwan: The Moderating Impact of Food Technology Neophobia

Mei-Fang Chen, *Tatung University, Taiwan*

Exploring the UK Micro-Brewing Industry: Factors Facilitating and Hindering Micro-firms' Growth and Internationalisation Efforts

Maria Karampela, *University of Strathclyde, UK*
Nadine Waehning, *York St John University, UK*

Exploring the Role of Wine in Destination Marketing: The Case of Verona

Roberta Capitello, *University of Verona, Italy*
Lara Agnoli, *University of Verona, Italy*
Steve Charters, *Groupe ESC Dijon Bourgogne, France*
Diego Begalli, *University of Verona, Italy*

Why Wine Club Members Defect -- An Exploratory Study

Linda Nowak, *California State University, Stanislaus, USA*
Sandra Newton, *Sonoma State University, USA*

Session 11E. Marketing and Generations

Room: PBlue17

Session Chair: Bertrand Urien, *Université de Bretagne Occidentale, France*

A Model of Life Satisfaction: Similarities and Differences between the 50+ and the 18-29-year old Consumers in Germany

Tatjana Koenig, *HTW Business School, Germany*
Val Larsen, *James Madison University, USA*
Beatrix Dietz, *HWR Berlin, Germany*
Patrick Barthel, *Université de Lorraine, France*
Anna Gitin, *HTW Business School, Germany*

Speaking of Arts and Exhibitions with Generation Y Consumers

Wided Batat, *University Lyon 2, France*

Construction of Fatherhood within the Domestic Sphere: A Focus on Single Fathers

Mohamad Chour, *Lille 2 University, France*
Marie-Hélène Fosse-Gomez, *Lille 2 University, France*

Session 11F. **Marketing in an Extraordinary and Dynamic Marketplace**

Room: PBlue18

Session Chair: Tamer Elsharnouby, *Qatar University, Qatar*

How Service Differentiation at the Store Level Impacts B2B Performance? Product-service Interplay Implications for Sales and Market Share in an Emerging Market

Marcos Inácio Severo De Almeida, *Federal University of Goiás / University of Brasília, Brazil*

Rafael Barreiros Porto, *University of Brasília, Brazil*

Ricardo Limongi França Coelho, *Federal University of Goiás, Brazil*

Factors Influencing Arab-origin Brands to Go Global

Dalia Abdelrahman Farrag, *Qatar University, Qatar*

Sahar Mohammed Raafat, *Northumbria University & Arab*

Academy for Science, Technology & Maritime Transport, Egypt

Session 11G. **Luxury Across Culture**

Room: PRed02

Session Chair: Joy Kozar, *Kansas State University, USA*

Factors affecting Consumer's Purchase Intention of Luxury South Sea Pearls

Brian T Hart, *Curtin University, Australia*

Min Teah, *Curtin University, Australia*

Michael Lwin, *Curtin University, Australia*

Ian Phau, *Curtin University, Australia*

Tracking the Luxury Consumer Online: An Experimental Study on the Effectiveness of Site and Search Retargeting for Luxury Brands in China and The Netherlands

Shubin Yu, *Ghent University, Belgium*

Liselot Hudders, *Ghent University, Belgium*

Verolien Cauberghe, *Ghent University, Belgium*

Emotions in Luxury Consumption: An Exploratory Comparison between Two Cultures

Wendy H.C. Chou, *UNCG, USA*

Byoungjo Jin, *UNCG, USA*

Session 11H. **Social media: The Place To Be For New and "Dead" Products**

Room: PBlue19

Session Chair: Agnès Helme-Guizon, *Grenoble IAE, France*

Motives of Consumers who Participate in Social Media-based New Product Idea Contests

Fabian A. Geise, *Hochschule Niederrhein, Germany*

User-Generated Content in Product Customization: Taxonomies of Signs and Meanings and their Influence on Evaluations of Customized Products

Maria Antonietta Raimondo, *University of Calabria, Italy*

Stefania Farace, *Maastricht University, Netherlands*

Gaetano Miceli, *University of Calabria, Italy*

Death Becomes Them: Examining Advertising Effects in Digital Bereavement Communities

Benjamin Boeuf, *Montpellier Business School, France*

Jessica Darveau, *HEC Montréal, Canada*

Session 111. Social Identity, Culture, and Religion

Room: PRed08

Session Chair: Maud Damperat, *Grenoble Institute of Technology, France*

An Exploration of Factors Influencing Chinese Consumers Expectations of Corporate Social Responsibility

Jinglu Zhang, *The University of Auckland, New Zealand*

Biljana Juric, *The University of Auckland, New Zealand*

Denise Conroy, *The University of Auckland, New Zealand*

Does One Really Fit Aall? Cultural Differences Experiencing E-Mobility

Marc Kuhn, *Cooperative State University Stuttgart, Germany*

Natalie de Jong, *Cooperative State University Stuttgart, Germany*

Are Religious Customers Skeptical Towards Sexually Appealing Advertising?

Catur Sugiarto, *IAE Aix Provence, France*

Virginie de Barnier, *IAE Aix en Provence, France*

Session 11J. **Consumer Happiness, Variety-Seeking, and Confidence**

Room: PBlue15

Session Chair: Jenni Sipila, *Lappeenranta University of Technology, Finland*

High Temperature Accelerates Variety-seeking Behavior?

Hung-Ming Lin, *Minghsin University of Science and Technology, Taiwan*

Assessing Consumer Confidence from Online Sources

Maria Petrescu, *Nova Southeastern University, USA*
Costinel Dobre, *West University of Timisoara, Romania*
Selima Ben Mrad, *Nova Southeastern University, USA*

Imbalanced Spending and Happiness

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

Session 11K. **Special session: Best Practices in Marketing Research Today – A Q&A Session**

Room: PRed11

Session Chairs: Barry J. Babin, *Louisiana Tech University, USA*
Joe Hair, Jr., *Kennesaw State University, USA*

Best Practices and Trends in Academic Publishing Today

Barry J. Babin, *Louisiana Tech University, USA*

Best Practices in Marketing Research: Data Quality

David J. Ortinau, *USF, USA*

Best Practices in Marketing Research: Respondent/Sample Quality

Yasemin Atinc, *Texas A&M Commerce, USA*

Best Practices and Trends in Marketing Analytics

Joe Hair, Jr., *Kennesaw State University, USA*

Session 11L. **AMS International Network**

Room: Library

Session Chair: Nicholas G. Paparoidamis, *AMS VP, International Membership*

Friday, July 22, 07:45 pm – midnight

Gala Dinner: Cruise on the Seine

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

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Vale, Leonor	10H	Wu, Laurie	6H
Valette-Florence, Pierre		X	
	3C, 4H, 8A	Xiao, Sarah Hong	8F
Van Auken, Stuart	7F	Y	
van Laer, Tom	9H	Yacout, Omneya	1J
Vargo, Stephen	6D	Yan, Ruiliang	8I
Varotto, Luis	8J	Yang, Xin	2C
Vasquez-Parraga, Arturo	10F	Yani-De-Soriano, Mirella	8F
Veloutsou, Cleopatra	2A, 5B	Yap, Wei Xin	6C
Veres, Zoltan	7I	Yildiz, Hélène	3H
Viswanathan, Vijay	11B	You, Ya-Ting	7J
Vlachos, Ilias	5E	Youn, Nara	3D
Vlad, Zaharia	8I	Youness, Chebli	4H
Vlahos, Aphrodite	6D	Yu, Shubin	11G
Voss, Glen	5G	Yu, Ting	5E
		Yu, Ui-Jeen	8G
W		Yunhsin, Cindy,	4C
Waehning, Nadine	11D	Z	
Wagner, Gerhard	1H	Zainuddin, Nadia	2F
Wagner, Ralf	1D, 3C	Zeitoun, Valerie	3J
Waiguny, Martin K.J.	8E	Zhang, Jinglu	11I
Waite, Kathryn	8G	Zhang, Tracy Jun-Feng	2E, 4E
Walsh, Gianfranco	3H	Zhang, Xiaodi	6D
Wang, Emma	4G	Zhu, Xia	10B
Wang, Weisha	8B	Zidda, Pietro	2H
Warlop, Luk	9K	Ziliani, Cristina	9A
Warwitz, Claudius	5B, 8E	Zniva, Robert	10C
Weerawardena, Jay	5G	Zukowska, Joanna	1H
Weitzl, Wolfgang	10C		
Werner, Maximiliano	7I		
West, Richard	1J		
Wetzels, Martin	9H		
Whitelock, Jeryl	10A		
Wieland, Heiko	6D		
Williams, Brent	5E		
Williamson, Harley	7E		
Wilson, Hugh N.			
	4C, 5F, 6F, 10I		
Wincent, Joakim	3G		
Wong, Anthony	8J, 9J		
Wong, Huen	4E		
Woodroof, Parker	2F		
Woracek, Samantha	6A		
Wu, Hinyung	4C		

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