

Marketing in the age of data



EMAC2016

OSLO, MAY 24-27, 2016

© EMAC2016

ISBN printed version 978-82-8247-284-5

ISBN digital version 978-82-8247-285-2

Edited by Klemens Knoeferle, EMAC2016 conference co-chair

Updated as per May 25, 2016

Layout and production: Keops, Asker

Welcome to Oslo and BI Norwegian Business School!

Oslo is a city of contrasts and multitude. Being one of the fastest growing cities in Europe, it balances economic prosperity and beautiful nature, gleaming new high-rises and a 1000-year history, and a strong national identity with a one-third international population. Late May is the ideal time to experience the city's unique atmosphere—the sun shines until late in the evening, temperatures are mild, and the parks, cafés, and bars teem with life. You might walk up on the roof of the opera house, which was designed to resemble a glacier floating in the Oslofjord. Or stroll down the posh Akerbrygge waterfront with its many restaurants, shops, and galleries. The city's museums pay tribute to Norway's Viking past and its national heroes, including Munch, Heyerdahl, and Ibsen. Renzo Piano's Astrup Fearnley Museum offers a fine collection of contemporary art, and the city's parks feature sculptures by Vigeland, Rodin, Renoir, and Dalí, among others. Curious minds will explore the alternative art scene around the famous club Blå. In the evenings, the many bars in the hip Grünerløkka area and at Youngstorget offer excellent cocktails, local craft beers, and new Nordic cuisine. And if you want a break from the city, you can get on a ferry and go island-hopping in the Oslofjord, or take the metro up into the green hills around Oslo to visit the gravity-defying Holmenkollen Ski jump for a bird-eye view on Oslo.

It is in such an atmosphere of opportunity and change that we host EMAC2016 at BI Norwegian Business School. Founded in 1943, BI is one of Europe's largest business schools with around 20'000 students and 400 permanent faculty, distributed across four campuses. BI is the only Norwegian institution to have received the three most prestigious international accreditations EQUIS, AACSB, and AMBA, placing the school among the an elite group of business schools worldwide.

The Department of Marketing at BI has 15 full time research faculty, 15 lecturers, and 10 doctoral students. With faculty members and doctoral students from Asia, Europe, and the US, we are a very international department. Our research and teaching interests cover all aspects of marketing and have a predominantly quantitative focus. The members of our department publish in all the leading marketing journals and have won several prestigious awards, including the MSI/H. Paul Root Award, the IMR International Marketing Award and the Louis W. Stern Award. In order to further increase our research productivity, we are continuously hiring international talent on junior and senior levels.

EMAC2016 will take place on the premises of BI's award-winning city campus in Oslo. The new campus building, which features a unique Scandinavian design and houses a gym, a convenience store, and several restaurants and cafés, is the perfect conference location. All conference sessions will be held in the same building, which means that conference rooms and events can be reached within seconds. And what's more, the airy and light-flooded campus building offers plenty of space for sharing your colleagues and friends, for networking, and for collaboration.

We, the conference co-chairs and the Department of Marketing at BI, are glad to welcome you to Oslo. We wish you a fantastic conference experience at BI and a great stay in Oslo!



Bendik Samuelson



Luk Warlop



Klemens Knöferle

Table of contents

Welcome to Oslo and BI Norwegian Business School!.....	1
EMAC2016: Marketing in the age of data	3
Program committee and acknowledgements	4
General Information	5
Eating, drinking, and sightseeing in Oslo	6
Doctoral colloquium.....	10
Exhibitors	15
CONFERENCE	16
Keynote speaker	17
Invited speakers.....	18
EMAC Distinguished Scholar Award	21
2016 EMAC McKinsey Marketing Dissertation Award	22
Track chairs.....	23
Program overview	25
DETAILED PROGRAM	27
WEDNESDAY	28
THURSDAY	105
FRIDAY	169
Reviewers	241
Index of authors.....	250
MAPS	258
BI floor 1	259
BI floor 2	260
Oslo public transport maps	261
Wednesday at a glance	265
Thursday at a glance	266
Friday at a glance	267

EMAC2016: Marketing in the age of data

Today, the world is being dramatically reshaped by the omnipresence of data and by the convergence of various data sources. Novel technologies have not only facilitated access to new kinds of data, but also significantly increased the quality and quantity of the data that we can access. While these developments provide our discipline with distinctive possibilities to thrive, they also demand new tools, techniques, and ethical principles to be established to treat data. EMAC2016 provides a unique opportunity to discuss these topics and to learn from distinguished members of our discipline about significant transformations of marketing research and practice in the age of data.

For this year's key-note address, we invited **Peter Fader** (University of Pennsylvania), one of the most prominent scholars in our community. Heading the Wharton Customer Analytics Initiative, Professor Fader is at the vanguard of quantitative and data-driven marketing. In his keynote talk "Customer valuation finally comes of age", he will reflect on how current developments such as increasingly refined data and improving IT skills are changing the effectiveness and feasibility of customer valuation. His talk will provide guidance and useful examples for those who are interested in the art and science of marketing in the age of data (Thursday, May 26, 15:30; see page 145 for details).

To explore the conference theme further, we have invited some of the most prominent marketing researchers who will discuss various aspects of the conference theme in a series of Invited Speaker Sessions. **Koen Pauwels** (Ozyeğin University & BI Norwegian Business School) and **Michel Wedel** (University of Maryland) will present new insights on marketing analytics, with a focus on data-rich environments (Wednesday, May 25, 11:00). **Charles Spence** (University of Oxford) and **Aradhna Krishna** (University of Michigan) will discuss novel ways to advance data collection in consumer research. In their talks, they will focus on selecting the "right" method and on running large-scale online and event-based experiments, respectively (Friday, May 27, 09:00). **Ming Hsu** (University of California, Berkeley) will talk about the use of physiological and neuroscientific data in consumer science (Friday, May 27, 14:00). Finally, **Uri Simonsohn** (University of Pennsylvania) will reflect on selective reporting in non-lab settings and "false-positive economics", and introduce specification-curve analysis (Friday, May 27, 16:00). More details on our invited speakers can be found on page 18).

Above and beyond the invited speaker sessions, the conference theme pervades the regular program of the conference. Many of the competitive papers, special interest groups, and other formats touch upon how marketing and marketing research can thrive in the age of data, and how we as marketing scholars can make the most of new data sources and new analytical tools.

Enjoy the conference and have a great time in Oslo with your friends and colleagues!

Program committee and acknowledgements

Program committee

Sissel Berg
Matilda Dorotic
Klemens Knoeferle
Mehrad Moeini-Jazani
Bendik Samuelsen
Kristine Seeberg
Luk Warlop

Very special thanks go to

- ▶ Inge Jan Henjesand, President of BI Norwegian Business School, for his strong support of the conference,
- ▶ Ragnhild Silkoset, for bringing EMAC to Oslo,
- ▶ Sissel Berg and Kristine Seeberg at the Department of Marketing, for their amazing organizing skills and their cool heads and warm hearts,
- ▶ Matilda Dorotic, for her help with the doctoral colloquium, and for creating the biggest poster session that EMAC has ever seen,
- ▶ Mehrad Moeini-Jazani, for organizing the meet-the-editor sessions and for showcasing EMAC2016 on the social media,
- ▶ all the PhD students of the Department of Marketing at BI, the staff members, and selected master students for bravely fighting Murphy's law,
- ▶ Isabelle Van Geet and Nel Bruneel (KU Leuven), for saving us from reinventing the wheel,
- ▶ Anne-Laure Marteaux and Cristina Setyar (EIASM), for administrating the review process and the doctoral colloquium,
- ▶ Christian Vazquez Hope, for creating the visual design and the conference logo,
- ▶ Luk Warlop (KU Leuven) and Steve Muylle (Vlerick Business School), for their great hospitality and fantastic Belgian beer in 2015,
- ▶ the 43 track chairs, 205 session chairs, the 977 of you who submitted papers, to the 823 reviewers,
- ▶ and to everybody who contributed to make EMAC2016 a great event.

General Information

Registration and information desk

The EMAC registration and information desk is located at the main entrance. A cloak room will be available all week so you can safely check your belongings here (room: B2-085). An information desk will be available at the main entrance at BI from Wednesday to Friday.

Exhibitions

All exhibits are located in areas B2 and C2.

Free WIFI

WiFi will be available via eduroam and via a BI Norwegian Business School guest account. The password for the guest account can be found on your conference badge.

App

Please download the conference App via the i-Tunes store or Google Play (EMAC2016). The app provides current information about the conference and allows you to customize your EMAC schedule.

Facebook and Twitter

Follow us on Facebook (EMAC2016 Conference) and Twitter (#emac2016) to receive the latest news about the conference and to share your thoughts with the other participants.

Lunch and coffee breaks

During lunches and coffee breaks, food and drinks will be served in areas B1, B2, C1, and C2 (see pages 259 and 260 for plans and locations of the areas in the building).

Social activities

Optional social activities can be booked for Wednesday evening. You did not pre-register, but you are wondering if you can still participate? Please check our Facebook group or enquire at the information desk.

After-party on Friday evening

The after-party on Friday evening will take place at LaWo, close to the National Theater (Nationaltheatret). The easiest way to reach the venue from BI is by metro. You can take the high-frequency lines 4 (to Bergkrystallen via Majorstuen) and 5 (to Vestli via Majorstuen) from the Nydalen station right in front of BI, which will then directly take you to the Nationaltheatret station in around 15 minutes.

Liability and safety

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

Certificate of attendance

A certificate of attendance will be sent via email to all registered participants shortly after the conference.

Eating, drinking, and sightseeing in Oslo

In this section, we will suggest some fun places to visit in Oslo. The selection is a very subjective one and includes some of our personal favorites. We hope that you will enjoy them as well! For your convenience, we highlighted the most interesting areas in the public transport maps at the end of this book.

Eating and drinking

Norwegians usually have dinner relatively early (around 18:00 or 19:00), so best check the opening hours of restaurants if you plan to arrive late (e.g., after 21:00). Tipping is not required in Norway, as service (and sales tax) are always included in bars and restaurants. However, it is normal to leave a small tip when the service was excellent at a restaurant (a 10–15% tip is considered generous, taxi drivers or hotel staff do not usually receive tips). Norwegians pay virtually everything by card (nobody carries cash), and in restaurants it is easy to split the bill.

Alcohol is expensive in Norway. You will usually pay around 80 NOK (8€) for a beer or a glass of wine. On the other hand, you will find that this money is often well invested, as a multitude of micro-breweries offer excellent local and international craft beers (e.g., Nydalen Bryggeri, Schouskjelleren Mikrobryggeri, Grünerløkka Brygghus, Crowbar). Cocktails are expensive, too, but not more so than in London or New York (around 12–14€ for a more sophisticated drink).

Grünerløkka

Oslo's hipster district offers a vibrant bar and restaurant scene. Whatever you fancy, there are high chances that you will find it here. For delicious burgers head to **Døgnvill Bar and Burger** (<http://www.dognvillburger.no>, Maridalsveien 13) or for somewhat friendlier prices try **Munchies** (<http://munchies.no>, Thorvald Meyers Gate 36A). For burgers and American-style brunch, check out the **Nighthawk Diner** (<http://www.nighthawkdiner.com>, Seilduksgata 15).

You can enjoy a wide selection of Italian dishes at **Villa Paradiso** (<http://villaparadiso.no>, Olaf Ryes plass 8) and tasty, inexpensive Mexican food at **Habanero** (Toftes Gate 30) or **Mucho Mas** (<http://www.muchomas.no>, Thorvald Meyers gate 36). There are also several good Vietnamese and Thai places closeby. Once you reach this area, you might as well indulge in nice cocktails at the tiki bar **Aku-Aku** (<http://www.akuaku.no>, Thorvald Meyers Gate 32)—their spicy “Missionary’s Downfall” is our favorite!

If you are eager to experience fine food overload, do not miss the **Mathallen** food court—roughly a 5-minutes walk from Grünerløkka (<http://mathallenoslo.no>, Vulkan 5). Not far from it you will also find the former industrial area that is now home to the famous club **Blå** (www.blaaoslo.no). The venue focuses on jazz performances and live



Outdoors at Blå



DJ sets (try the free Sunday evening concerts of the Frank Zort Quartet if you're staying in town), and is surrounded by large-scale graffiti and art installations.

How to reach Grünerløkka: From BI bus 30 to Birkelunden, or from the city center by trams 11, 12, or 13 to [Olaf Ryes plass](#).

Youngstorget

Another vibrant area full of inexpensive and great international food (Thai, Vietnamese) is [Youngstorget/Torggata](#). Oslo is not known for low prices, but in this area, you will find food that doesn't break the bank. For instance, **Hells Kitchen** (Møllergata 23) serves excellent pizza. **Illegal Burger** (Møllergata 23) is another favorite due to its fantastic and inexpensive burgers and its cheeky design theme. During daytime hours, you can treat yourself with fresh seafood and fish and chips at **Fiskeriet** (Youngstorget 2b). **Rice Bowl** is one of the most popular restaurants with modest prices. It offers all dishes as vegetarian options (<http://ricebowl.no>, Youngsgate 4).



Botaniske in Torggata (foto credit: Botaniske)

In the Youngstorget / Torggata area you will also find many excellent bars. If you like "speakeasy" bars, look for the not-so-visible entrance of **Himkok** (Storgata 27), truly a hidden gem. **Crowbar** has great Norwegian and international craft beers, and **Botaniske** offers delicious, plant-themed cocktails in a room overgrown with plants. **Tilt** (Torgata 16) is a quirky video game-themed bar, with tables doubling as arcade game consoles (Pacman, Pong, etc.). Other solid options in this area are **Internasjonalen**, **Cafe Mono**, and **Cafe Sør**. Or head to **Kulturhuset** (Youngstorget 3) to play shuffleboard, a game that is a mix between bowling and curling (played on tables with a layer of sand).

How to reach Youngstorget: From BI, take bus 30, or from the city center trams 11, 12, 13, or 17 to Brugata.

Aker Brygge

In addition to the **Nobel Peace Center** and the **City Hall**, a whiff of fresh sea air, and modern architecture, you will find lots of eateries at Aker Brygge. You can treat yourself with fresh fish and seafood in one of the more elegant (and expensive) restaurants, such as **Lofoten** (<http://www.lofoten-fiskerestaurant.no/english>; Stranden 75) or **Onda** (<http://www.onda.no/en/>; Stranden 30).

Even if the great view of the area sets the tone for higher standards, it is possible to find places with reasonable prices like **Eataly** (<http://www.eataly.no>, Bryggetorget 18) or **Rorbua** (<http://www.rorbua.as>).

Burger Joint (<http://www.burgerjoint.no>) is a tiny, but excellent burger place. Or, if you are in the mood for tapas, **Delikatessen** (<http://delikatessen.no/akerbrygge>, Holmens gate 2) and **Escalon** (<http://www.escalon.no/restaurant-tjuvholmen.php>, Bryggegangen 8) are equally appetizing (and crowded).

How to reach Aker Brygge: From BI / the city center, bus 30 to **Rådhuset** or the metro lines 4 and 5 to **Nationaltheatret**.

Sightseeing

City center

A good starting point to see most of Oslo's main sights is the **National Theatre**. From there, you may want to walk to the **Royal Palace** ([Slottsplassen 1](#)) and then downhill on the main street, Karl Johans gate, where you can also do some shopping.

You should not miss the **National Gallery** ([Universitetsgata 13](#)), as it hosts one of the original series of Edvard Munch's "The Scream". The admission is free on Thursdays (<http://www.nasjonalmuseet.no>).

The **House of Parliament** ([Stortinget](#)) will be on your way as you are heading towards the next iconic building—the glacier-shaped **Norwegian Opera** that is located very close to the central station.



Take a walk on the roof of the Opera building in Bjørvika

Make sure to visit **Frogner Park**, a unique sculpture park that consists of over 200 works of Gustav Vigeland. It is easy to reach by taking any metro line to Majorstuen. The **Munch Museum** could also be a good idea, and if you enjoy contemporary art, you will want to visit the beautifully designed **Astrup Fearnley Museum** at Aker Brygge.

Experiencing nature

Fjords, lakes and forests can be reached within minutes via public transport from the city center.

If you would like to get an out-of-the-city-feeling but don't have much time, you can go to the **Sognsvann lake**, a highly popular recreational area. To get there, simply take the metro line number 6 to the very last stop (about 20 minutes one way), and you will be able to enjoy a 4 km walk around the lake on a well-maintained path.



From the Oslo Fjord

If you prefer panoramic views, it would be a good idea to head to the architecturally impressive **ski jump at Holmenkollen** with the metro line 1, and then continue to the final stop of line 1, **Frogner-seteren**, where you have a scenic view on the Oslo Fjord (approximately 35 minutes one way).

Walking along the river **Akerselva** is very picturesque as well. For approximately 8 km, you will walk through soothing greenery and encounter several splendid waterfalls. You can start at Kjelsås (final stop of tram lines 11 and 12) and head all the way to the heart of the city, for instance Grünerløkka. BI is located next to the river, so you can also start your walk from there.

If you have a couple of spare hours, do not miss the chance to go **island-hopping in the Oslo Fjord**. To do so, you can simply use regular public transportation (certain ferries are a part of it). The departure point for these ferries is Akershusstranda 27 (roughly between Akershus fortress and the Norwegian Opera). Other ferries take you from Akerbrygge (Rådhusbrygge 4, next to the City Hall) to the museum island Bygdoy (these are not part of the public transport system).

See maps of public transport systems on page 261.

Doctoral colloquium

The European Institute for Advanced Studies in Management (EIASM) and the European Marketing Academy (EMAC) in collaboration with BI Norwegian Business School, are organizing the 29th colloquium for doctoral students in marketing. The colloquium will be held in Oslo, Norway, from Sunday, May 22 until Tuesday, May 24, 2016, immediately prior to the EMAC2016 Conference.

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

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

Three tracks are for students in an early stage of their dissertation process. Students in this track have a (tentative) proposal for the topic they want to study, the method they want to use, and the potential contribution. They benefit from suggestions on how to focus and position their work.

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

Additionally, there are faculty presentations designed to help students plan and manage their dissertation process. Next to the presentations by the students, there are plenary faculty presentations and group discussions on issues such as: planning and managing a dissertation process, writing academic papers, getting research projects published, and the job market and career planning.

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

Chair:

Arnaud De Bruyn, ESSEC Business School

Co-chairs:

Ajay Kohli, Georgia Institute of Technology

Jaap Wieringa, University of Groningen

Stefan Wuyts, Koç University

Steven Sweldens, Erasmus University

Stijn van Osselaer, Cornell University

Ujwal Kayande, Melbourne Business School

Conference team liaison:

Matilda Dorotic, BI Norwegian Business School

Faculty:

Anne ter Braak, KU Leuven

Arvind Rangaswamy, Penn State University

David Dubois, INSEAD

Eileen Fischer, York University

Elizabeth Cowley, University of Sidney

Fred Selnes, BI Norwegian Business School

Kapil Tuli, Singapore Management University

Kenneth Wathne, Stavanger University

Peter Ebbes, HEC France

Steven Seggie, Özyeğin University

Vicki Morwitz, NYU

Wagner Kamakura, Rice University

Participants

Beginners' track 1: Consumer behavior

Faculty:

Steven Sweldens, Erasmus University Rotterdam

Elizabeth Cowley, University of Sidney

David Dubois, INSEAD

Students:

Daniela Carmen Cristian, BI Norwegian Business School

Carpe diem: Examining the impact of indulgence on prosocial behavior

Aras Erkin, RWTH Aachen University

The boundaries of co-creation: How the interplay of branding and self-printing attenuates product evaluation

Euejung Hwang, Auckland University of Technology

Meaning transfer in a co-branding context: The role of sensory signature

Marius Johnen, Hamburg University

The digital witch-hunt - What incites participation behavior in an online firestorm?

Seyedeh Setareh Sanjari, Georg-August-Universität Göttingen

Why one does not fit all: Towards an integrative framework of nutrition label formats effectiveness

Lisa Schatz, University of Innsbruck

Facial emotion expressions in social media communication: Effects on consumer responses and the role of social ties

Carolin Scheiben, Duisburg & Essen University, Duisburg Campus

The trade of time and money: Mental accounting and consumer decision making

Aulona Ulqinaku, Bocconi University

Holding on for a hero: The effect of heroes in mitigating psychological threats and in consumer behavior

Charlotte Vonkeman, VU University Amsterdam

The effects of consumer self-presentation in social media: How do visual brand mentions affect receivers' evaluations of brand and sender?

Carina Witte, University of Paderborn

The power of gift purchases in strengthening customer-company relationships

Johanna Zanon, University of Innsbruck

Signs of sustainability - the role and relevance of sustainability for consumers and entrepreneurs in SMEs

Ignazio Ziano, Ghent University

The impact of consensus on consumer behavior

Beginners' track 2: Marketing research

Faculty:

Jaap Wieringa, University of Groningen

Peter Ebbes, HEC France

Wagner Kamakura, Rice University

Students:

Melanie Bowen, Justus-Liebig-Universität Gießen

Social media orientation

Roman Daukuls, VU University Amsterdam

New product diffusion in multiple channels

Hedieh Hatami, University of Melbourne

Performance implications of customer participation

Fabian Kaske, Augsburg University

The impact of online firestorms on firm value

Svetlana Khimina, Bocconi University

Design innovativeness: Concept and effect on performance

Afra Koulaei, Buskerud University College

Social network properties matter: Organizing advertising agency-client relationships in developing creative ads

Chloe Michel, University of Zürich

What does this discount tell you?

Annette Ptok, University of Cologne

Can you operationalize marketing and sales related constructs with COMPUSTAT'S SGA (Selling, General, and Administrative Expenses)?

Bram Roosens, University Of Antwerp

Communicating about co-creation with multiple stakeholders during innovation

Iryna Shekhovtsova, Buskerud and Vestfold University College

Innovation, risk, and firm value

Niels Sprong, Radboud University

Creating markets for sustainable innovations

Gloria Volkmann, University of Cologne

Predicting new product success - an extension of the spatial divergence approach for real-life applications

Beginners' track 3: Marketing strategy

Faculty:

Stefan Wuyts, Koç University, Turkey

Steven Seggie, Özyeğin University, Turkey

Kenneth Wathne, Stavanger University, Norway

Students:

Melanie Boninsegni, University of Fribourg

Employee friendliness in service settings: Development of multidimensional scaling

Eefje De Gelder, Radboud University

A moral identity salience model of consumer response to fairtrade

Etienne Denis, UCL-Mons

Toward a better understanding of today's donator

Chi Hoang, BI Norwegian Business School

Using humor in advertising to promote implicit inferences about a firm's competency

Fabian Kubik, Münster University

Frontline employees' cognitive and affective organizational identification congruence and its role in handling customer complaints

Stijn Maesen, KU Leuven

The impact of adding and removing a health symbol on product performance: Evidence from a large-scale natural experiment

Iulia Nitu, Jean Moulin University Lyon III

Stigmatizing appeals in social marketing: The moderating role of the advertiser

Audun Reiby, BI Norwegian Business School

Governance, cultural distance and cultural competencies: The impact of plural governance on cultural competencies for multinational companies in China

Olivier Reimann, Vienna University

Celebrity co-branding as a quality signal for premium private labels – spillover effects on retailer brand image and a multi-tier private label portfolio

Jan Schikofsky, Göttingen University

The role of multiple goal structures for judgment and decision processing

Jens Stach, HHL Leipzig Graduate School of Management

The influence of early and defining experiences onto brand preference and its use for marketing strategy

Narine Yegoryan, Humboldt University of Berlin

Deviating from traditional choice modeling assumptions and applications in marketing

Intermediate/advanced track 1: Consumer behavior

Faculty:

Stijn van Osselaer, Cornell University, Johnson
Vicki Morwitz, NYU
Eileen Fischer, York University

Students:

Susan Calderón Urbina, IE Business School
“In-fashion” or “always classy”? Different paths for gaining status through consumption

Tracy Cheung, Utrecht University

Taking the low road to better health: How states of low self-control can promote healthy food choices

Alexandra Festila, Aarhus University

Communication of healthfulness through package design

Martin Paul Fritze, Rostock University

Intangible possessions? Loss aversion and ownership as explanatory approaches to the endowment effect in service contexts

Leandro Galli, University of Warwick

Advance gratitude expressions as a prosocial appeal

Cansu Karaduman, Lausanne University / HEC Lausanne

How to make deals more attractive: Do not let your customers become depleted

Ruxandra Luca, Imperial College / Management School

The role of visual attention on product selection

Nimish Rustagi, HEC Paris

Killing the potential of within-domain compensatory consumption: Product’s explicit identity connection impedes self-repair

Intermediate/advanced track 2: Marketing research

Faculty:

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

Students:

Yashar Bashirzadeh, Grenoble Ecole de Management
An empirical investigation of direct marketing campaign effectiveness in the presence of voluntary contact information disclosure

Ashish S. Galande, Indian School of Business

Mining the latent structure in “chatter”: Quantifying “chatter” dynamics to understand its implications for consumers, firms and regulators

Verdiana Giannetti, Bocconi University

Product’s characteristics as drivers of reverse and trickle down innovation: Evidence from the food industry

Wenyu Jiao, ESSEC Business School Paris

A multichannel, cross-selling and discount framework to improve customer lifetime value

Tetyana Kosyakova, Frankfurt University

Measuring substitution and complementarity among offers in menu based choice experiments

Xiaoning Liang, Dublin City University

Examining the indirect effect of marketing performance measurement systems (MPMSS) on firm performance: A MPMSS-uses-capabilities-performance approach

Prakash Satyavageswaran, Indian School of Business

Rules of engagement: An empirical investigation of customer engagement and sales outcomes

Albert Valenti, Boston University

That's the way brand love grows: Role of customer engagement across markets

Intermediate/advanced track 3: Marketing strategy

Faculty:

- Ajay Kohli, Georgia Institute of Technology
- Fred Selnes, BI Norwegian Business School
- Kapil Tuli, Singapore Management University

Students:

Johannes Boegershausen, University of British Columbia

When the enemy of your enemy is not your friend: When and why brand hatred shifts consumer preferences

Christilene Du Plessis, Erasmus University Rotterdam / ERIM

How distraction improves consumer learning of brand associations

Dennis T. Esch, University of St. Gallen

Who is david and who goliath? Consumers' variety and complexity perceptions as opposing drivers of assortment attractiveness and choice satisfaction

Björn Hüttel, University of Passau

The influence of zero-priced offers on consumers' non-monetary cost perceptions

Gillian Moran, University College Dublin

Investigating the efficacy of brand content components on customer-brand engagement in social networking sites

Roland Ruppell, University of Lugano

Please (don't) think carefully before you respond – when encouraging deliberation harms vs. promotes judgmental accuracy

Natalia Sowik, EBS Business School

Motives and consequences of psychological ownership in access-based consumption on the example of carsharing

Silviu Horia Tiorean, Erasmus University Rotterdam / ERIM

A good neighbor or a distant friend? The role of distance and supplier's reputation in international purchasing

Exhibitors



The exhibitors can be found on the second floor (B2 and C2, all day).

01 0011100 11001011 10110000 11001110 10000011 11110101 10011100 11001011 10110000 11001110 10000011 11110101 10011100 11001011 10110000 11001110 10000011 11110101 10011100 11001011 10110000 11001110 10000011
01 01010010 01010010 00100101 10100111 01000000 11100101 01010010 01010010 00100101 10100111 01000000 11100101 01010010 01010010 00100101 10100111 01000000 11100101 01010010 01010010 00100101 10100111 01000000
10 11011110 10100110 11110010 11000111 10000101 11010110 11011110 10100110 11110010 11000111 10000101 11010110 11011110 10100110 11110010 11000111 10000101 11010110 11011110 10100110 11110010 11000111 10000101
01 01110000 01001001 11111011 01100011 01010011 00000101 01110000 01001001 11111011 01100011 01010011 00000101 01110000 01001001 11111011 01100011 01010011 00000101 01110000 01001001 11111011 01100011 01010011
111 10101100 01010011 10110101 10111111 11111010 11100111 10101100 01010011 10110101 11111010 11100111 10101100 01010011 10110101 10111111 11111010 11100111 10101100 01010011 10110101 10111111 11111010

```
0 10001100 10101111 10001111 10110101 1  
0 00011001 01001100 1101001 10000010 1  
1 11110101 10011100 11001011 10110000 1  
00 11100101 01010010 01010010 00100101 1  
01 11010110 11011110 10100110 11110010 1  
1 00000101 01110000 01001001 11111011 0  
0 11100111 10101100 01010001 10110101 1  
01 01101001 00010111 01000100 01011111 1  
00 00001101 01111111 10000001 11101111 1  
01 01111100 01001010 11110010 01000001 1  
00 01011101 10100100 11010100 10000001 0  
1 11111010 01110011 00110000 00010001 0  
00 00011111 00011010 00101001 11011001 1  
01 00011110 00110010 00101001 00010110 1  
1 11001110 10010101 00110001 11011111 1  
01 11001111 11010101 11110110 11001100 1  
1 01110000 00101111 10010111 11001000 1  
01 00101100 00010011 11010010 11001110 1  
1 10110010 10111111 00100010 01100111 0
```

CONFERENCE

Keynote speaker

Peter Fader

University of Pennsylvania, Wharton School

Frances and Pei-Yuan Chia Professor of Marketing

Co-Director of the Wharton Customer Analytics Initiative



Customer valuation finally comes of age

Marketers have been throwing around terms such as CLV, LTV, and a variety of other labels for customer valuation for several decades now.

But besides a few notable applications it has been mostly “cheap talk”

– either an unfulfilled aspiration on the part of managers, or a “quick and dirty” analysis, lacking proper validation, that is used by a small group within the firm but fails to get traction across the organization. Fortunately, these frustrating days are ending; customer valuation is finally coming to the forefront and it is here to stay. A variety of factors are driving this change, including better customer-level data (far more timely, complete, and accurate than ever before); better computing and IT skills (enabling a broader set of managers to build and use these models), and a stronger competitive imperative (as more firms shift from product- to customer-centric thinking). In this talk we will discuss this important trend, its implications for executives, and cover a few recent examples of companies that have used customer valuation in surprising ways and with compelling results.

Biography

Peter Fader is a chaired professor at the Wharton School, University of Pennsylvania. Professor Fader’s expertise centers around the analysis of behavioral data to understand and forecast customer shopping/purchasing activities. He works with firms from a wide range of industries, such as consumer packaged goods, interactive media, financial services, and pharmaceuticals. Managerial applications focus on topics such as customer relationship management, lifetime value of the customer, and sales forecasting for new products. Much of his research highlights the consistent (but often surprising) behavioral patterns that exist across these industries and other seemingly different domains.

Many of these cross-industry experiences have led to the development of the Wharton Customer Analytics Initiative, an innovative research center that serves as a “matchmaker” between leading-edge academic researchers and top companies that depend on granular, customer-level data for key strategic decisions. Professor Fader believes that marketing should not be viewed as a “soft” discipline, and he frequently works with different companies and industry associations to improve managerial perspectives in this regard. His work has been published in (and he serves on the editorial boards of) a number of leading journals in marketing, statistics, and the management sciences. He has won many awards for his teaching and research accomplishments.

Thursday, 26 May, 15:30 at A1-040 (Finn Øien auditorium)

Invited speakers

To explore the conference theme, we have invited some of the most prominent marketing researchers, who will discuss different aspects of “Marketing in the age of data” in a series of Invited Speaker Sessions (see also program overview and detailed conference program).

Aradhna Krishna

University of Michigan, Ross School of Business

Professor Aradhna Krishna had been described as one of the 50 most productive marketing professors in the world, and is considered the pioneer of the field of sensory marketing. She defines sensory marketing as sub-conscious triggers that affect how people make purchase and consumption decisions. Her research explores ways in which a product’s look, feel, taste, sound, and smell contribute to how it is perceived, and how people respond to it. She held the first academic conference on sensory marketing, has edited a research book on the subject, written a popular press book on the subject, and runs a sensory marketing research laboratory. In addition to sensory marketing, she works on designing winning cause marketing and corporate social responsibility programs, and on constructing engaging pricing and promotion policies.

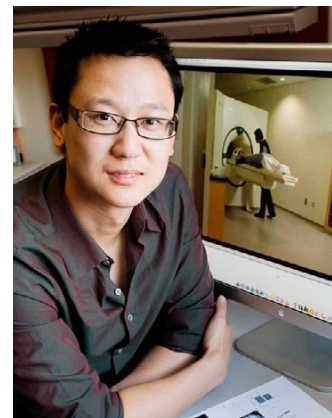


She has published more than fifty articles, which have appeared in the most prestigious outlets including the *Journal of Marketing Research*, *Marketing Science*, *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Marketing*, and *Harvard Business Review*, among others. Her work has been cited in various media such as New York Times, Chicago Tribune, Huffington Post, LA Times, NPR, Economic Times India, Globe and Mail, and Telegraph UK. She is a lead Area Editor for the *Journal of Consumer Psychology*, an area editor for *Management Science* and serves on the editorial boards of *Journal of Marketing Research*, *Journal of Consumer Research*, and *Marketing Science*.

Ming Hsu

University of California, Berkeley, Haas Business School

Professor Ming Hsu is an Assistant Professor of Marketing at Haas School of Business, University of California, Berkeley. His research focuses on the interdisciplinary areas of consumer neuroscience and neuroeconomics. In particular, he examines how managers can use brain-based methods to generate and validate insights into customers’ thoughts, feelings, and behavior, as well as how they are affected by managerial actions. He received his PhD in economics from Caltech in 2006 and was previously Assistant Professor of Economics at University of Illinois at Urbana-Champaign.



Koen Pauwels

Ozyeğin University & BI Norwegian Business School



Koen Pauwels is Professor at Ozyeğin University, Istanbul and adjunct professor at BI Norwegian Business School. He teaches and researches return on marketing investment. Koen Pauwels won the 2001 EMAC best paper award, the 2007 O'Dell award for the most influential paper in the *Journal of Marketing Research*, the 2008 Emerald Management Reviews Citation of Excellence, the 2009 Davidson award for the best paper in *Journal of Retailing*, and the 2009 Varadarajan Award for Early Career Contributions to Marketing Strategy Research. Koen's publications appeared in *Harvard Business Review*, *Journal of Advertising Research*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Retailing*, *Journal of Service Research*, *Marketing Letters*, *Marketing Science* and *Management Science*.

Current research projects include the predictive power of market dashboard metrics and online versus offline marketing effectiveness in mature versus emerging markets. Koen is on the advisory board of AIMark, MarketingNPV, Marketing Productivity Group, MarketShare Partners and YouCastr. He received his Ph.D. in Management from UCLA, is Associate Editor at the *International Journal of Research in Marketing* and serves on the editorial boards of *Journal of Marketing*, *Journal of Marketing Research* and *Marketing Science*.

Uri Simonsohn

University of Pennsylvania, Wharton School

Uri Simonsohn is Associate Professor at the Wharton School, University of Pennsylvania. He is a



Judgment and Decision Making researcher working at the intersection of psychology and economics. Over the last 5 years, Uri Simonsohn has also been working on methodological issues generally related to selective reporting in the social sciences, including (1) disclosure requirements for lab experiments, (2) p-curve, a tool that assesses if a set of statistically significant results have evidential value, (3) using p-curve to estimate the statistical power of a set of studies, (4) evaluating replication results, (4) detection and prevention of scientific fraud, (5) the reporting of alternative specifications for econometric analyses, and (6) simplified pre-registrations. His research has been published in many leading psychology, management, marketing and economic journals. Professor Simonsohn is associate editor of *Management Science*, and the *International Journal for Research in Marketing*, and serves in the editorial board of *Journal of Marketing Research* and *Journal of Behavioral Decision Making*. Uri also co-hosts the blog DataColada.org, an outlet dedicated to “thinking about evidence and vice versa”.

Charles Spence

Oxford University, Department of Experimental Psychology

Professor Charles Spence is the head of the Crossmodal Research Laboratory at the Department of Experimental Psychology, Oxford University. He is interested in how people perceive the world around them. In particular, how our brains manage to process the information from each of our different senses (such as sight, hearing, touch, pain, smell, and taste) to form the extraordinarily rich multisensory experiences that fill our daily lives. His research focuses on how a better understanding of the human mind will lead to the better design of multisensory interfaces, products, environments, and foods in the future. His research calls for a radical new way of examining and understanding the senses that has major implications for the way in which we design everything from mobile phones to household products, and from the food we eat to the places in which we work and live.



Charles has published more than 500 articles in top-flight scientific journals over the last decade, which have attracted more than 20,000 citations. He has been awarded the 10th Experimental Psychology Society Prize, the British Psychology Society: Cognitive Section Award, the Paul Bertelson Award, recognizing him as the young European Cognitive Psychologist of the Year, the prestigious Friedrich Wilhelm Bessel Research Award from the Alexander von Humboldt Foundation in Germany, the 2008 Ig Nobel prize, and the 2015 Prose Book award for the popular science book of the year.

Michel Wedel

University of Maryland, Robert H. Smith School of Business



Michel Wedel is Distinguished University Professor and PepsiCo Chair in Consumer Science at the Robert H. Smith School of Business at the University of Maryland. His main research interest is in Consumer Science: the application of statistical and econometric methods to further the understanding of consumer behavior and to improve marketing decision making. Much of his recent work has measured the effectiveness of visual marketing using eye-tracking technology. He teaches models for marketing decision making for MBA students, advanced Marketing analytics for MS students, and Bayesian statistics for Ph.D. students. Michel Wedel has published 170 papers (many of them in leading marketing journals) and five books, and has received over 15,000 citations. He serves as an area editor at the *Journal of Marketing*, the *Journal of Marketing Research*, and *Marketing Science*.

EMAC Distinguished Scholar Award

EMAC is proud to award the EMAC Distinguished Marketing Scholar 2016 to Professor Marnik Dekimpe, Tilburg University. This annual award is designed to be the highest honor that a marketing educator who has had extensive connections with the European Marketing Academy can receive. The two main criteria for the award are: (1) outstanding marketing scholarship as reflected in extensive, impactful research contributions and (2) outstanding contributions to the European Marketing Academy.

Professor Dekimpe will present a lecture at a special session on Friday, May 27 (14:00–15:30, room C2-080) “The European retail scene: A fertile ground for research opportunities” (see page 206).

The European retail scene: A fertile ground for research opportunities

Marnik Dekimpe, Tilburg University

The European retail scene is often at the forefront of key developments, such as (i) the growing internationalization of retailers’ operations, (ii) the emergence and rapid growth of the hard-discount format, and (iii) the development of multi-tiered private-label portfolios. The availability of multiple (often quasi-public) data sources on the sector offers great research opportunities to academic researchers, while managers can infer early on what may be in store for the rest of the world. In this presentation, we review some recent evolutions, and elaborate on a number of ongoing and expected research opportunities in each of the three aforementioned domains.



Biography

Marnik G. Dekimpe (Ph.D., University of California, Los Angeles) is Research Professor of Marketing and Head of Department at Tilburg University (The Netherlands) and Professor of Marketing at KU Leuven (Belgium).

He has won best-paper awards in *Marketing Science* (1995, 2001), the *Journal of Marketing Research* (1999), the *Journal of Marketing* (2010), the *International Journal of Research in Marketing* (1997, 2001, 2002, 2013), and *Technological Forecasting and Social Change* (2000). His work has also been published in journals such as *Management Science*, the *International Journal of Money and Finance*, the *Journal of Retailing*, *Organizational Behavior and Human Decision Processes*, and the *Journal of Econometrics*, among others.

In 2010–2012, he served as editor-in-chief of the *International Journal of Research in Marketing*, the leading European marketing journal. He currently is an Associate Editor with the *Journal of Marketing Research* and the *Journal of Marketing Behavior*, and serves on the editorial boards of *Marketing Science*, the *Journal of Marketing*, the *International Journal of Research in Marketing*, the *Journal of Retailing*, the *Review of Marketing Science*, the *Journal of Interactive Marketing*, and *Marketing Letters*, among others. In 2007–2013, he was an academic trustee with the Marketing Science Institute. He is currently an academic trustee with AiMark.

His current research interests deal with recession marketing, the impact of product-harm crises, the drivers of private-label success, and the measurement of long-run marketing effects.

He has advised several key players in the CPG and other (automotive, movies, computer games, etc.) industries, especially on forecasting, private-label and marketing-mix effectiveness issues.

Friday, May 27, 14:00-15:30, room C2-080

2016 EMAC McKinsey Marketing Dissertation Award

A new generation of marketing experts is developing the theories and tools that will shape the future of our field. The Marketing Dissertation Award, initiated by EMAC and McKinsey & Company, recognizes and encourages this emerging talent. This distinguished annual award is being presented in 2016 for the eighth time.

The top three finalists are honored with cash prizes:

1st Place: €7,000,

2nd Place: € 3,000,

3rd Place: € 1,000

The three finalists selected are:

Lisette de Vries, University of Groningen

Effects of traditional advertising and social messages on brand-building metrics and customer acquisition

Jonne Guyt, Tilburg University

Take turns or march in sync? The impact of the national brand promotion calendar on manufacturer and retailer performance

Jannik Meyners, University of Hamburg

The role of mere closeness – how geographic proximity affects social influence

The finalists will present at a special session on Thursday, May 26, 2016 at 10:30–12:00 in room C2-080, see page 107. The winner of the 2016 McKinsey award will be announced during the award session on Thursday, May 26, at 16:15 (A1-040 Finn Øien).

Track chairs

Advertising, Promotion, & Marketing Communication

Peeter Verlegh, University of Amsterdam

John Pracejus, University of Alberta

Maarten Gijzenberg, University of Groningen

Business-to-Business Marketing

Kenneth Wathne, University of Stavanger

Steven Seggie, Ozyegin University

Consumer Behavior

Bob Fennis, University of Groningen

Ozlem Sandikci Turkdogan, Istanbul Sehir University

Simona Botti, London Business School

Innovation & New Product and Service Developments

Gaja Rubera, Bocconi University

Christoph Fuchs, TUM School of Management

International & Cross-Cultural Marketing

John Cadogan, Loughborough University

Mark Cleveland, University of Western Ontario

Marketing Education

Suzanne Beckmann, Copenhagen Business School

Kerri-Ann L. Kuhn, Queensland University of Technology

Marketing in Emerging and Transition Economies

Jaideep Prabhu, Cambridge Judge Business School

Rajesh Chandy, London Business School

Marketing Strategy

Peter Verhoef, University of Groningen

Fred Selnes, BI Norwegian Business School

Marketing Theory & New Paradigms

Roderick Brodie, University of Auckland

Ajay Kohli, Georgia Tech

Modeling and Marketing Analytics

Tammo Bijmolt, University of Groningen

Wagner Kamakura, Rice University

Online Marketing & Social Media

Bernd Skiera, Goethe University Frankfurt

Arvind Rangaswamy, Penn State University

Pricing

Skander Esseghaier, Koç University

Marco Bertini, ESADE Business School

Product and Brand Management

Gilles Laurent, INSEEC

Marc Vanhuele, HEC Paris

Public Sector and Non-profit Marketing

Patrick De Pelsmacker, University of Antwerp

Gary Warnaby, University of Manchester

Relationship Marketing

Simon Bell, University of Melbourne

Omar Merlo, Imperial College London

Retailing

Jie Zhang, University of Maryland

Els Breugelmans, KU Leuven

Sales Management and Personal Selling

Sönke Albers, Kühne Logistics University

Nick Lee, Loughborough University

Services Marketing

Florian von Wangenheim, ETH Zurich

Anders Gustafsson, Karlstad University

Social Responsibility & Ethics

Joëlle Vanhamme, EDHEC Business School

Valérie Swaen, Université catholique de Louvain & IÉSEG School of Management

Tourism Marketing

Enrique Bigne, University of Valencia

Alain Decrop, University of Namur

Special Interest Groups

Andras Bauer, Corvinus University of Budapest

Luk Warlop, KU Leuven & BI Norwegian Business School

Film Festival

Alain Decrop, University of Namur

Collaboration and Roundtable Groups

Luk Warlop, KU Leuven & BI Norwegian Business School

Klemens Knoeferle, BI Norwegian Business School

Program overview

Sunday, May 22

- 13:00 – 14:30 Doctoral colloquium registration (BI main entrance)
- 14:00 – 19:00 Doctoral colloquium sessions (A2 area)
- 20:00 Social activities

Monday, May 23

- 9:30 – 18:00 Doctoral colloquium sessions (A2 area)
- 13:00 – 14:00 Doctoral colloquium lunch (D6 area)
- 14:00 – 17:00 EMAC Steering Committee meeting (C4Y-161)
- 20:00 – 22:30 Dinner for participants of the doctoral colloquium (BI restaurant, 7th floor)

Tuesday, May 24

- 9:00 – 13:30 Doctoral colloquium sessions (A2 area)
- 13:30 – 15:00 Doctoral colloquium lunch (D6 area)
- 10:00 – 16:00 EMAC Executive Committee meeting (A2-095, A2-015, A2-050, A2-059)
- 13:00 – 18:00 Conference registration (BI main entrance)
- 18:30 – 20:00 Welcome reception at the Oslo City Hall

Wednesday, May 25

- 9:00 – 10:30 Sessions (A2, B2, C2 areas)
- 9:30 – 13:30 Job market (C4 area)
- 09:00 – 17:30 Booksellers' market (B2, C2 areas)
- 10:30 – 11:00 Coffee break (B1, B2, C1, C2 areas)
- 11:00 – 12:30 Invited speaker session: Koen Pauwels & Michel Wedel (C1-010)
Sessions (A2, B2, C2 areas)
Film festival (A2-015)
- 12:30 – 14:00 Lunch (B1, B2, C1, C2 areas)
Heads of marketing forum (BI restaurant, 7th floor)
- 14:00 – 15:30 Meet-the-editors session: Main marketing journals (A2-030)
Sessions (A2, B2, C2 areas)
Climber community 1st session (A2-070)
Film festival (A2-015)
- 14:00 – 18:30 Job market (C4 area)
- 15:30 – 16:00 Coffee break (B1, B2, C1, C2 areas)
- 16:00 – 17:30 Invited session: EMAC as a global organization (B2-060)
Sessions (A2, B2, C2 areas)
Climber community 2nd session (A2-015)
Think-tank "The future of SIGs" (A2-035)
- 17:30 – 18:30 Board meeting IJRM (A2-075)
- 17:30 – 19:00 Climber community: Informal gathering (Nydalens Bryggeri, 5 min from BI)
18:00 Optional social events
- 18:00 – 19:30 Reception at the Radisson Blu Hotel in Nydalen: BMM-EMAC 8th Biennial International Conference on Business Market Management in Association with EMAC at the University of Graz in 2017

Thursday, May 26

- 07:45 – 09:00 McKinsey breakfast meeting (C4-161)
- 09:00 – 10:00 General assembly (C1-050)
- 09:30 – 13:00 Job market (C4 area)
- 09:00 – 17:30 Booksellers' market (B2, C2 areas)
- 10:00 – 10:30 Coffee break (B1, B2, C1, C2 areas)
- 10:30 – 12:00 Meet-the-editors session: Behavioral journals (A2-030)
EMAC McKinsey Marketing Dissertation Award, paper presentation (C2-080)
Sessions (A2, B2, C2 areas)
- 12:00 – 13:30 Lunch (B1, B2, C1, C2 areas)
- 12:30 – 14:00 EMAC fellows meeting (VIP C6)
- 13:30 – 15:00 Sessions (A2, B2, C2 areas)
- 14:00 – 15:00 McKinsey Award jury meeting (C4-161)
- 15:00 – 15:30 Coffee break (B1, B2, C1, C2 areas)
- 15:30 – 16:15 Keynote talk Peter Fader (A1-040 Finn Øien auditorium)
- 16:15 – 17:00 EMAC2016 awards session (A1-040 Finn Øien auditorium)
- 17:00 – 19:00 Poster session with food and drinks (BI 1st floor)

Friday, May 27

- 9:00 – 10:30 Invited speaker session: Aradhna Krishna and Charles Spence (C1-010)
Sessions (A2, B2, C2 areas)
- 10:00 – 16:00 Booksellers' market (B2, C2 areas)
- 10:30 – 11:00 Coffee break (B1, B2, C1, C2 areas)
- 10:30 – 11:30 Coffee with the IJRM editor (B2-050)
- 11:00 – 12:30 Meet-the-editors session: Domain-specific marketing journals (A2-030)
Invited session: Journal of Marketing Behavior (C2-080)
Sessions (A2, B2, C2 areas)
Film festival, repetition (A2-015)
- 12:30 – 14:00 Lunch (B1, B2, C1, C2 areas)
- 14:00 – 15:30 Invited speaker session: Ming Hsu (C1-010)
EMAC2016 Distinguished Marketing Scholar session (C2-080)
Sessions (A2, B2, C2 areas)
Film festival, repetition (A2-015)
- 14:00 – 18:00 Job market (C4 area)
- 15:30 – 16:00 Coffee break (B1, B2, C1, C2 areas)
- 16:00 – 17:30 Invited speaker session: Uri Simonsohn (C1-010)
Sessions (A2, B2, C2 areas)
- 19:00 – 23:00 Conference dinner at BI Norwegian Business School (BI 1st floor)
23:30 After-party at LaWo (close to Nationaltheatret)



DETAILED PROGRAM



WEDNESDAY

Wednesday 25 May, 2016

Marketing and innovation

Chairs: **Nuno Camacho**, Erasmus University Rotterdam
Stefan Stremersch, Erasmus University Rotterdam & IESE Business School

This special interest group session aims to be a memorable and inspiring session where we invite top scholars to discuss state-of-the-art research and ideas in the fields of marketing and innovation. Therefore, the papers discussed herein cover a broad range of subjects.

Big data, text mining, and consumer-based service innovation management

Deb Mitra*, University of Florida
Joseph Johnson, University of Miami
Brent Kitchens, University of Virginia

This paper focuses on how to conceptualize innovation. The authors propose a new method to identify successful innovations. Instead of identifying innovation success ex-post based on sales (which may be prone to hindsight and survivor biases), the authors propose an ex-ante approach that analyzes consumer- and firm-generated content in digital media to measure early indicators of innovation success.

The value of marketing crowdsourced new products as such: Evidence from a randomized field experiment

Christoph Fuchs*, Technical University of Munich
Martin Schreier, WU Vienna University of Economics and Business
Hidehiko Nishikawa, Hosei University
Susumu Ogawa, Kobe University

The authors examine the effects of marketing new products as “customerideated” versus not mentioning the specific source of the design of the new product. Using a randomized field experiment, the authors show that labeling products at the point of purchase as crowdsourced causally produces a significant and sizable 11-percent increase in sales, as compared with products where the specific source of the design is not mentioned.

Dynamics of performance in crowdsourcing contests: Time, touch, or talent?

Gerard J. Tellis*, University of Southern California
Christian Pescher, Ludwig-Maximilians-University Munich
Johann Füller, University of Innsbruck

This paper focuses on idea quality in crowdsourcing contests, thereby shifting the attention towards the “fuzzy front-end” of innovation. The authors show that while the quantity of ideas increases exponentially over time, the quality of ideas declines over time. In addition, they test whether prior success hurts future ideation (fixation) or predicts future ideation (talent). They find that talent dominates fixation.

Customer-centric innovation from the grassroots: Determinants of success

Stefan Stremersch*, Erasmus University Rotterdam & IESE Business School
Nuno Camacho, Erasmus University Rotterdam
Elio Keko, Erasmus University Rotterdam
Isabel Verniers, Ghent University

This paper focuses on the determinants of success of grassroots innovation. Grassroots innovation enables employees, irrespective of their function, to come up with innovative ideas for new businesses. Using a large-scale survey among 2,176 managers in 14 countries, the authors show that adequately designed grassroots innovation processes pay off. Specifically, such processes help firms generate more customer-focused innovations, thereby increasing their chances of commercial success.

Social influence, brands, and profitability in a changing world

Chairs: **Michael Haenlein**, ESCP Europe
Barak Libai, Arison School of Business, Interdisciplinary Center

Social media (Kaplan and Haenlein 2010) and word-of-mouth marketing programs (Libai, Muller, and Peres 2013) have created a series of new challenges for firms in recent years. Customers who used to be considered as unconnected individuals now need to be seen and analyzed as part of a connected structure. This creates a new level of complexity that firms need to respond to and which is augmented by the ever increasing amount of data available to firms. However, despite this managerial relevance, our academic understanding of the specific dynamics that these new type of media offer is still only scattered. The purpose of this special session is therefore to look into some of the challenges that arise for companies in such a new world. Within four presentations the session focuses on fundamental questions such as interactions between social media and traditional media, the ways in which firms should manage word-of-mouth marketing programs and the potential of social media to build human brands.

Evaluating the impact of social media activities on human brand sales

Alok R. Saboo, Georgia State University
V. Kumar*, Georgia State University
Girish Ramani, Drexel University

Brand buzz in the echovese

Kelly Hewett, University of Tennessee
William Rand, University of Maryland
Roland Rust*, University of Maryland
Harald van Heerde, Massey University

Effects of traditional advertising and social messages on brand-building metrics and customer acquisition

Lisette De Vries, University of Münster
Sonja Gensler, University of Münster
Peter S. H. Leeflang*, University of Groningen

Word-of-mouth program value: A customer equity-focused review and propositional inventory

Michael Haenlein, ESCP Europe
Barak Libai*, Arison School of Business

Value creating sales in business markets

Chairs: **Manfred Krafft**, University of Münster
Andreas Eggert, University of Paderborn
Jan Wieseke, University of Bochum
Christian Schmitz, University of Bochum

Manufacturing firms increasingly migrate from product centered to value creating business models (Terho et al., 2012). Thus, suppliers do not merely provide products to customers, but proactively support value creation with their products in customers' business application. This change is triggered by low cost competition, commoditization, and more sophisticated customer demands. Owing to these market developments, only relying on product centered business models is not feasible any longer for manufacturers to prosper in the short as well as long run. The sales function is the most crucial organizational function to successfully accomplish the adoption of value creating business models and, similarly, most strongly affected by this change (Blocker et al., 2012; Ulaga & Loveland, 2014). Despite its relevance, research on this subject is scarce. While initial conceptual articles underline the urgency of investigating value creating sales (e.g., Berghman et al., 2006), little empirical research exists that carves out how manufacturing firms should effectively implement and organize them. This SIG session aims at motivating research on the implementation of value creating sales in business organizations. The session consists of two parts. In the first part, three research presentations will stimulate thinking and motivate discussion. In the second part, a panel discussion aims at identifying high-potential research ideas around value creating sales. Taking an interactive approach, the panel engages presenters and the audience to carve out interesting issues to be pursued in prospective B2B marketing research. At the end, the panelists will summarize the discussion and highlight the most compelling research ideas that emerged.

The role of sales in hybrid offerings

Jan Wieseke, University of Bochum
Sascha Alavi*, University of Bochum
Johannes Habel, University of Bochum
Christian Schmitz, University of Bochum
Felix Brüggemann, University of Bochum

Using an international, large-scale, multiple-source data set, the authors reveal that salespeople achieve a superior financial performance when combining products with services.

Crafting solutions in business markets: The important role of salesperson's human and social capital

Eva Böhm, University of Paderborn
Andreas Eggert*, University of Paderborn
Harri Terho, University of Turku
Wolfgang Ulaga, Arizona State University & IMD Lausanne
Alexander Haas, University of Giessen

The authors investigate the relevance of human and social capital for building this competence. Using data from 799 B2B salespeople within 29 sales organizations, they reveal the relative importance of salespeople's customer and technical knowledge (i.e., human capital) as well as their external and internal relations (i.e., social capital).

The ambivalent role of variable compensation in industrial servitization

Jan Wieseke, University of Bochum
Sascha Alavi, University of Bochum
Johannes Habel*, University of Bochum
Christian Schmitz, University of Bochum
Felix Brüggemann, University of Bochum

This study examines the versatile effects of variable sales compensation in the servitization context. Using an international, large-scale, multiple-source data set, the authors reveal that salespersons' variable compensation has an inverse u-shaped effect on servitization success.

Panel discussion: Identifying high-potential research ideas on value creating sales (30 minutes)

Andreas Eggert*, University of Paderborn
Manfred Krafft, University of Münster
Wolfgang Ulaga, Arizona State University & IMD Lausanne
Jan Wieseke, University of Bochum

and the remaining presenters in this SIG

Activating teaching methods in marketing education

Chair: **Anna-Greta Nyström**, Åbo Akademi University

One of the challenges marketing teachers face is designing learning environments that allow for deep learning. Traditionally, university teaching has been laid out as lectures and seminars, focusing on learning based on listening, reading and writing. Activating teaching methods offer an alternative way to allow for interaction and develop courses and curricula, as well as the role as teacher. Marketing majors must have an understanding of the way people think, behave and learn. Therefore it is of importance to acknowledge various learning styles and strategies. How should learners be involved in the study subject, and how does the teacher facilitate collaborative learning? Which role does interactivity play in learning and how can it be enabled via, for instance, social media? A focus area is learning together with others, which has proved to be effective in many contexts. However, activating teaching methods should be put into context and align with learning goals, expected outcomes, and examination. The 90-minute session is a workshop including an introductory presentation on the essence of activating teaching strategies that align learning goals with teaching activities (30 minutes). The workshop offers participants the opportunity to learn about and try different activating teaching methods (40 minutes), such as tools for mapping previous knowledge, innovation and ideation tools, problem definition tools, tools for mapping possible solutions, online tools enabling interaction during lectures etc. The methods and their underlying goals will be discussed, i.e., when is one method suitable or more suitable than another. The session thus ends with an open discussion (20 minutes).

Governance and fairness in interfirm relationships

Chair: **Erik A. Mooi**, Melbourne University

The effects of procedural and distributive fairness in supplier-buyer relationships

Fabio Cassia*, University of Verona

Sven A. Haugland, Norwegian School of Economics

Francesca Magno, University of Bergamo

Marta Ugolini, University of Verona

Fairness has until recently rarely been studied in supplier-buyer relationships. The purpose of this study is to enrich the well-established perceived value – satisfaction – behavioral intention framework by considering the direct and moderating effects of both procedural fairness and distributive fairness. The suggested extended model is tested in the social couponing industry through a survey on a sample of firms purchasing advertising services from a daily deal website. The findings highlight both a direct effect of procedural fairness on satisfaction and a direct effect of distributive fairness on behavioral intentions. Finally, the analysis shows a negative moderating effect of procedural fairness on the relationship linking market performance to satisfaction. High levels of procedural fairness may in part compensate for low market performance and thereby avoiding a reduction in satisfaction.

How do supervision and autonomy affect sub-contractors' commitment? The moderating roles of distributive justice and flexibility norm

Xiaoyun Chen*, University of Macau

Elaine Yan, University of Macau

May Wang, United International College

Xiaofeng Zhang, Harbin Institute of Technology

Commitment from collaborating partners has been identified as one of the most prominent elements desirable to and hence solicited by organizations. To help explain and predict collaborators' commitment to a focal organization, this study tested two important factors as antecedents: supervisory control and perceived autonomy. After validating the positive link, the boundary conditions for the positive effects of supervisory control and autonomy were explored. Data were collected from 224 subcontractors of the China State Construction Engineering Corporation based in Hong Kong and Macao. Distributive justice and the flexibility norm moderated the relationships between the two predictors and commitment, thus supporting the hypotheses. Specifically, distributive justice accentuated the positive effect of autonomy and the flexibility norm accentuated the positive effect of supervisory control. The theoretical and practical implications in an organizational setting are discussed.

The impact of contract negotiation fairness and contract implementation fairness on business-to-business relationships

Tobias Grossmann*, Free University of Berlin

Michael Kleinaltenkamp, Free University of Berlin

When studying long-term relationships, traditionally the focus has been on purchasing and selling decisions with possible rebuying and reselling efforts. In a B2B setting these decisions typically take place in negotiations between both partners. However, this perspective ignores that the negotiating and signing of a contract is followed by its often long-lasting implementation. In this study, we discuss fairness perceptions in contract negotiations and contract implementations as important drivers of rebuying and reselling decisions in B2B relationships. Based on 29 in-depth expert interviews we develop a conceptual model that features negotiation and implementation fairness perceptions and their impact on relationship quality and future business intentions. We suggest that fairness is not only an isolated important element in B2B negotiation and contract implementation, but that negotiation fairness often sets the stage for the implementation and hence future behavioral intentions.

Governing channel relationships through selective entry and costly exit

Erik A. Mooi*, Melbourne University

Kenneth Wathne, University of Stavanger

Jan Heide, University of Wisconsin-Madison

Alok Kumar, University of Nebraska-Lincoln

We study the governance mechanisms used by firms to manage their reseller relationships. Specifically, we examine mechanisms which purposely shape relationship entry and exit, namely 1) initial reseller selection efforts and 2) reseller hostages. Based on a longitudinal study of supplier-reseller relationships, we examine these mechanisms' dual roles of 1) motivating a supplier to invest in reseller-specific assets ex ante, and 2) safeguarding the assets from transaction costs ex post. Our specific focus is on the roles that each individual mechanism plays, the difference between them, and the implications of joint reliance on selection and hostages. We use our findings to suggest guidelines for channel strategy, including how to allocate resources across different governance options. Theoretically, we add to the literatures on inter-firm relationships and transaction costs by showing the range of effects that follow from entry- and exit-based governance mechanisms.

Packaging cues and product perceptions

Chair: **Jonathan Luffarelli**, City University London

Dragon wine: Effects of fantasy themes on food label processing and marketing outcomes

David Jaud*, Massey University

Valentyna Melnyk, Massey University

Jan R. Landwehr, Goethe University Frankfurt

Companies spend billions annually for packaging and labelling, yet little is known about the specific features of a package design that influence consumers' responses. Meanwhile, the use of fantasy themes (i.e., a fiction genre using imaginative elements and unreal creatures) is increasing among broad product categories, however it is unclear how consumers actually react to fantasy labels. In this research, we present a systematic set of studies including a pilot study and four experiments which investigate whether, when and why fantasy labels affect purchase intentions. Building on the principle of hedonic dominance (Chitturi et al., 2007), the results suggest that fantasy labels (1) enhance purchase intentions, but only when trust in the product/brand is established, and (2) is sequentially driven by the evocation of the imaginary and positive affective reactions. Our findings have important managerial implications for brand managers and practitioners dealing with package designs.

The effect of natural color package on perceptions of product dangerousness for consumers' health

Veronica Marozzo*, University of Calabria

Maria Antonietta Raimondo, University of Calabria

Irene Scopelliti, City University London

Gaetano Miceli, University of Calabria

This paper introduces the concept of naturalness of colors, that is the property of colors to recall something that has not been treated or processed, and that expresses authenticity, and investigates the relationship between natural colors and product perceptions. We propose that the presence of natural colors on product packaging may affect perceptions of product dangerousness for consumers health. The results show that perceptions of dangerousness for health of the product are significantly lower for products with natural-colored packages than products with non natural-colored packages, and that this effect is mediated by product health halo, that is a mechanism whereby a natural-colored package, addressing aspects of naturalness, suggests that the product itself is natural.

Consistent or not? The role of product visibility in sequential decisions

Dikla Perez*, Tel-Aviv University

Yael Steinhart, Tel-Aviv University

Amir Grinstein, Northeastern University & VU Amsterdam

This research introduces product-visibility as a factor affecting consistency of product-related decisions, in the context of social and self-identities. We show that when a product involved in a first decision is highly visible, the decision-maker's cognitive-rigidity is enhanced, increasing the likelihood of subsequent decision consistency, especially in individuals with high public self-consciousness.

The exciting-asymmetry effect: The interplay of logo design and brand personality on brand equity

Jonathan Luffarelli*, City University London

Antonios Stamatogiannakis, IE University

Haiyang Yang, Johns Hopkins University

We propose and demonstrate that logo shape and brand personality can interact to influence brand equity. Specifically, in six studies and through the analysis of a large field dataset that involves 96 real brands and 14,566 consumers, we establish the "exciting-asymmetry effect"—the phenomenon whereby the combination of an asymmetrical (symmetrical) logo and an exciting brand personality boosts (harms) brand evaluations and brands' financial performance. We also highlight the counterintuitive nature of this effect by showing that commercial designers tend to prefer symmetrical logos for brands with an exciting personality. Our research adds to the literature by identifying an important boundary condition to the well-known positive effects of symmetry, by showing that asymmetrical logos evoke excitement-related notions, and by demonstrating the importance of jointly considering brand elements' design and brand personality, even if this entails not following "good design" principles.

Internal influences on decision making and choice

Chair: **Ioannis Evangelidis**, Bocconi University

Dilution illusion

Anouar El Haji*, University of Amsterdam
Aljaz Ule, University of Amsterdam

Previous studies show that changes in the nominal representation of choices can affect individual decision-making while neglecting the outcome in real terms (e.g., money illusion, ratio bias and medium maximization). This study explores how the nominal representation of choices affects interpersonal decision-making. Specifically, we measure to what extent the nominal representation of the distribution of an endowment can affect appropriation. We predict that the degree of appropriation is greater if the victim is not affected nominally, which we term dilution illusion. In an experiment the nominal representation of the endowment is disentangled from the representation in real terms. The main finding is that appropriation is more prevalent if the nominal representation of victim's possessions is kept constant, which confirms the existence of the dilution illusion. On the other hand, appropriation is less prevalent if the nominal representation of Dictator's possessions is kept constant.

The role of visual attention in product selection

Ruxandra Luca*, Imperial College London
Mirjam Tuk, Imperial College London
Andreas Eisingerich, Imperial College London

While pop-up ads are designed to inform consumers, they can interfere with online browsing behaviour. Although our visual system allows this seemingly irrelevant information through its filters, it does not always result in negative consequences. The purpose of this project is to investigate how distracting images can result in favourable or unfavourable preferences for an online product depending on their location, colour, and duration. The theoretical contribution will be made to phenomenon in psychology called Inhibition of Return (IOR), which will be applied in a marketing setting. In experiments one and two, visual attention is measured by reaction time to the location and colour of objects while visual distractions are ignored. The third experiment explores the role of attention on product preference. In sum, by manipulating the location and colour of visual distractions, we showed that this has an effect on the participants' reaction times and potential product preferences.

The effect of consumers' sense of urgency on shift of regulatory focus

Boshuo Guo*, Imperial College London
Ammara Mahmood, City University London
Catarina Sismeiro, Imperial College London

Choice overload is a well-known phenomenon that consumers might defer choice when faced with large numbers of choices, as consumers experience frustration associated with processing significant amounts of information. Previous studies have found time constraints to act as a moderator of choice overload: approaching deadlines amplify choice overload by increasing cognitive burden. We investigate the relation between number of choices and deadlines using observational and experimental data on the purchase and search of airline tickets. We find a negative relationship between number of options and purchase probability. However, choice overload cannot fully explain this effect, which is more likely the outcome of a shift in regulatory focus. We find also that consumers' sense of urgency has a greater impact than choice overload, and that it is the sense of urgency and the psychological time that is associated with shift of regulatory focus. We provide insights for research and management.

Expectation-based effects of non-differentiating attributes on choice

Ioannis Evangelidis*, Bocconi University
Stijn Van Osselaer, Cornell University

Theories of decision-making, information integration, and cognitive psychology make competing predictions about the effect of non-differentiating attributes (i.e., attributes along which all alternatives score the same) on choice. In this paper we propose a theoretical account that invokes decision-makers' expectations to predict the effect of introducing a non-differentiating attribute on choice. Participants in our studies were asked to choose from a set of two options that presented a trade-off between two attributes. For half of our sample, we added a non-differentiating attribute to the two focal attributes. In seven studies we find that a non-differentiating attribute can favor a particular alternative in the set because consumers judge performance on that attribute not based on face value (according to which all alternatives perform the same), but based on the difference between face and expected value instead.

Consumption acquisition: Theory and practice

Chair: **Kivilcim Dogerlioglu Demir**, Sabanci University

Consumption acquisition practices

Fleura Bardhi*, City University London
Matteo Corciolani, University of Pisa
Daniele Dalli, University of Pisa

This conceptual paper aims to advance a theory of acquisition practices by integrating concepts and theories about resource circulation practices, such as buying, sharing, gifting, access based consumption, into a common framework. While acquisition, the process of obtaining consumption resources, is an essential aspect of consumer behavior, it has mainly been conceptualized in terms of buying. Recent research has begun to identify and conceptualize alternative acquisition practices and theoretical approaches. We build on these works and develop an organizing theoretical framework that integrates these concepts towards the advancement of a theory of acquisition process and aims to provide conceptual clarity in the current literature. We develop a typology of research acquisition practices on the basis of a) the level of market mediation, and b) ownership transfer based on a literature review and theories of exchange. The typology distinguishes six consumption acquisition practices: buying, bartering, gifting, renting, sharing, and borrowing. We conceptualize each practice, discuss associated consumption consequences, and discuss hybrid cases. Our model helps advance the theoretical account of consumer behavior and widen the scope of such theorization to enclose recent phenomena that arise from the sharing economy.

When and why attachment avoidance affects the sharing of personal possessions

Antje Graul*, Leeds University
Aristeidis Theotokis, Leeds University

Although existing research highlights the importance of consumers' participation in the sharing economy, it remains unclear under what condition consumers are more willing to share their personal possessions. This research builds on attachment theory and investigates whether, when and why attachment avoidance - the degree in which individuals tend to avoid closeness and dependency- has an effect on their intentions to share personal possessions. In three experimental studies, we show that attachment avoidance has a negative effect on intentions to share personal possessions. This effect is strengthened for consumers higher in materialism and is reversed when the sharing partner is a stranger. The authors suggest a mechanism by which the consumer's possession-self link mediates the effect of attachment avoidance on sharing intentions. Avenues for future research and implications for peer-to-peer sharing schemes are discussed.

Wanting ever more: Acquisition procedure motivates continued possession acquisition

Leilei Gao*, Chinese University of Hong Kong
Yan Zhang, National University of Singapore

What drives consumers to invest resources to acquire material possessions? We suggest that, aside from the consumption utility and the psychological benefits that possessions deliver, people are motivated by the procedure of acquiring them. In six experiments, we compare two procedures: piecemeal procedure, whereby a quantity of possessions is acquired gradually through repeated small efforts; and lump-sum procedure, whereby more possessions are acquired all at once through a longer period of work. Holding constant the total quantity of acquired possessions and the effort-possession exchange rate, we find that piecemeal procedure is more likely to motivate effort investment to earn rewards in the future than lump-sum procedure, because the former results in a greater sense of achievement. If that sense of achievement is curtailed, piecemeal procedure is no more motivating than lump-sum procedure.

Consumer attachment styles and preference for participating in sharing systems

Kivilcim Dogerlioglu Demir*, Sabanci University
Mehmet Okan, Istanbul Technical University

This paper suggests and empirically shows that consumers' attachment styles determine their likelihood to participate in sharing systems. While anxious consumers are more likely to participate in non-market based systems; avoidant consumers are less likely to take part in such settings. Only for anxious consumers, non-market based sharing systems have a self-esteem enhancing role, significantly increasing the likelihood to participate in sharing settings. Only for avoidant consumers, market based sharing systems provide trust, significantly increasing likelihood to participate in such systems. Interestingly, anxious consumers' likelihood to use a shared item is dependent on its contagion level. Such individuals are more likely to use a shared good when the contagion level of that item is high.

Franchising and subsidiaries

Chair: **Bernard Simonin**, Tufts University

International franchise performance: An RBV perspective

Nabil Ghantous*, Qatar University

Shobha Das, Qatar University

This paper investigates the drivers of international franchise performance from the perspective of the resource-based view of the firm. It builds on interviews (N=28) and survey data (N=88) from internationalized French franchisors. A research model is proposed and tested with PLS-SEM. It includes seven drivers of international performance that reflect franchisor-owned resources, relational capabilities, and reconfiguration capabilities. The results indicate that relational and reconfiguration capabilities drive franchisors' relational performance, while franchisor-owned resources, reconfiguration capabilities and relational performance drive franchisors' relative performance. The results also validate a moderating role of the age of entry on international markets. Franchisor-owned resources seem particularly important for the performance of the early international franchisors, while relational and reconfiguration capabilities are better leveraged by the late international franchisors.

Market orientation and marketing program standardization in a subsidiary context: Striking a perfect balance

Aysegul Ozsomer*, Koç University

Bernard Simonin, Tufts University

This study explores the relationship of marketing program standardization and market orientation to the performance of subsidiaries of multinational corporations. The case of a lead-market (Japan) and an emerging market (Turkey) are compared and contrasted. Analysing market orientation at the sub-component level, we find that (1) responsiveness is positively related to revenues (sales growth and market share) but not to profitability in both Japan and Turkey; (2) marketing program standardization is positively related to profitability, but not to revenues in both markets; and (3) in both markets, the interactions of market orientation and standardization are not significant on both performance measures. Our results indicate that subsidiaries that want to enhance profitability and revenues need to nurture both a market orientation and marketing program standardization separately as each drives a different performance dimension.

Marketing leadership

Chair: **Stefan Worm**, BI Norwegian Business School

The emergence of leadership in marketing and non-marketing functions: Which mental representations drive leadership behavior?

Karina Brückner*, Coburg FH
Felix Weispfenning, Coburg FH

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

Enhancing marketing capabilities through the use of marketing control systems

Xiaoning Liang*, Dublin City University
Yuhui Gao, Dublin City University
Theo Lynn, Dublin City University

Marketing capabilities are recognized as important determinants of superior firm performance. However, there is a dearth of research on how to build up marketing capabilities through management processes. No previous study has empirically examined the relationship between the uses of marketing control systems and specific marketing capabilities. This study examines how marketing control systems are used to foster both market-linking and adaptive marketing capabilities in order to enhance firm performance. A survey of 209 Irish-based companies demonstrates that the interactive use of marketing control systems is a key driver of both market-linking capability and adaptive marketing capability. This study is the first study of its kind to provide empirical evidence for the argument that management processes serve as the mechanism through which marketing capabilities are developed.

Linking entrepreneurial orientation and small service firm performance through marketing resources and marketing capability: A moderated mediation model

Phyra Sok*, Queensland University of Technology
Lan Snell, Charles Sturt University
Wai Jin (Thomas) Lee, Curtin University
Keo Mony Sok, Charles Sturt University

Mixed findings documented in the literature suggest that the entrepreneurial orientation (EO)–performance relationship is more complex than a simple main-effects-only relationship. The literature offers two approaches in advancing this complex relationship: (1) examining the contingency effect and (2) examining the mediating effect on EO–performance. Through a moderated mediation framework we reconcile these distinct approaches by examining the underlying process through which EO contributes to performance and the specific condition under which this process is facilitated. Data from 469 small service firms indicate that marketing capability mediates the EO–performance relationship; this mediation effect is strongest when marketing resources are abundant.

Marketing communications

Chair: **Tammo Bijmolt**, University of Groningen

Digital attention maps: Unveiling competition for digital attention using online search

Elham Maleki*, Goethe University Frankfurt
Daniel M. Ringel, Goethe University Frankfurt
Christian Doppler, McKinsey & Company, Inc.
Bernd Skiera, Goethe University Frankfurt

In today's digital markets, hundreds of firms compete for the attention of millions of consumers. Understanding the competitive environment for digital attention has thus become crucial to managers as basis for strategic decision making. However, digital markets are typically very large, contain numerous business models, and experience rapid shifts of market share, making them difficult to analyze. We propose a new approach called Digital Attention Maps (DAM) to analyze competition among hundreds of firms for digital attention of consumers. DAM uses organic search results to identify firms competing for digital attention in a market, infer about competitive relevance, reveal asymmetric competitive relationships, and identify submarkets structures. In an empirical application to online retail banking, we show how DAMs are not only fast and inexpensive to generate but also offer new insights from a demand side perspective on competitive market structure for digital consumer attention.

The influence of marketing communications on the consumer path to purchase for both online and offline purchases

Jason Pallant*, Monash University
Peter Danaher, Monash University

There are many different paths that retail customers may take to complete a purchase, such as using only physical stores, searching online before purchasing offline, or searching and purchasing online. This study investigates how marketing communications may influence a customer's path to purchase. We use a Hidden Markov Model to develop latent states of behaviour based on longitudinal data from a multi-channel retailer. Four consumer purchase states are developed namely offline only, goal-directed online buying, highly active online buying, and research online purchase offline. We find that the transitions between these states are influenced by marketing communications including emails and catalogues. This study extends existing channel migration literature by demonstrating how marketing communications may influence search as well as purchase behaviour, and provides marketers an opportunity to develop communication strategies to influence the consumer path to purchase.

Was this review helpful to you? Determinants of helpfulness voting patterns in the context of online customer reviews

Filipe Sengo Furtado*, WU Vienna University of Economics and Business
Radoslaw Karpienko, WU Vienna University of Economics and Business
Thomas Reutterer, WU Vienna University of Economics and Business

The rise of the number and forms of user-generated content has attracted scholars and firms to the importance of studying online customer reviews. With this study we propose to shed light on the phenomenon of review helpfulness. While past research focuses on exclusively understanding what makes a review helpful and ignores the fact that some reviews receive more attention than others, we aim to disentangle these two dimensions by differentiating between what drives people to vote and what drives people to vote positively. Apart from well-known variables in the field of review helpfulness, such as review length, we include review sentiment in our research and study the interaction between some of the effects with the variable price. We contribute to the existing literature by adopting a different modelling approach that enables us to separate two distinct effects that so far have been considered to be one and we demonstrate that price is a key determinant to the study of helpfulness.

The role of messaging in display ads in times of programmatic advertising

Sascha Leweling*, University of Münster
Sonja Gensler, University of Münster
Thorsten Wiesel, University of Münster

This research investigates the effect of different targeting options and ad messages in display ads on conversion behavior (e.g., click, website visit). We model the individual advertising path based on cookie data with a hidden Markov model. The hidden states represent the stage in the purchase funnel. We find that contrarily to industry believes, programmatic targeting options like real-time bidding do not work throughout the funnel, but more in the beginning to make the consumer aware of the product. We also show that different ad messages (awareness-, product-, and sales-related) have different effects depending on the customer's stage in the purchase funnel. Sales-related ads have a rather low effect in the beginning when the consumer has a low interest, but increase their effectiveness when the user is deeper in the funnel. We provide managers a tool to approximate the purchase funnel of internet users and provide implications on the suggested targeting options and ad messages.

Recommendation

Chair: **Dennis Herhausen**, University of St. Gallen

Should online shops explain their recommendations?

Florentine Frentz*, University of Siegen

Paul Marx, University of Siegen

Due to their stochastic nature, automated recommendation systems (RS) are inherently prone to errors. Such errors potentially impair customers' perception of and loyalty to online shops that employ the RS and can harm the shops' outcome. Explanations of the reasoning underlying recommendations can help customers handle recommendation errors and so to mitigate the negative effects of erroneous recommendations. This paper presents a work-in-progress study that provides an empirical back up for general usefulness of explanation facilities within RS and examines the effects of different recommendation styles in case of the provision of correct and erroneous recommendations. The results indicate that it is sensible to employ an explanation facility within a RS and that explanations should be generated in a "keyword & influence" style, i.e. explanations should combine an attribute-based description of the recommended item and base on the user's prior preferences.

The interactive effect of regulatory focus and review valence on helpfulness ratings

Alexander Mafael*, Free University of Berlin

Henning Kreis, BTU Cottbus

Helpfulness ratings are an important indicator for the impact of online reviews. Helpfulness is often explained in terms of observable qualities of reviews that predict helpfulness ratings. We argue that focusing on the psychological processes that underlie helpfulness voting leads to a more detailed understanding of review helpfulness. Specifically, because goal orientation affects information processing, individual regulatory focus interacts with review valence to determine helpfulness. When review valence matches regulatory focus, consumers are more likely to vote a review as helpful. We predict that this effect occurs because regulatory match increases review engagement, which amplifies gratitude towards the review's author. Hence, consumers are more likely to reward the author with a helpfulness vote to express their gratitude. Two studies find support for these predictions and suggest that review engagement and gratitude serially mediate the matching effect on helpfulness voting.

Spillover effects of online social cues: Field evidence from the service industry

Dennis Herhausen*, University of St. Gallen

Oliver Emrich, University of St. Gallen

Marcus Schögel, University of St. Gallen

Heike Bruch, University of St. Gallen

Previous research studied the impact of online social cues (i.e., references on websites to persons or social situations) on website perceptions. Here, we study whether online social cues may additionally create a spillover to the physical channel. We propose that online social cues on the website attributed to service employees can strengthen perceived service quality of service employees, and that the strength of this effect is determined by media richness. We test our predictions with multisource data from a sample of 113 service firms, including two samples of customers for each of the firms. We find that the effects of online social cues of service employees are strengthened by the use of rich media, and that online social cues increase customer loyalty through service quality perceptions of service employees but not through service quality perceptions of the website. Thus, the effects of online social cues are underestimated if their spillover to physical channels is neglected.

Online reviews

Chair: **Raffaele Filieri**, Newcastle University

Incentives for writing online reviews – differential effects on likelihood and valence

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

As online reviews have a noteworthy impact on sales, companies are interested in a high amount of positive online reviews. One possible practice for stimulating online reviews is offering incentives. However, it is not at all clear whether such incentives will have the intended consequences and companies will actually profit from an increase in positive online reviews. Based on an experimental study, we find offering incentives to increase online review publication likelihood. Yet, at the same time incentives can decrease online reviews' valence. This result is in line with Self-Affirmation Theory which suggests online reviews positivity might decrease because customers do not want to perceive themselves as "being bought". Therefore, managers must decide if they can accept less positive reviews in exchange for quantity when offering incentives.

On the helpfulness of online product reviews: The interplay of anonymity and self-regulatory focus

Nhat Quang Le*, Norwegian School of Economics
Magne Supphellen, Norwegian School of Economics
Linn-Therese Holsen, Norwegian School of Economics
Alexander F. Hem, Norwegian School of Economics

Online product reviews are important to both marketers and consumers. Several studies have addressed the determinants of helpfulness of online product reviews. One important variable in this stream of research is the anonymity of reviewers. Findings on the effects of anonymity on the helpfulness of reviews are conflicting. We suggest that the effect of anonymity is moderated by a variable not addressed earlier: The self-regulatory focus evoked by the product category. We predict that 1) anonymity has a positive effect on the helpfulness of reviews for prevention-focused products, but a negative effect for promotion-focused products; 2) online reviewers will choose to be anonymous more frequently for prevention-focused products than for promotion-focused ones; 3) anonymity has a positive effect on helpfulness for prevention-focused products as anonymity leads to shorter and more critical reviews. Using a subset of Amazon reviews, we test and confirm these predictions.

Cross-referencing in online reviews

Sabrina Gottschalk*, Free University of Berlin
Alexander Mafael, Free University of Berlin
Henning Kreis, Brandenburg University of Technology

Consumers who write online reviews often make references to other review authors and either agree or disagree with their opinion – a phenomenon that we call cross-referencing. This paper examines how the use of cross-references in online reviews impacts readers' perceptions. While using references in texts is generally seen as a means to increase persuasiveness, we argue that this does not apply to online reviews. As online reviews are a unique depiction of subjective consumer experiences, readers may not appreciate it when authors focus on arguments of other reviewers rather than their own thoughts. A qualitative pre-study (n=60) as well as an experimental study (N=229) show that the use of cross-referencing decreases perceived persuasiveness of an online review, especially if the cross-reference indicates disagreement rather than agreement with a prior review. We contribute to an under-researched phenomenon in online review research and derive practical implications for managers.

Consumer perceptions of online reviews helpfulness

Raffaele Filieri*, Newcastle University
Fraser Mcleay, Northumbria University
Bruce Tsui, Hong Kong Polytechnic University

The proliferation of consumer review websites available makes it difficult for consumers to easily identify the most helpful reviews. Helpful reviews can affect third-party websites' sales. It is therefore paramount for these e-retailers to understand the antecedents of online reviews' helpfulness. However, there is a dearth of studies on the determinants of information helpfulness in the service sector. This study adopts dual process theory to explore the influence of informational and normative cues on information helpfulness whilst considering links with consumers' purchase intentions. Results highlight that information quantity, information quality, ranking scores, and source credibility are antecedents of information helpfulness, which ultimately will influence purchase intentions.

Gendered brands

Chair: **Isabelle Aime Garnier**, IPAG Business School Paris

Exploring the role of gender identity in consumer response to gender labeled products

Susanne Ludwig*, University of Mannheim

Stefan Hattula, University of Stuttgart

Florian Kraus, University of Mannheim

Labeling products targeted to a specific gender audience (sex-typed labeling) is commonplace in the market and reflects the widespread assumption that consumers' behavior differs simply because they are men or women. Contrary, the results of two experiments show that gender labeling is another area of marketing in which consumers' gender identity can explain behavior better than biological sex. We show its moderating effect on the relationship between gender labeled products and purchase intention. Gender schematic consumers (masculine or feminine) are indifferent between sex-typed or unisex labeling. They engage in simultaneous evaluation of a product's gender expressive and functional aspects, which oppositely favor both options. Instead, gender aschematics (androgynous) are less sensitive to gender cues, making their congruity with the self-concept less prevalent and perceived functionality the most relevant mechanism. In consequence, unisex products are their preferred option.

Brand gender: The influence of brand logo, product category, and product design

Theo Lieven*, University of St. Gallen

Bianca Grohmann, Concordia University

The marketing literature suggests that brand personality—human characteristics associated with brands—relates to a variety of relevant consumer responses to brands. The brand gender di-mensions of brand personality (i.e., brand masculinity and femininity) significantly influence brand equity and brand alliance success. The current research therefore examines to what extent brand gender perceptions are shaped by brand aspects (i.e., brand logo design), product category and product design and demonstrates that (1) both different brand logos and perceptions between various product categories affect brand gender, that (2) strong gender perceptions increase brand equity, that (3) androgyny, i. e., simultaneously high masculinity and femininity, generates the highest brand equities, and that (4) both different brand logos and perceptions between various product designs within a product category affect brand gender.

Analyzing consumer-based brand equity on Facebook: The impact of brand gender

Salim Azar*, Cergy-Pontoise University

Joana César Machado, Universidade Católica Portuguesa

Leonor Vacas De Carvalho, Universidade de Évora

In recent years, Facebook and other social media have become key players in branding activities. However, empirical research is still needed about the way in which consumer-based brand equity is created on social media. The purpose of this paper is to study the relationship between masculine and feminine brand personality and brand equity, on Facebook, and to analyze the mediating role of consumer-brand engagement and brand love on this relationship. Data were collected using an online survey with 614 valid responses. The hypotheses were tested using structural equation modeling. Results support 7 of the 11 hypotheses with significant relationship between analyzed constructs. This study confirms the advantages of a clear gender positioning and extends prior research by suggesting that brands with a strong brand gender identity will encourage brand love. Results also highlight that brand love has a mediating role on the relationship between brand gender and overall brand equity.

The impact of different naming strategies on consumer's evaluation of mixed brands

Isabelle Aime Garnier*, IPAG Business School Paris

Salim Azar, Université Cergy-Pontoise

Isabelle Ulrich, NEOMA Business School

Many brands with strong gender identities - either feminine or masculine - are not successful at targeting both men and women, especially in high symbolic product categories, and managers struggle to capitalize on one single brand while trying to maximize their sales on both targets, hesitating between different naming strategies. Building on previous findings regarding brand gender, this research aims at understanding the potential relevance for mixed brands (i.e brands targeting men and women) to adopt a sub-brand/endorsed brand system rather than a single brand strategy. The research uses a before-after experimental design, on four existing well-known fashion brand names, to examine the potential effect of the introduction of a non-congruent gender sub-brand (i.e. feminine sub-brand name for masculine brands and masculine sub-brand name for feminine brands) on the attitude of the opposite gender target. The results underline asymmetrical evaluations of masculine and feminine brands.

Charities and donations

Chair: **Debra Riley**, Kingston University

The empowering role of online collaborative consumption: New opportunities for micro-entrepreneurship in developed countries

Eva Delacroix*, Paris Dauphine University

The aim of this paper is to explore how collaborative economy can help alleviate poverty in developed countries. Based on a multi-method qualitative approach, this research emphasizes the empowering role of online collaborative consumption. Thanks to consumer-to-consumer exchange places on the Internet, people living under financial and cultural poverty have the opportunity to create small subsistence businesses that resemble micro-enterprises, commonplace in developing countries. Managing such small businesses improves poor people's marketplace literacy and well-being thanks to economic, recreational, relational and symbolic benefits. We discuss the boundaries of collaborative economy that, in this case, is more about money than about sharing. We also discuss implications in terms of micro-entrepreneurship in developed countries and marketplace literacy educational programs.

Managing authentic rebranding in UK charities: The challenge of hybrid identity

Zoe Lee*, University of Bath
Humphrey Bourne, University of Bristol

Nonprofit organizations that engage in rebranding strategies have difficulty reconciling their normative (social or mission driven) and utilitarian (business driven) identities of their organizations. This research conducts ten case studies in the charity sector to explore how dual identities are reflected in managers' narratives and subsequently shape rebranding strategies. It extends the theory of corporate rebranding by articulating its relevance and embedded tension in the nonprofit sector and argues the importance of focusing beyond financial outcomes as the principal measurement of success. This research indicates that pressure to secure resources can lead some nonprofit organizations to experience identity drift. Senior managers should be careful in balancing the dual identities when managing the rebranding process.

When the cause fits: Taxonomic vs. thematic similarity in cause-related marketing

Monica Mendini*, Università della Svizzera Italiana
Paula C. Peter, San Diego State University
Michael Gibbert, Università della Svizzera Italiana

One of the key questions in cause-related marketing is how the cause should be related to the brand. Surprisingly, very little systematic research has been conducted into the relationship between cause and brand, and its impact on fit and skepticism. Drawing on recent psychological literature, we provide a new model of how cause and brand are linked. This model is based on similarity, and details, how taxonomic versus thematic similarity can help companies in deciding which cause to support. Two empirical studies show that similarity (taxonomic vs. thematic) is consequential for perceived fit, consumers' skepticism and donation size. Counter-intuitively, our findings suggest that even if consumers perceive a lower fit with thematic partnerships, they are less skeptical about them and expect companies to contribute less to the cause. Moreover, we show that the degree of skepticism plays a role as mediator and lowers the total effect of taxonomic/thematic similarity on the degree of fit.

How music affects attitudes towards a charity advertisement

Debra Riley*, Kingston University
Helen Robinson, Kingston University
Julia Spiers, Kingston University

Music is an integral component of advertising; research shows how it can influence emotions (Oakes & North, 2006), brand attitudes (Morris & Boone, 1998), recall (North, Mackenzie, Law & Hargreaves, 2004) and purchase intent (Alpert, Alpert & Maltz, 2005). This study looks at the impact of music tempo of a charity advertisement on participant recall, emotions and intention to donate. In an experimental design with 158 participants, we compare responses to fast and slow tempo advertisements. The fast tempo advert evokes a more positive mood among respondents, with more positive feelings about the charity's activities. The slow tempo advert generates stronger sad feelings regarding the charitable need, but also stronger intention to donate. These results suggest that background music tempo can play an important role in charity communications; faster tempos suit brand building activities while slower tempos are a better choice when fundraising is the focus of the advertisement.

Private labels

Chair: **Sebastian Tillmanns**, University of Münster

Retaining or recovering? Different marketing mix effects on private label consumers

Carmen Abril*, Complutense University
Joaquin Sanchez, Complutense University

This study addresses consumer switching between private labels and manufacturer brands. We empirically test the efficiency of product innovation, promotion, and price strategies on two consumer-switching situations: recovering consumers that manufacturer brands lost to private labels and preventing consumers of manufacturer brands from migrating to private labels. We compare the effectiveness of these strategies using a Hazard model to simultaneously measure the effects on each consumer-switching situation. As expected, we find that the marketing strategies studied have different levels of effectiveness depending on whether the objective is to retain consumers or recover consumers lost to private labels. For example, reducing the price gap is a more effective strategy to prevent consumers from switching than to recover consumers from private labels. These results pose interesting managerial implications for both manufacturer brands and private labels.

The impact of adding an organic label for private label brands: An investigation on the effect on perceived value for money and brand loyalty

Gauthier Castéran*, Toulouse I Capitole University
Thomas Ruspil, Toulouse I Capitole University

Retailers are introducing more and more organic private label (PLB). These brands convey two quality signals both positive and negative. These signals have an impact on consumers' perception and behaviors towards the brands. Understanding what signal prevails for consumers and for what type of consumers is thus of major importance for retailers and marketers. In this study, we investigate the impact of adding an organic label for PLB on perceived value for money and brand loyalty and the difference of impact for (non-)price conscious consumers. We do it through an online experiment. Our results show that adding an organic label to PLB allows it to reach organic national brand level in terms of perceived value for money and brand loyalty and that these effects do not differ between non-price and price conscious consumers.

Drivers of private label purchase behavior across product categories and private label tiers

Sebastian Tillmanns*, University of Münster
Philipp Noormann, University of Münster

Private labels have not only extended to various product categories, but have also developed different quality tiers. Whereas private labels represented lower-quality products in the beginning, medium- and premium-quality private label products are now appearing on supermarket shelves. By being generally available in a vast variety of categories and quality tiers, which national brands are not, private labels are unique. Accordingly, in order to explain consumers' general propensity to buy private labels, it is essential for private labels research to look across product categories and quality tiers. We examine the effects that intrinsically induced consumer behavior (private label tier proneness, relationship intensity, and variety seeking) and extrinsically induced consumer behavior (price consciousness and promotion sensitivity) have on the private-label-tier share in a given category. Furthermore, we analyze whether product category characteristics moderate these effects.

Smart services and sharing

Chair: **Marwa Gad Mohsen**, University of Worcester

When service turns smart: Implications for customer-firm relationship

Per Carlborg*, Linköping University
Daniel Ellström, Linköping University
Christian Kowalkowski, Hanken School of Economics

Using a case study approach, this study develops a conceptual framework of how smart service influences customer experience and customer-supplier relationships. Smart service can be seen as an extension of servitized business as it enables customization in previously impossible settings. We argue that smart service can both contribute to a higher or lower degree of interactivity. When more interaction takes place between the customer and smart objects, the interactivity between the firm and the customer decrease. However, the up-side consists of a new era of efficiently delivered customized services, and a new mental model of managing service function in product-based firms. As the trend of service infusion in manufacturing firms seem to continue, there are reasons to believe that managing smart service will be a key-issue in the future. The developed framework contributes to the understanding of how smart service enables interaction between different actors.

Sharing as a new mode of consumption: The case of sharing risks

Veselina Milanova*, University of St. Gallen
Peter Maas, University of St. Gallen

The sharing economy has shifted the way how goods and services are consumed from ownership and exclusive usage toward access and collective usage with economic benefits - the so called commercial sharing consumption. This article examines the nature of sharing, reviews existing typologies to distinguish between sharing-like phenomena, and sets the stage for a unified vocabulary. Five dimensions are identified to discriminate between forms of sharing: (1) relationship; (2) rights to resources; (3) market mediation; and (5) motivation to consume. Sharing is explored in the context of risk sharing via an interpretative consumer study. Three main outcomes of the proposed dimensions characterise risk sharing: financial benefits, weak emotional and symbolic values in a controlled environment, and a network of strangers. The theoretical and practical implications of our findings for understanding the nature of new modes of consumption and exchange are discussed.

To rent or own? The impact of renting on the expected speed of product mastery

R. Dustin Harding*, Grenoble Ecole de Management
Jannine D. Lasaleta, Grenoble Ecole de Management
Diogo Hildebrand, Grenoble Ecole de Management

A customer's expectation of how easily or quickly they can master a product is an important factor in determining whether they continue using the product after adoption. Since rental services have grown in popularity consumers frequently encounter the decision of whether to rent or own skill-based products. Results from two experiments indicate that renters, as opposed to owners, expect it will take them less time to master a newly obtained product. These results are shown to be mediated by the renter and owner's perceived relative standing among other renters and owners.

Receptivity to self-service technology (SST): A research overview and the way forward

Marwa Gad Mohsen*, University of Worcester

In a digital era characterised by the need for efficiency and value, self-service technology rises as a delivery interface offered by public and private sector service providers. With the assumption of a win-win situation for both the provider and customers who can 'do it themselves' online/offsite and offline/onsite, stereotypes arise concerning antecedents for positive receptivity and impediments in adopting SSTs. The present paper offers a literature-based discussion of some of the existing and emerging perspectives in this domain; it delivers a contextual review of studies conducted, highlights controversial viewpoints that need to be reconsidered, and suggests future research themes that can make use of the emergent digital sources in data collection and analysis. The purpose is to spark future research on the extent to which SST is a champion for different service types, and to systematically study the customer profile to be targeted for its optimal use in value co-creation.

CSR communication

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

Does the animal welfare matter for the consumer? A study on the case of clothing brands

Sihem Dekhili*, EM Strasbourg
Mohamed Akli Achabou, IPAG Business School Paris
Anna Codini, Università degli Studi di Brescia

The following study explores the influence of the animal welfare on the consumers' preference. To attempt this objective, an empirical study mobilizing two brands (Kenzo and Zara) and 237 Italian clothing consumers has been conducted. Findings from conjoint analysis show that despite the increasing concerns of consumers about animal welfare, incorporating faux fur in the clothes affects consumer preferences negatively. Consumers valorize social information only when it doesn't touch intrinsic attributes of the product. In effect, the results mention that indicating information on a responsible treatment of animals has a positive effect on the assessment of eco-products.

CSR communication and greenwashing: The roles of ethical labels, prior CSR record and consumers' dispositional skepticism

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

Many consumers consider that companies engage in CSR communication mainly for image management — a practice referred to as greenwashing. In the broad context of consumer skepticism, finding ways to enhance the credibility of CSR communication is a question of critical importance. Across two studies, this research investigates whether and how the presence (vs absence) of an ethical label in a CSR advertisement affects consumer evaluations and their perceptions of greenwashing. We also investigate the roles of the company's prior CSR record and consumers' dispositional skepticism. Our results suggest that, when prior CSR record is negative, neither company ethical labels nor third-party ethical labels could reduce greenwashing perceptions. However, when prior CSR record is positive, both label types are effective in reducing greenwashing perceptions. Moreover, third-party labels play an important role in convincing highly skeptical consumers about the truthfulness of the CSR claims.

Green emphasis: How strongly should environment-friendly attributes be communicated?

Bryan Usrey*, Leeds University
Dayananda Palihawadana, Leeds University
Charalampos Saridakis, Leeds University
Aristeidis Theotokis, Leeds University

This research examines how green emphasis, defined as the prominence given to the environment friendly attributes of a green product in a communication message, affects product evaluations. Drawing on self-determination theory, the authors suggest that green emphasis negatively affects autonomous motivation, leading to lower performance evaluations. Study 1 manipulates green emphasis by focusing on environment-friendly (vs. performance-related) attributes, and shows a negative effect on performance evaluations, only when the product's performance criticality is high. Autonomous motivations are shown to mediate the effects. Study 2 uses the degree of assertiveness of the environmental message to manipulate green emphasis, and shows a negative effect when the green product is bought for someone else. Study 3 shows that the negative effect of green emphasis can be reversed if the environment-friendly attribute is optional.

Enhancing credibility of CSR communication by using infomercials

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

CSR communication often triggers consumers' skepticism; finding ways to reduce consumers' skepticism is therefore critical for companies wishing to reap the benefits of their CSR efforts. This research investigates the effects that an infomercial, or long-form television advertisement promoting a company's product or image through information, in comparison with more traditional forms of advertising, may have on consumers' attitudes in a CSR communication context. Building on consumer responses to two real CSR communication campaigns, this research suggests that using an infomercial to communicate about CSR issues could be a better choice than a standard CSR advertisement, since infomercials appear more efficient in increasing credibility perceptions compared to standard ads, and can thereby generate more positive consumer reactions. This research offers several recommendations to companies on how to communicate more effectively about their CSR activities with their consumers.

Branding issues in tourism

Chair: **Lidija Lalicic**, MODUL University Vienna

Establishing the development of overall brand equity in the hotel context: The role of brand equity dimensions, integrated marketing communications, and social web

Maja Seric*, University of Valencia

Irene Gil-Saura, University of Valencia

Brand equity is considered as one of the top issues in the marketing and hospitality literature. However, the nature of the concept still remains unclear and the research on constructs that can influence its creation is rather weak and inconclusive. This paper explores the role of social web and Integrated Marketing Communications (IMC) in the development of hotel brand equity, considering both brand equity dimensions and the overall brand equity concept. The data were collected among 475 hotels guests and the analysis confirms the antecedent role of social web and IMC in the development of hotel brand equity. In addition, two primary dimensions of hotel brand equity are established, i.e. brand image and brand loyalty, and three secondary dimensions, i.e. brand awareness, brand trust, and affective brand commitment.

The impact of customer-based brand equity on purchase intention: The mediating role of brand attitude in luxury hotel industry

Matthew Liu*, University of Macau

Ting-Hsiang Tseng, Feng Chia University

Cláudia Simões, Open University & Minho University

Andrea Pérez Ruiz, OCW Universidad de Cantabria

Angela Wen-Yu Chang, University of Macau

This study examines the role of consumer-based brand equity (CBBE) on consumer attitude towards and behavioral intention of service brands in an emerging market. The conceptual model encompasses four CBBE elements (brand awareness, brand loyalty, perceived quality and brand image) and two consumer responses (brand attitude and purchase intention). The hypotheses were tested using a survey of 327 customers from luxury hotels in Macau, China. It is found that four CBBE elements are all positively related to brand attitude but not all are directly influencing purchase intention. This study advances the theory of CBBE in service brands beyond commonly discussed product brands, enriches existing knowledge by providing new insights on the mediating role of brand attitude, and provides new findings linking a market variable with consumer variables in the CBBE and service literature.

The mediating effect of satisfaction - does it influence loyalty concerning online tourism purchases?

Hélia Maria Gonçalves Pereira*, Lisbon University Institute (ISCTE)

Fátima Salgueiro, Lisbon University Institute (ISCTE-IUL)

Paulo Rita, Lisbon University Institute (ISCTE-IUL)

The online market draws attention from the tourism industry due to its substantial dimension. This paper intends to investigate the influence of relationship marketing dimensions on online tourism customer satisfaction and to analyze the mediating effect of e-satisfaction level, on the relation between these determinants and the formation of loyalty. A questionnaire was applied to a sample of 3188 regular online buyers. The statistical analyses were conducted within the Structural Equation Modeling framework. The most important results have shown that there are three dimensions that significantly influence e-customer satisfaction – understanding customer needs, service quality and personalization. Also show that there is a complete mediating effect of e-customer satisfaction in the relationship between the relationship marketing dimensions and e-customer loyalty. Thus, research results provide an important insight into how e-companies can pursue and use delight to highlight customers' loyalty and, with this, to improve their competitive edge.

Destination media coverage: A brand personality approach

Lidija Lalicic*, MODUL University Vienna

Irem Önder, MODUL University Vienna

Arno Scharl, MODUL University Vienna

Destination Management Organizations (DMOs) engage more often in media relations in order to influence how tourists perceive their destination. On top of that, destinations started to steer their branding campaigns on a more emotional-based level. The integration of Aakers' brand personality (1997) dimensions into branding strategies enhances customer satisfaction and triggers behavioral intentions. Given the challenge of big data, destinations have to find new ways to monitor their media coverage and steer if necessary. Hence, this paper presents a visual dashboard that captures a large amount of news media coverage from various tourist destinations in accordance with Aakers' brand personality dimensions. By a demonstration of the four Scandinavian capitals, the development of public discourse in a year is visualized. The study highlights the need for marketers to synchronize with real-time public discourse and timely respond their positioning strategies.

Invited speaker session: Koen Pauwels & Michel Wedel Foresight 2020: Marketing data in the next half decade

Briefly introduced by **Rutger Daniel Van Oest**, BI Norwegian Business School

Marketing analytics for data-rich environments

Michel Wedel*, University of Maryland

P.K. Kannan, University of Maryland

We provide a critical examination of marketing analytics methods, tracing their historical evolution, examining their applications to structured and unstructured data generated within or external to a firm, and reviewing their potential to support marketing decisions. We identify directions for new analytical methods with a focus on (a) firms, addressing analytics for optimizing marketing mix spending in a data-rich environment, (b) customers, addressing analytics for personalization, and (c) analytics in the context of customers' privacy and data security. We review the implications for organizations that seek to implement big data analytics. Finally, turning to the future, we identify trends that will shape marketing analytics as a discipline and marketing analytics education.

How to turn better data into better decisions

Koen Pauwels*, Ozyeğin University & BI Norwegian Business School

Experience shows that better data don't always lead to better decisions. Inspired by the chain of marketing productivity, we postulate that better decisions require to better reconcile the different available data sources and performance metrics, to combine historical data analysis with marketing experiments and to enhance the communication of analytical results to an audience of decision makers who are not themselves analytically oriented. As marketing educators, we can help bridge this gap by integrating the analysis and communication of analytics. The current growth in marketing and business analytics programs offers a clear opportunity in this regard.

The process of multi-stakeholder brand co-creation: Critical reflections

Chairs: **Sylvia von Wallpach**, Copenhagen Business School
Richard Gyrd-Jones, Copenhagen Business School

Over the last decade, marketing research in general and branding research in particular has increasingly adopted the concept of “co-creation”. Despite or maybe because of the ample use of the term co-creation in different contexts and in relation to a variety of different foci of co-creation (e.g. value, meaning, identity, etc.), the concept today seems blurrier than ever. This special interest group aims to provide a platform for critically reflecting on the concept of brand co-creation from a multi-stakeholder, process-oriented perspective. To this end, we invited four contributions which approach the phenomenon of interest from different perspectives and provide us with a ground for critical reflection by relating their recent findings to extant literature on brand co-creation. Nicholas Ind acts as discussant in order to pull together and critically reflect on the contribution from each paper. He will facilitate a discussion and synthesis of definitions of co-creation in relation to brands.

A new co-creative typology: Corporate brand identity development in SMEs

Richard Gyrd-Jones*, Copenhagen Business School
Minna Törmälä*, Oulu Business School

The authors consider the complex interactions between layers of identities and sense-making in and around the organisation in the stakeholder eco-system. Based on a study of interactive narratives underpinning the emergence of corporate brand identity, the authors propose a typology of brand identity drivers.

Performing LEGO: Co-constructing stakeholder and brand identity

Sylvia von Wallpach*, Copenhagen Business School
Andrea Hemetsberger*, University of Innsbruck
Peter Espersen, Pixable

Sylvia von Wallpach, Andrea Hemetsberger and Peter Espersen illuminate the multi-layered, dynamic process of brand and stakeholder identity co-construction. The authors provide in-depth empirical insights into the performative co-construction of a multiplicity of identities in the context of the LEGO brand.

Brand identity in a context of co-creation: When consumers drive brand identity development

Catherine da Silveira*, NOVA School of Business & Economics
Cláudia Simões*, Open University & Minho University

This study focuses on how the process of co-creation unfolds in brand identity management, looking in particular at consumer engagement with the brand. The findings of a four-year longitudinal case study suggest that brand identity management is driven by consumers' concern to convey to external stakeholders a favorable image of the brand and, by extension, a favorable image of themselves.

Ethical challenges of brand value co-creation

Stefan Markovic*, ESADE Business School
Oriol Iglesias, ESADE Business School

The authors explore the ethical challenges of the brand value co-creation process from a managerial perspective. Results show that the main challenges are to develop an authentic brand ethos and to commit and align to this brand ethos the diverse stakeholders that take part in brand value co-creation.

Past – present – future of consumer neuroscience

Chairs: **Monika Koller**, WU Vienna University of Economics and Business
Nick Lee, University of Warwick

In the search for a biological model of human consumption behavior, consumer neuroscience as a joint discipline between neuroscience and consumer research has emerged over the past few decades. Studies within the area of consumer neuroscience may support, help refine or reject established theories. At the same time, methodological, philosophical as well as ethical questions arise. In our SIG, we want to provide examples of how consumer neuroscience can advance knowledge in marketing as well as discuss the more abstract implications it might have for our discipline. We will kick off our SIG with a conceptual piece on the philosophical foundations of consumer neuroscience (paper 1) to provide a comprehensive frame for the joint discussion. Papers 2 and 3 (both empirical papers) will showcase examples of how neuroscientific methods might help to refine our understanding of established phenomena. The SIG concludes with another conceptual paper discussing the importance of the social context as well as pointing directions into the future development of the field. Taken together, the main objective of this SIG is to broaden our horizon and way of thinking about the field of consumer neuroscience and how it will contribute to our discipline in the future.

Philosophical foundations of neuroscience in marketing research

Richard Bagozzi, University of Michigan
Nick Lee*, University of Warwick

Evaluative conditioning of brand attitude - comparing explicit and implicit measures

Peter Walla, Newcastle University & Vienna University
Monika Koller*, WU Vienna University of Economics and Business
Gerhard Brenner, WU Vienna University of Economics and Business
Shannon Bosshard, University of Newcastle

Using consumer neuroscience to build a better understanding of price knowledge

Marc Linzmajer, University of St. Gallen
Marco Hubert*, Zeppelin University
Peter Kenning, University of Düsseldorf
Mirja Hubert, Zeppelin University

Neurophysiologic measures of advertising effectiveness in social context

Rumen Pozharliev, Erasmus University Rotterdam
Willem Verbeke*, Erasmus University Rotterdam

Gossip, narrative and point-of-sale effects in advertising

Chair: **Stephan Ludwig**, University of Westminster

What do people gossip (more) easily?

Sara Lombardi*, LUISS Guido Carli
Vito Tassiello, LUISS Guido Carli

This paper focuses on the gossip as a form of communication among peers and explores the influence of both its content and the social actors involved on its likelihood of being shared with others. Despite the false myth that a negative form of gossip is spread out more easily than a positive one, we demonstrate the contrary. Through three experiments, we show that people are more likely to share a positive form of gossip in a network composed by the sender, the target of the gossip and the receiver. This research highlights the importance of recognising gossip as a form of communication that needs a deeper understanding.

The narrative processing of experiential purchases

Iñigo Gallo*, University of Navarra
Sanjay Sood, UCLA Anderson
Jennifer Escalas, Vanderbilt University

We propose that consumers facing an experiential purchase engage in narrative processing – creating a story or imposing a story-like structure – more than when facing a material purchase. We base this on the fact that experiences, more than products, correspond to the basic elements of narrative – sequences of events structured over time to establish causal inferences, and the increased provocation of imagery. Consequently, narrative transportation – immersion in the world presented by the story – is more important for persuasion in the context of experiences than that of products. One pilot study and four experiments find support for our proposition.

Bringing brand experiences to the point-of-sale by reactivating mental brand images: The case of point-of-sale displays

Jennifer Helfgen*, Saarland University
Andrea Groeppel-Klein, Saarland University

Point-of-sale (POS) displays are important advertising tools for gaining competitive advantages. We analyze whether POS displays that not only attract consumers' attention but also remind them of related advertising campaigns are more effective than displays that do not refer to the related campaigns. The results of our studies show that using an in-store display that repeats visual cues from a TV commercial (vs. an in-store display that does not feature such visual cues) leads to significant positive outcomes by triggering imagery processes.

Reviewing the review: A text analysis of the relationship between narrative structure and helpfulness

Tom Van Laer, City University London
Jennifer Edson Escalas, Vanderbilt University
Stephan Ludwig*, University of Westminster
Ellis A. Van Den Hende, Delft University of Technology

Online consumer reviews are one of the most influential forms of marketing communications. This article answers the following question: What reviews are most helpful for consumers reading them? Prior work regards review content as concatenated sentences expressing evaluations of products. The authors assert instead that consumer stories of hedonic, experiential consumption are built on a common, narrative structure. To test their assertion, the authors mined 190,461 reviews on TripAdvisor of 989 attractions consumed in Las Vegas, adapted contemporary quantitative techniques to this corpus, and conducted an automated text analysis. They find that narrative structure elements of (1) identifiable characters; (2) an imaginable plot; and (3) genres with changing emotional story shapes, are associated with greater review helpfulness. Apparently not every reviewer is equally able to narratively structure reviews. This inequality represents an additional proportion of variance in helpfulness.

How marketing cues affect information processing and choice

Chair: **Benjamin Scheibehenne**, University of Geneva

The effect of mental intangibility on the size of the consideration set: The moderating role of knowledge and involvement

Ioannis Rizomyliotis*, University of Brighton
Kleopatra Konstantoulaki, University of Westminster
Giannis Kostopoulos, Leeds Beckett University
Athanasios Poulis, University of Brighton
Matthew Wood, University of Brighton

The present paper explores the influence of mental intangibility on the size of the consideration set both on tangible products and services. This research also examines the moderating effect of purchase involvement and objective knowledge on the set. Two experimental studies were conducted to examine these relations. Overall, the results indicate that mental intangibility positively influences the size of the consideration set, regardless of the offering type (product or service). This effect is stronger in low levels of knowledge. Consumer involvement does not seem to have a moderating effect on this relation. Implications and recommendations for future research are also discussed.

Advertising channel choice clickstream data to uncover consumer shopping types and the link with purchase behavior

Daniel Schellong*, RWTH Aachen University
Jan Kemper, RWTH Aachen University
Malte Brettel, RWTH Aachen University

This study presents a new and innovative approach in developing a typology of online shoppers based on their inherent shopping goal and involvement level derived from the advertising channel choice of consumers. We propose that the use of off-site clickstream data - the sequence of advertising gateways to the firm's website - can significantly enhance the understanding of consumers' shopping motivations and actual purchase behavior at the moment the consumer enters the e-commerce website. Based on a real dataset of almost 30 million off-site clickstreams we identify search patterns of consumers and define measures describing these patterns. We find that the higher the goal-direction of consumers on their path to purchase, the more likely they convert on a relatively high proportion of visits. Additionally, we provide strong confirming evidence that consumers who are more involved and engaged also show higher purchasing propensities.

The cognitive processes underlying price estimations in a consumer context - evidence from the lab and from the field

Benjamin Scheibehenne*, University of Geneva

Towards a better understanding of how people perceive and integrate prices, participants in a lab experiment ($n = 40$) repeatedly estimated the sum of a sequence of product prices briefly presented on a computer screen. Results indicate a systematic bias towards underestimation that was best captured with a compressive power function. The observed underestimation depended on the sequential order in which the numbers were presented but not on the shape of the underlying frequency distribution. Similar results were obtained in a field study where customers in a grocery store ($n = 966$) systematically underestimated the total value of their shopping basket prior to checkout. The field study further indicated that underestimation increased with age but was not due to a simple rounding strategy or the systematic forgetting of unhealthy items such as sweet or fatty snacks. The results yield novel insights into the cognitive processes underlying the perception of prices in a consumer context.

“Cause I’m worth it”: Self-serving motives in consumer behavior

Chair: **Sangeeta Singh**, BI Norwegian Business School

Do I deserve it? Origins and consequences of consumer entitlement

Alexandra Polyakova*, University of Bologna
Zachary Estes, Bocconi University
Andrea Ordanini, Bocconi University

The current research examines the role of entitlement, or an illegitimate sense of deservingness, in the marketplace. We focus on the antecedents of entitlement and describe a market situation that leads to an elevated sense of entitlement among a certain consumer group. We demonstrate that a sense of entitlement has negative consequences that extend beyond the original circumstances in which it was triggered. Specifically, we argue that when certain customers are afforded preferential treatment, leading to an elevated sense of entitlement, this gives rise to an opportunistic behavior. We also explore the effect of entitlement has on different consumers depending on their prior relationship, if any, with the company or business in question. We show that when preferential treatment is afforded “non-loyal” customers of a company, those customers experience an elevated sense of entitlement and are more likely to behave opportunistically than the same company’s “loyal” customers are.

Brand logo salience as a signal of brand status

Justin Saddlemyer*, KU Leuven
Sabrina Bruyneel, KU Leuven

Logos are an essential brand attribute, and can provide a lot of information about the brand’s identity. We argue that the salience of the logo (that is, the attention-grabbing qualities of its design) can act as a signal to consumers. More specifically, we argue that the use of a subtle logo signals to consumers that the brand is credible and does not need to rely upon attention-grabbing tactics to ensure purchases. According to product quality signaling, this tactic should only be profitable for high quality and status brands, as such signals will set high expectations and sacrifice the benefits of attention for low status brands. In accordance with our predictions, we show that luxury brands tend to exhibit less conspicuous logos (Study 1), that a less conspicuous variant of a logo increases status perceptions (Study 2), and finally that the effect on status perceptions is mediated by brand credibility (Study 3).

Loss of sweet taste: The gustatory consequence of handling money

Feng Sheng*, Peking University
Jing Xu, Peking University
Baba Shiv, Stanford University

Recent research suggests that processing of monetary and gustatory rewards activates overlapping neuropsychological pathways. In this paper, we examine the impact of monetary processing on perception of gustatory stimuli. Three experiments show that handling money temporarily impairs gustatory functions. Handling money increases sweetness thresholds (but not bitterness), meaning that more sweetness is needed before people register it. Moreover, gustatory impairment is moderated by people’s subjective valuation of money. This work reveals interweaved processing of monetary and gustatory rewards.

Happy, possessive and loyal: From consumption affect to brand loyalty

Carina Thürridl*, WU Vienna University of Economics and Business
Bernadette Kamleitner, WU Vienna University of Economics and Business
Stephan Dickert, WU Vienna University of Economics and Business
Ruta Ruzeviciute, WU Vienna University of Economics and Business
Sophie Süßenbach, WU Vienna University of Economics and Business

The feelings consumers experience during consumption can have powerful effects, but can they also influence how possessive they feel towards a product? We examine whether the positive affect experienced during consumption can instill a sense of ownership for the consumed product and whether this experience, in turn, predicts intended brand loyalty. In three studies using real and imagined consumption of both utilitarian and hedonic products, we find strong support for the proposed mediation. Additionally, the type of brand (manufacturer vs. private label) as opposed to the product category moderates the proposed mediation. We provide first evidence for the crucial role of affectively attributed psychological ownership, and show that not all types of brands may equally benefit from positive consumption affect. Positive consumption affect may influence consumers in more ways than previously assumed. It turns happy consumers into possessive, and eventually into loyal ones.

Paradoxes in postmodern consumption

Chair: **Alain Decrop**, University of Namur

Follow me on dead media

Joonas Rokka*, EMLYON Business School

Pekka Rousi, Rousi Visions Ky

Vessi Hämäläinen, photographer

“Follow me on dead media” is a study into an unexpected tendency: while the digital media has become omnipresent in the contemporary society, why some people and subcultures turn back to analog media instead?

According to this videography, the digital media counter-trend cannot be explained simply through nostalgia but rather it seems that the analog media offers a new creative space in a world increasingly dominated by digital media. Insights are offered from an unlikely context: alternative skateboarding scene in Helsinki.

Paradoxes in postmodern consumption

Alain Decrop*, University of Namur

Postmodernity has brought new consumption trends juxtaposing opposites. This film presents a number of such paradoxes of postmodern consumers, i.e., alone and together, real and virtual, fast and slow, nomadic and sedentary, masculine and feminine, producer and consumer, profane and sacred. We show how a bunch of products and activities have developed around these paradoxes.

Experimental approaches to country-of-origin research

Chair: **Alessandro De Nisco**, UNINT

Examining consumers' dual-attitudes toward products from a hostile country: Might ethnic product typicality make a difference?

Ting-Hsiang Tseng*, Feng Chia University
Balabanis George, City University London
Matthew Liu, University of Macau

This study aimed to investigate both consumers' explicit and implicit attitudes toward typical and atypical products from a hostile country. A 2 (typical vs. atypical) X 2 (high animosity vs. low animosity) between subjects experiment was conducted in Taiwan. China was selected as the possible hostile country of Taiwanese participants in the experiment. This study recruited 124 college students with Taiwanese nationality to participate the project. The results indicate that the moderating effects of consumer animosity on explicit attitudes are prevailing across product categories. Such negative influences can also be found on implicit product attitudes for typical products of the target country, but not for atypical ones. The study also revealed a positive impacts of ethnic product typicality on both consumers' explicit and implicit attitudes toward products from hostile countries.

Emotions generated by country stereotypes: A facial coding approach

Lorena Gomez Diaz*, University of Vienna
Adamantios Diamantopoulos, University of Vienna

Using a facial coding system to measure emotions implicitly, this study aims at investigating their role in country stereotyping and examining their impact on consumer behavior. The theoretical background of emotions in a Country of Origin context is also refined using cognitive appraisal theories together with a basic emotion approach in order to provide insights into how implicitly-assessed emotions mediate country stereotypes and consumer behavior. An experimental pilot study was conducted in which three behavioral outcomes (brand attitude, purchase intentions and willingness to pay) were correlated with six implicitly measured emotions (surprise, puzzlement, disgust, fear, sadness and happiness). All behavioral outcomes showed significant results, indicating that there is an effect of the influence of implicitly measured emotions on consumer behavior triggered by country stereotypes. Implications of the findings as well as future steps of the research are identified.

The interplay between brand origin, country-of-design, and country-of manufacturing in the context of low-familiarity Italian fashion brands

Alessandro De Nisco*, UNINT
Marta Massi, Università Cattolica, Milan
Nicolas Papadopoulos, Carleton University
Nadia Oliva, Università "Giustino Fortunato"

This study explores the effects of three specific components of the country-of-origin construct (COO), i.e., brand origin (BO), country-of-design (COD), and country-of manufacturing (COM) on consumer perceptions in a context of low-familiarity fashion brands. An empirical experiment was conducted on a sample of 256 Polish female consumers. The experiment manipulated two low-familiarity brands with different perceived brand origins and two different countries with opposing perceived ability to design and manufacture. Outcome variables included perceived product quality, brand image, and purchase intentions. Results showed that in the context of low-familiarity brands BO plays a dominant effect over COD and COM, and that COD and COM, in turn, exert an opposite effect on the outcome variables under a situation of low vs. high BO. Based on such results, contributions and managerial implications are outlined.

Theorizing about customers

Chair: **Roderick Brodie**, University of Auckland

Toward a cultural (dis)intertwinement theory: Insights from social media

Laurent Busca*, Toulouse I Capitole University
Laurent Bertrandias, University of Toulouse III Paul Sabatier

Social media provides a space where individuals and groupings with heterogeneous cultural backgrounds interact alongside various corporations. Consumer cultures and marketing cultures interact constantly and create “mixed” cultural spaces. While cultural clash and cultural standardization are the two expected outcomes, we often observe a lasting mixed structure. How is this possible? We propose a theory of cultural intertwine-ment which is able to explain how tension between standardization and clash is managed in consumption contexts. We use social media as a case from which we draw illustrative examples. Our theory draws mainly from practice theory and revolves around three main concepts: teleology, performativity and deontology. Our main idea is that cultural intertwine-ment happens when the goals (teleology) of the cultures are different but they still define their objects (deontology) in a compatible way. We explain how two cultures can intertwine but also how they can oppose.

The role of scent in the marketplace: An accessibility-diagnostics perspective

Ramona De Luca*, EAESP Business Management School of São Paulo
Delane Botelho, EAESP-FGV

Evidences from the marketplace have addressed the growth of the use of ambient scent in retail environments and consumption situations. Despite the proliferation of studies on olfaction, empirical evidences have shown that scent marketing research has still enormous potential to grow from both theoretical and methodological perspectives. The most traditional paradigm applied in much of the published studies on the effect of scent on consumer behavior derived from environmental psychology. However, the application of the Environmental Psychology Model have produced conflicting results regarding the role of scent in influencing consumer behavior. This theoretical paper aims to clarify such inconsistencies and to discuss the role of scent in retail contexts under the Accessibility-Diagnostics perspective. In particular, we present propositions that may be applied in further studies and marketing practice.

Co-creating stakeholder and brand identities: A cross-cultural consumer perspective

Benjamin Voyer*, ESCP Europe
Minas Kastanakis, ESCP Europe
Ann Kristin Rhode, ESCP Europe

Extant literature on the co-creation of brand and related (brand-) stakeholder identities reflects a Western perspective. However, to better understand such reciprocal co-creation processes in a global context, an in-depth analysis of how cross-cultural differences can shape identity development and co-construction is required. Processes involved in such a reciprocal co-creation of identity, as well as outcomes, are likely to differ across cultures, especially in the way brands, consumers, and other stakeholders use one another in their respective identity construction processes. The present paper offers a conceptual framework and a set of propositions that unpack how cultural differences might affect the reciprocal co-creation process. Drawing from this framework, we also advance the cross-cultural and co-creation literature by offering several theoretical, managerial, and methodological implications and highlight important – currently under-developed – avenues for future research.

Towards a status signaling-theory of luxury and conspicuous consumption

Robert Kreuzbauer*, Nanyang Technological University
Weng Ho Thum, Kaplan Higher Education Institute

In this paper we propose a signaling-based theory of luxury goods consumption. We argue that luxury goods are honest (i.e., non-fakeable) signals of high socio-economic status (SES) through hedonic consumer objects for which demand exceeds supply. This requires that members of both low and high SES groups can identify a particular luxury good as a signal of high SES status. Furthermore, to ensure the ‘non-fakeability’ of the signal (i.e., that low SES people cannot pretend to be of high SES), firms need to be able to constrain the supply of luxury products (for example through the production procedures such as handcrafting) and there must be criteria, which allow consumers to objectively evaluate a product’s quality. Our theoretical framework explains how luxury goods emerge and what distinguishes them from related constructs.

Virtual reality

Chair: **Gregory Bressolles**, KEDGE Business School

The indirect effect of virtual tactile experience in online product evaluation

Margot Racat*, Jean Moulin University Lyon III

Sonia Capelli, Jean Moulin University Lyon III

Danilo Dantas, HEC Montréal

The present research investigates the influence of the device-delivered tactile stimulation on product evaluation in an online context. We examine whether products will be better evaluated if product tactile cues are rendered by the technology. We conducted an experiment using two types of tablets (smooth vs. rough surface) and two shower gel products (smooth cream vs. rough exfoliate). We examined whether the type of tactile input enhanced product evaluation and purchase intention. We show that in an online environment, the interface touch is not considered diagnostic from the consumer's viewpoint in evaluating product attributes (i.e. the touch of the device does not provide useful information for the consumer). We conclude that tactile stimulation is beneficial in an online environment but more for hedonic purposes.

When brands come to life: Experimental research on the vividness effect of virtual reality in transformational marketing communications

Helena Van Kerrebroeck*, Vrije Universiteit Brussel

Malaika Brengman, Vrije Universiteit Brussel

Kim Willems, Vrije Universiteit Brussel

Virtual Reality (VR) provides a gateway for marketers to innovatively reach consumers. This study examines the impact of VR in the context of transformational brand experience appeals, focussing specifically on the determining role of vividness. A three-dimensional conceptual framework is presented, offering a systematic review of the literature on vividness effects in marketing communications, revealing the major gap that most available studies only focus on informational messages. We conducted an experiment to address this gap and demonstrate in the context of a transformational ad that vividness and telepresence are higher in case of VR versus 2D video, with vividness positively affecting attitudes towards the ad, both directly, as well as indirectly via telepresence. Our study also reveals that this in turn elicits a positive effect on brand attitudes which stimulates consumers' purchase intentions. As such, the strategic potential of VR for marketing communications is highlighted.

The interacting effect of online virtual agents' gender and dressing style on attractiveness and subsequent online consumer behavior

Gregory Bressolles*, KEDGE Business School

Renaud Lunardo, KEDGE Business School

François Durrieu, KEDGE Business School

While previous research stresses the importance of the physical appearance of Online Virtual Agents (OVA), two variables pertaining to appearance and likely to interact to affect online consumer behavior remain unaddressed: gender and dressing style. This research addresses the two following questions: (1) does the presence of a corporate uniform on an OVA moderates the effects of OVA gender on attractiveness? (2) How does such OVA attractiveness affect online consumer behavior? An experiment with 254 participants is conducted that manipulates the gender and the presence (vs. absence) of a corporate uniform. Results show that when presented wearing a uniform, women OVAs are perceived as more attractive than man OVAs. Importantly, such attractiveness exerts a positive indirect on online consumer behavior through the two mediating variables of social presence and trust. Implications for marketers are discussed.

Price perception and inference

Chair: **Nancy Puccinelli**, University of Oxford

The signaling effect of price on private label and organic food brands

Polymeros Chrysochou*, Aarhus University
Gauthier Casteran, Toulouse Capitole University
Lars Meyer-Warden, Toulouse Capitole University

Price is one of the most important product attribute that consumers use as quality cue. However, the price-quality inferences consumers make may differ depending on whether a product carries additional attributes that signify either good quality (e.g. organic products) or bad quality (e.g. private label brands, PLB). Indeed, price may act more as a quality cue for PLB compared to organic food brands. This may then change the effect of price on loyalty toward the brand. We address this issue by testing the effect of price on brand loyalty for PLB and organic food brands through two online experiments. We further test how this effect differs across buyers and consumers with varying level of quality consciousness. We find that price has a negative effect on brand loyalty for both PLB and organic brands. We further find that price influences only PLB buyers and organic food non-buyers. Finally, quality consciousness has an impact for all groups of consumers except for organic buyers.

The influence of psychological distance on consumers' willingness to pay

Karina Isaak*, ESCP Europe
Robert Wilken, ESCP Europe
Florian Dost, European University Viadrina

We posit that psychological distance is an important factor in an online shopping context: Products are just one click away from being shipped to consumers from distant locations (spatial distance), they have differing delivery times (temporal distance), they are recommended and judged by others (social distance), and they have varying availabilities (hypothetical distance). Yet, researchers have mainly focused on temporal distance as an antecedent to profit-related outcome variables such as consumers' willingness-to-pay (WTP). We extend the scope to spatial, social, and hypothetical distance. Adding to pricing research, we investigate effects of distance on range-based WTP measures: We find that psychological distance leads to higher mean WTP and wider WTP ranges. Applied to an online shopping context, our findings imply that using spatial distance cues in the product presentation leads to a higher and wider range of prices at which a consumer would still consider buying the product.

Which side is right? Visual price dominance under low and high engagement

Nancy Puccinelli*, University of Oxford
Rajneesh Suri, Drexel University
Dhruv Grewal, Babson College
Anne Roggeveen, Babson College
Atahan Agrali, Drexel University

We argue that the location of a product's price can lead to visual price dominance in which price is made more salient. In a field study we suggest that visual price dominance occurs when a price is in the left visual field and leads to higher demand when a price is in the right visual field. In study 2 we find that under low engagement when price is in the right visual field, a product is seen to offer better value. Under high engagement when price is in the left visual field, the product is seen to offer greater value. Support for the salience mechanism we posit is supported by reaction time data (study 3). Further, under low engagement we observe a leftward bias in recall of price location while under high engagement we observe greater activation in the left hemisphere (study 4).

Brand associations

Chair: **Néomie Raassens**, Eindhoven University of Technology

The link between category characteristics, brand usage and unique brand associations

Jenni Romaniuk*, University of South Australia

Lara Stocchi, Flinders University

Rachel Fuller, Loughborough University

Unique brand associations denote that competition for retrieval in consumer memory for a given brand is significantly eased. Here we examine whether category characteristics or brand level consumer experience underpin the establishment of such unique associations. Specifically, we compare the number of unique brand associations for a subscription and a repertoire market. Although the overall number of unique brand associations is relatively low in both categories, they are greater in the subscription market. This is consistent also among customers who use only one brand in the category for both category specific and cross-category consistent attributes. This suggests that unique brand associations are underpinned by category characteristics, not simply brand usage, but their rarity calls into question the overall contribution to brand choice.

Mapping the structure of brand identity element links in consumer memory

Ella Ward*, University of South Australia

Jenni Romaniuk, University of South Australia

Virginia Beal, University of South Australia

Used as creative heuristics to symbolize the brand, identity elements are a critical component of brand identity that make a brand easy to recognize. To be an effective prompt it is crucial these elements uniquely evoke the brand amongst competitors in consumer memory. To investigate the structure of competitive memory links for different identity element types, the composition of consumer response types was calculated for 258 elements in the chocolate category across five countries (n=2036 respondents). We find that when presented with an identity element, the vast majority of category buyers elicit either a single brand, or no brand; with colour elements receiving a significantly higher proportion of 'no brand' responses. Rather than a cohort of consumers who elicit multiple brands, the challenge for brand managers is to create identity elements that elicit a brand in memory, and to ensure that brand is their own. This has implications for how to build a unique brand identity.

Which product features delight customers? An analysis of online reviews

Christian Larsson Hanséus*, International Consumer Services Sweden AB

Steffen Mueller, Zurich University of Applied Sciences
Markus Beinert, Weihenstephan-Triesdorf University of Applied Sciences

Online reviews have proliferated in recent years. They are an important source of information for both consumers and companies. From a consumer perspective, they facilitate the decision making process. From a company perspective, they support the marketing controlling process. We focus on the company perspective and show how product managers can use online reviews to identify product features that delight customers. We use online reviews for smartphones as an example. They consist of an overall rating and negative or positive ratings of product features. Based on more than 175,000 online reviews written in the United States and Germany, we calculate effect size relations with a Poisson regression and interpret product features with effect size relations above average as product features that delight customers. We show that results are dynamic as well as country-specific.

Brand perceptions: Measure offline or monitor online? The comparability and differences of brand perceptions detracted from a survey and text mining of social media messages

Néomie Raassens*, Eindhoven University of Technology

Hans Haans, Tilburg University

Today, a firm's brand perception can be as important as the goods or services it produces. To measure brand perception, firms often ask customers to participate in interviews or surveys while it is well known that these traditional methods suffer from limitations. Another, more modern approach is to use online user-generated content to investigate what people say about brands. By using the Brands as Intentional Agents Framework (BIAF) this paper examines if it is possible to substitute survey research by brand image research that uses online messages. Results show that people express their brand perceptions on social media and that it is possible to link these perceptions to dimensions of the BIAF model. However, important differences between the two approaches are revealed. Consequently, firms should consider online brand research as a complement and not (yet) as a substitute of existing, more traditional brand research.

Consumption in a not-for-profit context

Chair: **Torgeir Aleti**, Monash University

How reference information can tame what-the-hell behaviors

Steffen Jahn*, Georg-August-Universität Göttingen

Jutta Schuch, Siemens

Till Dannewald, University of Göttingen

Yasemin Boztug, University of Göttingen

The mere presence of healthy cues can dramatically increase restrained eaters' subsequent calorie intake. In this research, we examine the role of numerical reference points as a way to tame such what-the-hell behaviors. Results of three experiments indicate that category average reference points are able to assist consumers with high self-control as long as they have sufficient cognitive resource to process the numerical information.

The role of corporate community supportive actions, positive moral emotions, and empathy in decision to support non-profits

Chunyan Xie*, Stord/Haugesund University College

Richard P. Bagozzi, University of Michigan

Kjell Grønhaug, Norwegian School of Economics

We investigate how positive moral emotions mediate the impact of corporate community supportive actions on consumer support for non-profits, and further explore possible contingency of such mediating processes. We conducted a between subjects experiment to test our hypotheses on a sample of adult consumers. The results show that dispositional affective empathy moderate the elicitation of positive moral emotions such as awe, gratitude, and elevation, which, in turn, lead to consumer support for non-profits. Further, empathy has a direct impact on consumer support for non-profits. This study adds to research on individual helping by investigating the impact of CSR actions on individual support for non-profits, where positive moral emotions function as mediators and consumer empathy further regulate such mediation processes. It also contributes to extant CSR research by addressing the influence of CSR actions on non-profits that are not associated with the good behaving company.

Decision making dynamics in modern spanish families

Torgeir Aleti*, Monash University

Isabel Carrero Bosch, Universidad Pontificia Comillas

The purpose of this paper is to investigate the roles of mothers, fathers and children in family decision making (FDM). Since structural changes have taken place within families the last decades, there is a need to update the theories around FDM. Three research questions were developed related to the potential changes to the role of children and parents in contemporary Spanish families. A survey was distributed to 520 individuals in 183 families. The results suggest that although traditional roles prevail, this depends on a number of factors. Children play a more important role in single parent households, where they substantial influence in FDM for a range of product categories. Mother's involvement in the workforce as well as parent's sex-role orientations impact parent's FDM division. Policy makers concerned with equality should focus on to enabling fathers to more actively participate in household chores, rather than to try to change behaviour through information about equality.

Retail customer behavior

Chair: **Auke Hunnemann**, BI Norwegian Business School

Indulge yourself! How self-indulgence goals impact consumers' comparisons of luxury brands in multi-brand stores

Perrine Desmichel*, University of Lausanne
Joseph Lajos, University of Lausanne
Bruno Kocher, University of Lausanne

Marketing managers in the luxury sector strive to isolate their brands from competition. Despite their efforts, in many contexts, such as in luxury malls, airports, and department stores, luxury brands compete directly against each other. The purpose of this research is to study factors that reduce consumers' comparative judgments in these multi-brand shopping contexts. We show that consumers' self-indulgence goals can minimize their comparative judgments between brands. This insight has important implications for luxury marketing managers when crafting strategies for multi-brand environments.

The impact of visual complexity on mobile online shop visitors' emotional responses

Madleen Moritz*, Braunschweig University of Technology
Stefanie Sohn, Braunschweig University of Technology

This research intends to explore the effects of visual complexity of mobile online shops on consumers' emotional response. Furthermore this study seeks to clarify to what extent the effects of visual complexity vary when visitors either use a smartphone or a tablet. Based on an experimental study design, our results show that visual complexity negatively influences individuals' positive emotions when accessing an online shop with the help of a smartphone. This effect repeats when individuals access the online shop on a tablet. As users are presented with a big choice set of different websites on the mobile Internet in which they can move from one website to another effortlessly, the findings of this research are of interest to managers and web designers because they provide guidelines for website presentation and customization to enhance users' positive emotional response while browsing on a website.

The impact of product display formats on consumers' exploratory search behavior and choice of novel product alternatives

Maik Walter*, University of St. Gallen
Christian Hildebrand, University of St. Gallen
Gerald Häubl, University of Alberta
Andreas Herrmann, University of St. Gallen

This research examines how variations in a product display affect consumers' choice of more novel product alternatives. We integrate prior work on learning behavior and assortment presentation and propose that an unstructured display format (i.e., via a random arrangement of the product assortment or by presenting familiar products in the non-foveal area of search) provokes greater exploratory search behavior of consumers which increases their (objective) product knowledge and makes them ultimately more likely to choose a novel product alternative. We provide large-scale evidence for this theorizing across various field and lab settings. These findings have important implications for research on exploratory product search and the effective design of product assortments—from both a retail and consumer welfare perspective.

Minority report at the point of sale? Analyzing the perceptions and consequences of personalized advertising in public environments

Nicole Jasmin Heß*, University of Passau
Jan Hendrik Schumann, University of Passau
Maura Scott, Florida State University
Martin Mende, Florida State University

Although the concept of personalized advertising has been widely discussed among marketing academics, existing studies do not account for personalized advertising in public environments, such as retail stores or shopping malls. In this research, we analyze the perceptions and consequences when individuals are exposed to personalized ads in public, i.e. when other people are present and can see the personalized content. We conduct a scenario based experiment to show when and how the presence of other people impacts consumers' emotions as well as attitudes and behavioral intentions when exposed to personalized ads. We find evidence that the presence of others impacts level of embarrassment, moderated by different ad-self-concept congruity states. Further, we find evidence that there is an indirect effect of presence of others on consumers' attitudes and behavioral intentions, mediated by embarrassment and moderated by ad-self-concept congruity state.

Doing good and the effect of social context

Chair: **Gert Cornelissen**, Pompeu Fabra University

Cognitive biases in the judgment of ethically charged contexts: Numerosity and solitaire illusion

Charlotte De Corte*, Ghent University

Patrick Van Kenhove, Ghent University

The objective of this paper is to investigate whether cognitive biases such as the numerosity effect (i.e. separate units are perceived as more numerous than one large entity) and solitaire illusion (i.e. a small number of clusters containing many entities is perceived as more numerous than a large number of clusters containing few entities) influence the judgment of ethically charged scenarios. We find that the numerosity effect holds for the ethical evaluation of most ethically charged situations (with the exception of charity), yet the opposite is true for the estimation of the impact (negative or positive) of such situations. The same cannot be asserted with respect to solitaire illusion, which exhibits inconsistent results. These results hold important implications for the framing of ethically charged events.

The gift that keeps on giving: Donations appreciation between givers and recipients

Marta Pizzetti*, Università della Svizzera Italiana

Peter Seele, Università della Svizzera Italiana

Michael Gibbert, Università della Svizzera Italiana

The present paper examines the effectiveness of pairing gifts with charitable donations. To do so, we coupled the literature on mood-enhancement connotation of donations with the literature on divergent gift givers' and gift recipients' preferences, proposing that gifts with donations are appreciated differently by givers than by recipients. Five studies demonstrate higher recipient's preference for donations than givers, employing both donation certificates (Study 1a) and products associated with a charity cause (Study 2a). Studies also demonstrate that the appreciation is amplified when recipients feel guilt for not having reciprocated the gift (Studies 1b & 2b). Study 3 provides evidence that recipients experience higher self-focused emotions, which in turn increases the appreciation of the gift. The findings i) contribute to the existing knowledge on the benefits associated with donations, ii) provide further evidence of the divergence between givers and recipients.

Vulnerable and not normal: The malleability of crafting a consumer identity

Verena Gruber*, HEC Montréal

Christina Holweg, WU Vienna University of Economics and Business

Aspects of consumer vulnerability and normalcy have received increasing attention in the realm of transformative consumer research. Despite recent conceptualizations of the constructs of vulnerability and consumer normalcy, little empirical insights exist as to how consumers experience these concepts, whether they can exist concurrently and what emotions they entail or behavioural reactions they motivate. Against this background, this research looks at consumers at-risk-of-poverty that are eligible to shop for groceries in social supermarkets (SSMs). This marketplace provides products at symbolic prices to allow individuals to feel as consumers, yet at the same time it imposes a set of rules which limits the control individuals have about their own purchasing decisions. This, in turn, gives rise to feelings of being vulnerable and "not normal". We discuss how consumers align these emotions to reconfigure a sense of self and to construct their identities as a unique type of consumer.

The undercover altruist: When doing good is socially awkward

Gert Cornelissen*, Pompeu Fabra University

Jan Willem Bolderdijk, University of Groningen

Gaining the approval of other people is typically high on our agenda when interacting with others, and much previous research supports the view that in the presence of others, people advertise their virtuous selves. In contrast, we develop the counter-intuitive notion that as one tool in the arsenal of techniques that people use to ingratiate themselves with others, they may choose to hide their virtuous inclinations. In other words, we predict that under certain conditions, people are less likely to "do good" in the presence of others, compared to when they are alone. In three studies, we provide evidence for this phenomenon which we label "undercover altruism". When observed by others, our participants donated less to the needy, avoided being associated with a human rights campaign, and were more modest in their moral self-descriptions, compared to when being alone. This phenomenon has important implications for the positioning and promotion of ethical product alternatives.

Heads of marketing forum

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

For a couple of years, we have had the tradition to organize the “Heads of marketing forum” at the yearly EMAC conference. In this forum, experiences of marketing department heads are shared. The forum has been very successful in previous years with many participants and lively discussions.

The theme of this year’s forum is “Effectively teaching marketing analytics”. One of the major trends in today’s business is big data. We observe a strong need in marketing practice for well-educated marketing analytics professionals. However, according to agencies such as McKinsey, there is a lack of supply given the demand. Beyond that, teaching quantitative course in business schools can sometimes be a challenge. The questions is thus how can we effectively offer programs and courses focusing on marketing analytics. Notably, this issue arose from last year’s department head forum.

Two scholars affiliated with EMAC will reflect on this theme. We are pleased that Professor Bruce Hardie from the London Business School will share his experiences. Furthermore, Professor Jaap Wieringa from the University of Groningen will discuss how he is teaching analytics courses to regular students as well as executives.

The program for the forum is as follows:

- 12:30 Welcome and serving lunch
- 12:50 Reflection Professor Bruce Hardie
- 13:10 Reflection Professor Jaap Wieringa
- 13:30 Discussion
- 13:45 Forum ends

Beauty and aesthetics

Chairs: **Elison Lim**, Nanyang Technological University
Ali Faraji-Rad, Nanyang Technological University

Beauty – whether in the form of a physically attractive spokesperson or an aesthetically pleasing product design – is commonly used in marketing. Four papers in this Special Interest Group explore how consumers define, experience, and pursue beauty and aesthetics in diverse contexts (e.g., evaluating potential dates, using appearance-enhancing tools, engaging in pro-social behavior). Collectively, our works highlight the richness of beauty and aesthetics as an emerging topic for consumer research.

Instantaneously hotter: The dynamic revision of beauty assessment standards

Haiyang Yang*, Johns Hopkins University
Leonard Lee, National University of Singapore

Pursuit of beauty: Impact of self-construal on appearance enhancement

Shilpa Madan, Nanyang Technological University
Shankha Basu, Nanyang Technological University
Elison Lim*, Nanyang Technological University & Institute on Asian Consumer Insight
Sharon Ng, Nanyang Technological University & Institute on Asian Consumer Insight

Pro-social behavior as a way to cope threatened physical attractiveness

Xiuping Li, National University of Singapore
Meng Zhang, Chinese University of Hong Kong
Feifei Huang*, Chinese University of Hong Kong

On aesthetic pleasure: The uncertainty-reducing role of processing fluency

Ali Faraji-Rad*, Nanyang Technological University
Michel Tuan Pham, Columbia University

The marketing-finance interface: Interactions between capital and consumption markets

Chair: **Arvid O. I. Hoffmann**, Maastricht University

There is an increasing interest in the marketing-finance interface, which should be strategically managed to improve marketing accountability (Srivastava et al., 1998). In this regard, a large portion of the marketing-finance literature focused on demonstrating how marketing actions translate into financial performance and shareholder value creation (Srinivasan & Hanssens, 2009). The objective of this SIG is to go beyond the traditional perspective of marketing accountability and bring together a series of papers studying more complex interactions between capital and consumption markets, using advanced statistical and econometric techniques. Each of the papers contributes with specific insights on the marketing-finance interface, while the session as a whole draws out generic insights for a better understanding of the interactions between capital and consumption markets.

What should be the dependent variable in marketing-related event studies?

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

In this paper, the authors argue that ignoring firms' different leverage ratios inflates the impact of observations pertaining to firms with large debt and deflates those pertaining to firms with large non-operating assets.

The impact of advertising on liquidity risk

Manoj Agarwal, Binghamton University
Ashwin Malshé*, ESSEC Business School

The authors study how advertising reduces liquidity risk by influencing investor behavior.

Negative celebrity endorser publicity and stock returns: How critical are firm reactions?

Stefan J. Hock, George Mason University
Sascha Raithel*, Free University of Berlin

In this paper, the authors show the impact of firm responses to negative celebrity endorser publicity on stock returns.

Does insider trading add credibility to firm product innovation?

Simone Wies, Goethe University Frankfurt
Jeroen Derwall, Maastricht University
Arvid Hoffmann*, Maastricht University
Joost Pennings, Maastricht University

The authors study how the stock market uses insider stock trading prior to firm product innovation to infer information about the innovation's potential.

An international platform for young academics in marketing: Part 1

Chairs: **Sylvia von Wallpach**, Copenhagen Business School
Vatroslav Skare, University of Zagreb

The sixth EMAC CC aims to establish a community of early career scholars in Marketing throughout Europe and other continents. Several research organizations and conferences in Europe offer a special program for PhD students and/or networking possibilities for full professors. However, the generation between beginners and successful leaders sometimes seems to be forgotten, although they represent the potential marketing professors of the future. In other words, they are the “climbers” of the European Marketing Academy. Thus, young academics in Marketing at an early stage of their career (e.g., assistant professor, post-doc, research fellow, etc.) are invited to participate in several CC events: A first session featuring a keynote address by Professor V. Kumar, a second session (16:00–17:30, room A2-015) dedicated to networking, and an informal gathering at a bar directly after the second session.

Welcoming words

Gerrit Van Bruggen, Erasmus University Rotterdam,
EMAC president

Keynote speech followed by an open discussion by Professor V. Kumar

(<http://www.drvkumar.com/>)

V. Kumar, Georgia State University

Professor V. Kumar will participate as keynote speaker and mentor in this 6th EMAC CC meeting. In his presentation on “Engaging in the Academic World” Professor Kumar will give insights into his own career path, successes and challenges on his way, and suggestions for successful academic career development. Additionally, he will provide insights into how to publish in highly ranked marketing journals. After the keynote speech, Professor V. Kumar will be available for an extended open discussion and questions from the EMAC CC participants.

Bio:

V. Kumar (VK) is the Regents Professor; Richard and Susan Lenny Distinguished Chair & Professor in Marketing; Executive Director, Center for Excellence in Brand and Customer Management; Director, Ph.D. program in Marketing, Georgia State University, J. Mack Robinson College of Business. VK has been recognized with 12 lifetime achievement awards in several areas in Marketing from the AMA and other professional organizations. VK has published over 250 articles and 25 books. VK has been honored in multiple countries with prestigious awards and fellowships including the Chang Jiang Scholar, HUST, China; Lee Kong Chian Fellow, Singapore Management University, Singapore; and Indian School of Business Senior Fellow, India. VK spends his “free” time visiting business leaders to identify challenging problems to solve. VK has worked with several Global Fortune 1000 firms to maximize their profits and publish studies with rigor and relevance. VK is also the current Editor-in-Chief of the Journal of Marketing. He plays Tennis and Basketball to relieve his stress arising out of being in academics. Finally, VK is chosen as a Legend in Marketing where Dr. Kumar’s work is published in a 10 volume encyclopedia (Sage Publications) with commentaries from scholars worldwide.

Context matters: Native advertising and placement

Chair: **Sara Rosengren**, Stockholm School of Economics

An empirical study of the effects of contextual advertising on television

Ivan Guitart*, Grenoble Ecole de Management
Guillaume Hervet, Grenoble Ecole de Management

Placing brand ads in television programs that are related to a product (contextual advertising) can influence demand for not only the product but also other products in the brand's portfolio (spillover effect). Using data from an online product comparison company, we study the effect of contextual television brand advertising on consumers' responses to context-related and context-unrelated products of the brand. We find that contextual ads have a higher short-term effect than non-contextual ads on consumers' responses for the context-related product. However, both effects are comparable in the long-term. We also find that, compared with ads placed in neutral contexts, contextual ads generate fewer online conversions for products that are unrelated to the context. These findings stress the importance of assessing the impact of contextual advertising on the product portfolio rather than just on the context-related product to improve advertising budget allocation decisions.

"Could you or should you react against product placement?" The effectiveness of informational versus evaluative textual forewarnings of product placement

Tina Tessitore*, IÉSEG School of Management
Maggie Geuens, Ghent University
Leen Adams, Antenna

Several countries allow product placement on the condition that it is clearly identified to viewers. But, how can viewers be helped to effectively identify product placement? Study 1 shows that an explicit textual forewarning helps activate viewers' persuasion knowledge and induce resistance against the influence of product placement on purchase intention. Study 2 investigates two types of explicit textual forewarnings that differ in the presence of evaluations about product placement and finds that both informational and evaluative warnings counter product placement effectiveness to a similar extent. Study 3 extends these findings by investigating viewer characteristics as a potential moderator and shows that informational (evaluative) warnings are more effective for low (high) self-monitors to decrease purchase intention. In each study, brand recall turns out to be a prerequisite for resistance processes to occur. The article provides theoretical and practical implications.

How do depictions of branded and non-branded alcoholic drinks in film influence viewers?

Ignacio Redondo*, Autonomous University of Madrid
Cristel Russell, American University
Jorge Bernal, Universidad de Tarapacá

This research offers previously unavailable empirical evidence of the potential impact of narrative transportation on behavior change following exposure to a film. In the proposed model narrative transportation, long considered an important psychological driver of the influence of entertainment media, plays a central role in explaining the influence of alcohol depictions in a movie on audience members' alcohol beliefs and choices. We conducted a field experiment to examine how a movie containing a liquor brand's placement and positive depictions of drinking influenced viewer choices of the specific brand placed as well as general use of alcohol. The results support most of the proposed relationships albeit with relatively small-sized effects. Evidence that exposure to a single movie is able to change viewers' beliefs and behaviors has important policy and societal implications regarding the potential social impact of repeated exposure to movies with positive alcohol depictions.

Content or advertising: What difference does it make?

Sara Rosengren*, Stockholm School of Economics
Fredrik Palmberg
Victor Ljungberg

This paper adds to the scant literature on content marketing by exploring consumer reactions to brand messages conveyed as content with those conveyed as advertising. More specifically, it compares consumer-perceived value ("message equity", cf. Rosengren and Dahlén 2015) of brand messages communicated as content or advertising. The results of two initial studies show that message equity is higher for brand content compared to brand advertising. What is more, the reactions are found to depend on a) the messages as such (study 1) and b) their distribution (study 2). The findings provide insights into future research needs when it comes to understanding content marketing and its effects. They also contribute to the ongoing debate about content marketing and its relationship with advertising.

Services and solutions

Chair: **Michael Kleinaltenkamp**, Free University of Berlin

Interfirm absorptive capacity: Its dimensions, drivers, and impact on ambidexterity

Hans Berger*, University of Groningen

Peter Leeftang, University of Groningen

This study aims to advance the understanding of interfirm absorptive capacity, its underlying dimensions, its drivers, and its impact on ambidexterity. Our analysis reveals that both from the buyer perspective and the supplier perspective complementarity is positively related to potential absorptive capacity (PACAP) and realized absorptive capacity (RACAP), and to a large degree mediated by the (remaining) determinants of relational rents (viz. compatibility, connectedness, idiosyncratic resources, contracting and relational norms). The effect of the individual mediators, however, seems to be conditioned by the focal dimension of ACAP (PACAP or RACAP), and the characteristics of the database (buyer data, or supplier data). Furthermore our analysis shows that from both partners' perspective PACAP and RACAP are highly linked to ambidexterity.

Does interorganizational cross-understanding matter in buyer-supplier relationships?

Jon Bingen Sande*, BI Norwegian Business School

Kenneth H. Wathne, University of Stavanger

Mrinal Ghosh, University of Arizona

This paper introduces the concept of interorganizational cross-understanding (IOCU) to research on buyer-supplier relationships. We argue that the concept exists, and that it is different from other, related inter-organizational constructs. We examine empirically both antecedents and performance outcomes, finding that it is particularly valuable when products and relationships are complex with products bundled with services. Firms have several options available to encourage the formation of IOCU, including the use of pre-qualification efforts and internal procurement, and choosing purchasing/sales managers with similar background as their counterparts in the other organization. IOCU also supports relational contracting, and it increases the clarity of the relational contract. We test our hypotheses on longitudinal primary data collected from both sides of the dyad in industrial buyer-supplier relationships.

How do manufacturers derive value from advanced services?

Anna Salonen*, University of Turku

Onur Saglam, ETH Zurich

Fredrik Hacklin, ETH Zurich

Advanced services have been found to contribute only modestly to service-based revenues of manufacturers. Yet, many manufacturers persist with offering them. Through an in-depth case study of an industrial manufacturer, we seek to better understand why manufacturers invest in particular types of advanced services and how these services create value through interacting with the manufacturer's existing resource base. In doing so, we explain how advanced services can help to positively impact the manufacturer's business based on products. We encourage a perspective on servitization that emphasizes continuity rather than change, as we explain how advanced services can help to enhance rather than fundamentally change the manufacturer's existing business model based on selling products and related life-cycle services. We expect such a perspective to be helpful in mitigating some of the challenges manufacturers experience in deriving value from investments into advanced service provision.

How business solutions create value - insights from an industrial maintenance context

Michael Kleinaltenkamp*, Free University of Berlin

Emma Macdonald, Cranfield University

Hugh Wilson, Cranfield University

This article explores what constitutes value for customers from business solutions and how this value is created through solution quality. A framework for solution quality and value-in-use is developed through 36 interviews with usage center members in an industrial solutions context, using a combination of repertory grid technique and means-end chaining. Whereas extant research views quality as a function of the supplier's products and services alone, the study finds that customers assess the quality not only of supplier resources and processes but also of customer ones, as well as the quality of the joint resource integration process. Moreover, constructs are derived through which the value-in-use of a solution is appraised representing not just collective goals of the organization but also individuals' goals. Four moderators of the relationship between solution quality and value-in-use are identified, demonstrating heterogeneity across sectors and job roles.

Effects of product experiences on judgment and decision making

Chair: **Ivar Vermeulen**, VU University Amsterdam

One more cup of coffee, please! The role of caffeine in consumer decision making

Christian Wagner*, University of Passau
Jan H. Schumann, University of Passau

The effect of caffeine on decision making is barely researched, especially in the context of consumer behavior. To the best of our knowledge, this is the first study with the goal of showing the effect of caffeine consumption on the consumer decision making process. A 2x1 between subjects experiment shows that the consumption of a moderate measure of caffeine has a positive effect on the mood of consumers, their feelings towards the product and their willingness to buy. From a marketing perspective these results necessitate a broadened view of the indirect effects of caffeine and the development of a new field of study in consumer research. In addition, the ability to influence consumer reactions through the targeted application of the substance is of high importance where the profitability of business practices is concerned.

Contemporary music consumption in a post-ownership economy

Gary Sinclair*, University of Stirling
Julie Tinson, University of Stirling

Adopting a consumer perspective, this paper reflects on how music is experienced individually and socially in a 'post-ownership economy'. We consider the de-materialisation of music 'products' as well as the increased use of streaming platforms; establishing the implications this has for using music as a symbol of the extended self and its role in forming social bonds. Using the concepts of technisation and materiality in addition to perceptions of ownership, we reveal how and in what ways music continues to facilitate impression management as well as enhancing sociability. This has important consequences for our understanding of how relative 'ownership' of music affects use and experience of music and the consequences this has for the type of self and relationships that are developed in a digital world.

Haptic-to-visual shape priming: Grasping a product affects choice of other seen products

Mathias Streicher*, University of Innsbruck
Zachary Estes, Bocconi University

Consumers often touch products before reaching purchase decisions, and indeed touch improves evaluations of the given product. The present research investigates how touching a given product influences choice of other seen products. We show that grasping a source product increases the choice of a haptically similar product. We also show that visually crowded rather than sparse product displays increase the effect of touch on choosing other haptically similar products, and that individuals' instrumental need for touch further modulates this effect. Our results suggest that by manipulating or mimicking the haptic features (e.g., shape and size) of objects that consumers grasp while shopping, marketers can develop packaging that facilitates consumers' visual processing of their products, thereby increasing choice of those products.

Biased reporting of p-values in marketing literature

Ivar Vermeulen*, VU University Amsterdam
Arthur Avramiea, VU University Amsterdam
Camiel Beukeboom, VU University Amsterdam

Prior studies in neighboring fields showed that publication and verification biases result in —intentional or unintentional—p-value misreporting, and a peculiar excess of p-values just below the .05 ("significance") threshold in journal articles. To examine whether similar distortions occur in the marketing literature, we extracted 3,377 test statistics from 193 recent papers from ISI-rated marketing journals, and assessed prevalence of (1) misreported p-values, and of (2) p-values just below .05. Results show that 8.2% of p-values was misreported (84% was reported too low; 16% too high). 1.9% of p-values were critically misreported, stating p.05 (91%) or vice versa (9%). P-values frequencies can be interpreted in two ways: either around 13.7% of all reported p-values was "p-hacked", or (due to publication bias) less than 1 out of 4 non-significant research findings was reported. Both practices cause an abundance of false positive findings in the literature.

Pro-social issues in consumer behavior

Chair: **Yasemin Boztug**, University of Göttingen

A theoretical framework for maker culture: Negotiation of prosumption at the individual and cultural spheres within the context of food

Sukriye Sinem Atakan*, Özyeğin University
Mina Seraj, Özyeğin University
Ceren Demirci, Özyeğin University

The rise of consumers into producers is changing the market sphere. Maker culture is based on the participation of consumers in the production process of products that they consume, known as prosumption. This study investigates prosumption in the food context to understand the major concepts that establish the act and the factors that influence its tenet. Netnography of two communities reveals that concurrent discussions of production, consumption, output, and goal within prosumption are amalgamated in the perspective of consumer identity. Consumers experiment and adapt ways of prosumption that demarcates their identity further within social grounds. In parallel, communal dialogues aim at defining the meanings and practices of prosumption to reach a congregation of meaning at the cultural level. Negotiation of righteous ownership of output and discussion of goals becoming lifestyle are common. Based on these interactions, a theoretical model of prosumption is proposed.

Advance gratitude expressions as a prosocial appeal

Leandro Galli*, University of Warwick
Katherine White, University of British Columbia
Hongwei He, University of Strathclyde
Piotr Winkielman, Warwick Business School & University of California, San Diego

We introduce the novel concept of an advance gratitude expression as a prosocial appeal. Across three studies, we show that a simple expression of advance gratitude enhances consumers' moral awareness and increases prosocial behaviour, in the form of financial donations and volunteering to charitable organisations. In study 1 (a field study) we demonstrate the predicted main effect of advance gratitude with a real behavioural outcome (donation amount). In study 2, by means of a moderation of process design, we provide evidence in support of the underlying mechanism of increased moral awareness. In study 3, we identify psychological connectedness as a moderator of the effect of advance gratitude on prosocial behaviour, showing that under conditions of low connectedness, in which consumers do not feel engaged with the prosocial cause, enhanced moral awareness is perceived as aversive and advanced expressions of gratitude backfire. Our findings add to the gratitude and morality literature and are of both of theoretical and practical significance.

Health claims can make you fat, but only when they are relevant

Yasemin Boztug*, University of Göttingen
Steffen Jahn, University of Göttingen
Till Dannewald, University of Göttingen

There is general belief that (functional) health claims improve food choices and reduce food intake. In this research, we argue that some health claims can lead to overeating. It is our contention that personally relevant (vs. less relevant) health claims can license subsequent overeating of indulging food among high self-control consumers. A consumption study where we weighed participants' chocolate bean intake after prior exposure to a product package featuring a health claim lends strong support on our theorizing.

Subcultures of consumption

Chair: **Joonas Rokka**, EMLYON Business School

A Sunday at the car boot sale: A different kind of exploration of the second-hand item consumption

Aurélié Dehling*, SKEMA Business School

Baptiste Cléret, IUT Evreux – NIMEC

The research objective was to explore the second-hand realm through the eyes of used item consumers. Six consumers have revealed to us their motivations, practices, and know-how. One element above all nevertheless attracted our attention: the presence of an underlying tension between discourse and practice that is more divergent than convergent.

Walking with zombies – insights into the subculture of the undead

Sascha Steinmann, University of Siegen

Frederic Nimmermann*, University of Siegen

Hanna Schramm-Klein, University of Siegen

Andreas Rauscher, University of Siegen

Judith Ackermann, University of Siegen

We used videography to gain insights into the subculture of the “zombie community” – a specific “subculture of consumption” – by analysing visual material that was collected during the urban performance of the community members during the “Zombie Walk” in Cologne, Germany in May 2015. Our analysis includes naturalistic observations of the performance of the participants in the urban space and it further includes interviews with both the community members as well as with spectators of the zombie walk. In doing so, we show how zombie archetypes have evolved in media over time, especially in movies and computer games. Furthermore, we show how the archetypes have influenced the way community members dress and perform during the zombie walk. Finally, based on our findings implications for marketing are discussed.

Yoga and fashion

Maria Kniazeva*, University of San Diego

A former investment banker from Singapore, a pornographer from Los Angeles, a University student from Washington D.C., and a former project manager from Tokyo help the author explore how they marry yoga and fashion. While yoga has traditionally emphasized the inner world of its practitioners, its modern devotees place a heavy emphasis on their outer appearance. Not only do many of them turn to yoga because of the expected benefits of a lean body, but they also spend heavily on trendy yoga clothes and mats. Female practitioners, who make up eighty percent of yoga enthusiasts today, drive these tendencies.

Crowdfunding and co-creation

Chair: **Reto Hofstetter**, Università della Svizzera Italiana

More than just the money: The psychological consequences of participating in crowdfunding

Sally Bitterl*, WU Vienna University of Economics and Business

Martin Schreier, WU Vienna University of Economics and Business

Crowdfunding has emerged as an alternative form of funding new ventures by relying on a large number of individual project backers. These crowdfunding participants are oftentimes also customers as they typically receive the venture's new product as a reward for their financial support. Economically, the focal exchange relationship thus mimics the more traditional market exchange mode in which customers get a product in return for paying a predetermined price. However, this study highlights that crowdfunding has some unique and managerially relevant psychological advantages over the classic purchasing process. The novel findings from a longitudinal experimental study indicate that participating in crowdfunding increases the extent to which customers identify with the underlying venture which, in turn, helps to explain a series of effects on managerially important outcome variables.

Thanks, but no, thanks! The pitfalls of inviting customers to co-create with firms

Sabrina Fischenich*, Technical University of Berlin

Katrin Talke, Technical University of Berlin

Kathrin Urban, Technical University of Berlin

Research on co-creation activities with consumers so far has mainly addressed positive outcomes. Particularly in activities like idea contests, the rejection of consumer ideas is inherent and may produce negative outcomes as well. In this paper, we draw on social psychology literature to investigate such negative outcomes. In a first study, we demonstrate that ignoring consumer ideas leads to worse attitudes and higher negative WoM intent than rejecting them. In a second study, we can validate these results. In addition, we find that anger mediates the relationship between a firm's response and the change in attitude and negative WOM intent. We can also show that consumers' expectations of a firm's professionalism in co-creation activities moderate the effect between response and anger. Consumers with high expectations are particularly angry when being ignored. The findings emphasize that, while negative experiences in co-creation cannot be avoided, they should be managed carefully.

Minimalistic design made by a maximal talent - the interplay of design complexity and the user design process

Marcel Grein*, RWTH Aachen University

Daniel Wentzel, RWTH Aachen University

This research project aims to investigate how the perception of varying design complexities depends on the design development process (user design versus professional design). Specifically, we provide an explanation for the popularity of minimalistic design and find an interaction between the design development process and the evaluation of minimalistic designs. An experiment confirms that a low-complexity design created by a user is perceived as being of lower quality than a high-complexity design. However, when a professional designer creates the design, both design complexity levels lead to similar perceptions of the design quality. We argue that the different perceived levels of talent between an external user and an internal designer exerts an influence on the metacognitive interpretation of the fluency experience, which is triggered by the visual complexity level.

Should you really produce what consumers like online? Empirical evidence from an online innovation community

Reto Hofstetter*, Università della Svizzera Italiana

Lisa Maria Schiestel, Università della Svizzera Italiana

Roland Ruppell, Università della Svizzera Italiana

Andreas Herrmann, University of St. Gallen

This research questions the common practice of firms to use votes as an indicator of consumer preference. We empirically investigate voting behavior in open innovation contests where consumers can both generate ideas and vote for others' ideas. We find that votes are rather a product of online social influence than of consumers' preferences. A unique dataset composed of 31,110 ideas and the voting and "friending" behavior of 1,823 consumers reveals that ideas of those who solicited more friends and voted more for others received more votes themselves. This reciprocity effect becomes more prominent with increasing levels of competition. We further show that firms indeed use votes to inform their evaluations. A survey among managers who ran innovation contests shows that votes received during the innovation contest cannot explain any variance in the actual success of ideas. These results imply that managers need to be careful in using online votes as an indicator for idea evaluation.

Global versus local brands

Chair: **Erik Maier**, HLL Leipzig

“Turning the tables”: Building strong local brands to compete against global rivals

Vasileios Davvetas*, University of Vienna
Adamantios Diamantopoulos, University of Vienna
Georgios Halkias, University of Vienna

This paper investigates brand localness as a basis for strategy development for brands competing against global rivals. The authors (a) conceptualize perceived brand localness as a multidimensional profile construct, (b) develop hypotheses highlighting the differential effects of the identified localness dimensions on global vs. local brand preference, and (c) identify the preference-generating mechanisms underlying these effects. An empirical study tests the proposed hypotheses using consumer responses to real local brands across six product categories. Results show that brand perceptions of (a) local iconness, (b) domestic production, (c) regional availability and (d) national origin boost local vs. global brand preference by fulfilling consumers' motivations to acquire culturally-tailored product offerings, support their local economy, feel national pride, and oppose product homogenization. Implications for theory and practice are discussed and future research directions identified.

Beyond reach: Disentangling the global brand effect

Timo Mandler*, Hamburg University

Despite a considerable body of research on potential outcomes of consumers' brand globalness perceptions, the construct of perceived brand globalness itself remains ambiguous and calls for further conceptual refinement. This study contributes to literature in the field of global and local branding by (a) identifying an extended set of potential determinants of consumers' brand globalness perceptions and (b) testing its explanatory power in comparison to the well-established perceived brand globalness (PBG) scale (Steenkamp, Batra, and Alden, 2003). The results of an empirical study involving 63 brands across eight product categories show that the extended model predicts relevant outcomes better. Moreover, it provides new insights into the composition of the global brand effect by explicitly discriminating between different facets of brand globalness (i.e. perceived brand reach, perceived standardization, global consumer culture positioning, and perceived brand foreignness).

Local versus global brands: Local brands reduce consumer self-control by lowering construal levels

Eline De Vries*, Carlos III University of Madrid

In three experiments we show that local as opposed to global brands reduce consumer self-control. Being perceived as lower in cultural distance, local brands induce lower level construals and as such lower consumer's self-control compared to global brands. In addition to the four dimensions of psychological distance (temporal, spatial, social and hypothetical distance) described by Trope & Liberman (2010), we identify cultural distance as a fifth distance dimension that impacts construal level and self-control. Moreover, we provide a concrete branding mechanism (local versus global branding) to impact consumer's self-control.

The interaction between consumer ethnocentrism and product category in explaining the domestic country bias

Robert Wilken, ESCP Europe
Erik Maier*, HHL Leipzig

Research on country-of-origin (COO) effects is aware of an altogether rather high degree of preferences for domestic over foreign products, the so-called domestic country bias (DCB). This effect can be explained through consumer ethnocentrism (CET). We add to this literature by investigating effects that are counter-directional to the DCB; these effects occur because in some product categories, a foreign COO generates positive consumer perceptions. Three empirical studies with varied COOs, products, and consumer nationalities confirm (1) the DCB; (2) its explanation through CET, and (3) counter-directional effects generated by products that benefit from COO effects across countries. In all studies, we use choice and consumers' willingness-to-pay as dependent variables, to complement extant COO research that heavily relied on “weaker” measures such as attitudes or purchase intentions.

Marketing in emerging economies

Chair: **Bilge Aykol**, Dokuz Eylül University

Antecedents of faculty's perception of service quality and job satisfaction in higher education institutions

Zsófia Kenesei*, Corvinus University

Krisztina Kolos, Corvinus University

Arif Vaseer, Mohammad Ali Jinnah University

This paper explores the factors that impact job satisfaction and service quality of faculty members employed in public and private universities. We developed and tested a conceptual model that presented key antecedents of job satisfaction and service quality. Our sample consists of 372 faculty members in Pakistan. The results provide evidence that all of our independent variables have significant effect on job satisfaction, from those empowerment has the strongest impact. Empowerment and motivation have significant effect on service quality, while market orientation and recognition have no significant effect. On the other hand job satisfaction has the strongest effect on service quality indicating the importance of this relationship. This study is a pioneering effort to explore the role of internal marketing in an emerging economy. The results could guide universities in enhancing job satisfaction and service quality, leading to improved employee performance and student satisfaction.

Re-inventing the wheel? How to develop innovations for consumers at the bottom of the economic pyramid

Sergej Von Janda*, University of Mannheim

Monika C. Schuhmacher, University of Mannheim

Sabine Kuester, University of Mannheim

Consumer segments at the so-called bottom of the economic pyramid (BOP) in emerging markets have started to appear on the business agenda of multinational corporations (MNCs). Despite the restricted disposable incomes of consumers at the BOP in emerging markets, innovation development for BOP consumers proffers promising business opportunities due to the significant size and future growth potential of this market. Surprisingly, little is known about the drivers of MNCs' BOP innovation capability and most MNCs find themselves poorly prepared for innovating for the BOP. We address this commonly acknowledged gap in research and conduct an explorative study based on multi-source and multi-country data. Given the relevance of the emerging markets' BOP segment for MNCs future growth, it is the overall aim of this study to explore the key drivers of BOP innovation capability from a firm perspective, thus, to understand how MNCs can foster the successful development of BOP innovations.

Adaptation from an advanced economy to an emerging market: The case of American TV series in Turkey

Bilge Aykol*, Dokuz Eylül University

İlayda İpek, Dokuz Eylül University

Nilay Bicakcioglu, Dokuz Eylül University

This study explores the nature of adaptations made in the localization of a United States-based TV series to its Turkish adapted reproduction. Based on a content analysis of episodes of two versions, adaptations made for the Turkish market were categorized into three major groups, namely contextual, cultural, and competitive. The contextual ones create the local setting of the reproduction, with adaptations containing territorial changes, religious rituals, daily practices, and products consumed. Concerning cultural adaptations, Turkish version of the TV series is characterized by higher power distance, higher uncertainty avoidance, and higher collectivism compared to the original version. Competitive adaptations involved the inclusion to the adaptation of elements commonly employed by the industry actors in the domestic TV series industry.

General marketing journals

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

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

Journal of Retailing

Murali Mantrala*, University of Missouri

Journal of the Academy of Marketing Science

Thomas Hult*, Michigan State University

International Journal of Research in Marketing

Roland Rust*, University of Maryland

Marketing Science

K. Sudhir*, Yale University

Journal of Marketing

V. Kumar*, Georgia State University

Preference and choice

Chair: **Pablo Marshall**, Pontificia Universidad Católica de Chile

The prevalence of compensatory choice: Are we compensating for the lack of search path data?

Peter Stüttgen*, Carnegie Mellon University Qatar
Peter Boatwright, Carnegie Mellon University

Whether consumers use compensatory or non-compensatory choice rules has been a long-standing debate in both marketing and economics. Choice models trying to distinguish these two choice rules typically focus on modeling only the final choices. In contrast, we develop and estimate two competing models that jointly and endogenously model not only choices, but also consumer search. Since consumer search is an inherent component of the choice process, modeling these two aspects jointly provides additional information on the underlying process. While we find strong support that consumers use a non-compensatory choice rule, we more importantly find that including the search information into the model strongly affects the conclusions we draw with respect to the likelihood of the two respective models. Hence, we argue that improving our general understanding of the consumer search process is essential in order to understand the decision process and hence consumer preferences better.

Understanding the consequences of attribute non-attendance in discrete choice models

Narine Yegoryan*, Humboldt University of Berlin
Daniel Guhl, Humboldt University of Berlin

Traditional choice models have been used for inferring the underlying product preference of individuals for more than 50 years. These model outcomes are widely used for efficient pricing, new product development and predicting consumer choice behavior. Increasing number of studies, though, streaming from behavioral economics point towards possible violations of assumptions of traditional choice models. In this paper we try to understand the possible consequences of the violation of full attribute-wise information processing and extend the existing standard model to accommodate the case of attribute non-attendance. For this purpose a latent class approach is utilized with further probabilistic inclusion of eye-tracking data. The results suggest that people do tend to limit their attendance to specific subsets of attributes, mostly two to three. Furthermore, not accounting for attribute non-attendance lead to substantial differences in willingness-to-pay estimates.

Quick and easy measurement of attribute importance weights with restricted-click-stream analysis: An empirical comparison with established methods

Sebastian Hein*, WHU - Otto Beisheim School of Management
Christian Schlereth, WHU - Otto Beisheim School of Management
Fabian Schulz, Goethe University Frankfurt

Market researchers typically apply established preference measurement methods like choice-based conjoint to determine attribute importance weights. Behavioral researchers established their own methods to analyze the information search process in product decisions. Goal of this paper is to demonstrate that the information on how much attention has been devoted to an attribute in product choice is sufficient to determine attribute importance weights. The authors develop a new preference measurement method, the restricted-click-stream analysis (RCA), and compare it with established methods. The results show that the validity of the new method is comparable with conjoint methods; however, the cognitive and emotional load for respondents is lower. Thus, the RCA offers a valid alternative for researchers hoping to gain insights on top of product preferences within a survey.

Individual estimation of preferences for paired and m-tuple comparison data

Pablo Marshall*, Pontificia Universidad Católica de Chile

The method of pair, and, more generally m-tuple, comparison is frequently used in marketing studies to assess consumers' preference for objects and to estimate the importance of attributes. Most of the estimation procedures presented in the literature consider aggregate estimates across individuals and strong assumptions regarding the heterogeneity of preferences. The objective of this study is to consider an estimation procedure for choice shares at the individual level which is computationally simple, requires mild assumptions regarding the data-generating process and differs from previous procedures found in the literature. The proposed estimator is based on a generalized method of moments within a Bayesian framework that considers limited information based on a set of moment conditions. Monte Carlo simulations that compare the proposed estimator with exact Bayesian and maximum (posteriori) likelihood estimators show excellent performance of the proposed estimator.

Social media marketing I

Chair: **Nils Magne Larsen**, Harstad University College

Social media geoforensics: An exploratory analysis

Sy Banerjee*, University of Michigan
Fareena Sultan, Northeastern University

This exploratory research examines a relatively new phenomenon viz., social media geoforensics, i.e. the nature of physical context information available to marketers along with users' social media posts. The study demonstrates how such information varies by consumers and how such information can be used by marketers in their digital marketing strategies. The key research question for this study is "how do posts on a social network vary by the context in which the consumer is posting as well as by consumer characteristics?" Specifically, this study examines the nature of consumer tweets on Twitter and how they vary by characteristics of consumers as well as context. The research examines four aspects, venue or location, time-sequencing, social context and tweet content by categories of customers and finds a segmentation tool, venue variability.

Good social media marketing: The consumer's perspective

Alegra Kaczinski*, University of Münster
Jonas Vor Dem Esche, iQul GmbH
Thorsten Hennig-Thurau, University of Münster

Social media marketing (SMM) is an increasingly important element of basically every firm's marketing mix. Academic knowledge of its effects on consumers, however, is still limited and highly fragmented. Therefore, we conduct 101 extensive means-end interviews with consumers and develop a comprehensive framework of SMM practices offered by firms and other professional marketers on social media platforms and the consumer benefits and basic individual values they are related with. This way we aim to integrate and extend the existing knowledge on SMM. Additionally, a survey of more than 4,000 consumers allows us to empirically assess the general importance of the identified concepts (i.e., SMM practices, benefits, and values) for the consumer and the strength of the relationships between them. This research contributes to marketing theory not only by integrating knowledge on SMM, but also by offering guidance for firms on the selection of SMM practices.

A friend saved is a penny earned or I need a dollar... a friend is what I need – the impact of social linkage on monetary return

Dario Mitterer*, University of St. Gallen
Daniel Boller, University of St. Gallen
Tobias Schlager, University of St. Gallen
Andreas Herrmann, University of St. Gallen

What is the rationale for remarkable variations in income/market values among superstars – quantified performance, or simply popularity, or both? Based on two large-scaled field studies, we investigate the effect of income/market value differences in superstar markets. Specifically, we propose that popularity (i.e., reputation) implies notable differences in superstar income creation (market values), and suppresses the role of actual talent and/or performance. The proposed research offers novel insights in the field of superstar theory; specifically, we show that popularity overwhelms the effect of actual quantified performance in superstar markets, respectively, that actual performance and popularity contribute separately to, and in a divergent extent on income (market values). Managers can evaluate which effects explain the income/market value of superstars and which positioning strategies will result in a notable monetary benefit.

Consumers' fixation pattern on the most important stimuli when shopping apparels on social media platforms

Nils Magne Larsen*, Harstad University College
R.G. Vishnu Menon, Reykjavik University
Valdimar Sigurdsson, Reykjavik University
Asle Fagerstrøm, Westerdals Oslo School of Arts, Communication and Technology

A growing use of social media marketing among fashion retailers requires new insight on the importance of various attributes and their effect on online purchasing behaviour. This paper reports the results from two studies shedding more light on these issues. In study 1 we identified the salient attributes used by the fashion industry and analyzed their effects on online purchase behaviour using conjoint analysis. The most influential attribute from study 1, price, was then tested in study 2 utilizing an eye-tracking device to examine the total fixation time on a Facebook page displaying a fashion product and the fixation time on the price label. The online interventions included different price visibility, models (e.g. human models vs. mannequins), and price labels. Although price was deemed to be the most important attribute, with a decelerating utility curve in study 1, the findings from study 2 showed a clear U-shape function for both fixation on price and total fixation on page.

Word-of-mouth

Chair: **Mai Kikumori**, Keio University

Response strategies to negative electronic word-of-mouth and marketing performance: The moderating role of message credibility

Andrea Kähr*, University of Bern
Marco Casanova, University of Bern
Patrick Heri, University of Bern
Harley Krohmer, University of Bern

As consumers increasingly base their purchase decision on electronic word-of-mouth (e-WOM), negative comments on Internet platforms can have significant effects on companies' marketing performance. Nevertheless, the effect of companies' response strategies to negative e-WOM have not been examined in depth so far. Against this background, this study investigates how different company response strategies to negative e-WOM affect marketing performance and how the message credibility of negative e-WOM influences this effect. This study provides evidence that the company response strategies to negative e-WOM influence its marketing performance. Furthermore, the results indicate that the effect of a company's response (apology vs. denial) on its marketing performance is moderated by the message credibility of the negative e-WOM. These findings have important implications for future research and companies' response strategies to negative e-WOM.

Sharing extreme opinions about controversial topics: The moderating role of online communication platforms

Vito Tassiello*, LUISS Guido Carli
Matteo De Angelis, LUISS Guido Carli
Cesare Amatulli, LUISS Guido Carli
Michele Costabile, LUISS Guido Carli

Controversial topics are those topics on which people tend to take different, quite polarized opinions. We investigate the effect of topic controversy on individuals' tendency to share extreme opinions with others. While we acknowledge that people tend to hold extreme positions on controversial topics, we hypothesize that whether they share their extreme opinions with others importantly depends on the communication channel they use for sharing. Across three experiments, we show that opinion extremeness generally increases tendency to share, but, more importantly, we show this is more likely to occur when sharers use communication platforms that allow them to select specific, identified recipients, thus having more control on their audience. More specifically, we demonstrate that individuals are more likely to share the extreme versus moderate opinions about controversial topics via email, but such a difference no longer exists when sharing via post on social network pages.

Visual electronic word of mouth: A multimodal brand approach and case study

Robert Rietveld*, University of Amsterdam
Masoud Mazloom, University of Amsterdam
Willemijn Van Dolen, University of Amsterdam
Marcel Worring, University of Amsterdam

An emerging activity on internet is to create and share visual content, our understanding of this activity and its impact however is limited. In this paper we aim to define and operationalize the concept of visual eWom and embed it in the current eWom literature. Different from existing eWom research which relies on textual information only, we conceptualize visual eWom as a multi-modal construct consisting of textual and visual concepts. We test our operationalization on a dataset of 6435 consumer posts crawled from Instagram. We apply state-of-the-art machine learning techniques, convolutional neural networks, for detecting the visual concepts in images posted on Instagram. We use OLS regression to test the impact of textual and visual concepts on image popularity. The results in our case study show that textual and visual concepts provide complementary information and have a different impact on image popularity.

Some determinants of inverse effects of positive and negative electronic word-of-mouth messages on consumer attitude

Mai Kikumori*, Keio University
Akinori Ono, Keio University

It have been claimed that positive eWOM has positive impacts while negative eWOM has negative impacts on consumer attitude with assumption that either positive or negative eWOM message is presented on a single website. However, no research has not identified the conditions for the positive effects of negative eWOM. Thus, we investigate the moderating effects of the types of receivers, reviews, and products. Also, we investigate the moderating effects of the order of positive and negative eWOM messages posted in a single website. With three experiments, this study found that negative eWOM had positive effects on consumer attitudes towards products in the case of hedonic products and expert consumers reading attribute-centric review. Moreover, negative eWOM had a greater positive effect when it was at the top of the website as opposed to at the bottom. This study contributes to our current understanding of eWOM effects on consumer behavior.

Brand attachment and brand engagement

Chair: **Rico Piehler**, University of Bremen

Brand attachment for life – factors influencing the development of socialized brand attachment

Isabelle Koehler*, European Business School Reichartshausen

Dominika Gawlowski, European Business School
Franz-Rudolf Esch, European Business School

The success of a brand strongly depends on loyal customers and their repurchases and so companies try to attach customers already at a young age to their brand. During the process of socialization parents exert a strong influence on their children; thus one intention of this paper is to examine the impact of communication style within the family on the development of early brand attachment. Additionally, we shed light on attachment-prone product categories and on the role of consumer personality. Collecting data from 1,652 students and by means of structural equation modeling we show that concept-oriented communication within the family is important for passing over brand attachment from parents to children. Moreover, by identifying that publically consumed product categories with high involvement are most effective for handing down attachment and that specific consumer personalities are more inclined to build an emotional bond, we offer novel insights for research and management.

Oppositional consequences of brand attachment: Moderating role of attachment style

Arnold Japutra*, Tarumanagara University

Yuksel Ekinci, University of Reading

Lyndon Simkin, Coventry University

It has been argued that attachment strength and attachment style are two distinct branding concepts. However, there is currently no research that empirically supports this notion. This study finds that attachment strength and attachment style are two distinct branding constructs. Extant research has examined the positive behaviors as consequences of brand attachment. However, these studies did not examine the link between brand attachment and consumers' negative behaviors. We posit that brand attachment can also lead to negative behaviors (trash-talking, Schadenfreude and other anti-brand actions). Additionally, we provide evidence that avoidance-attachment style moderates these relationships. The link between brand attachment and brand loyalty is attenuated for consumers with low relationship orientation, whereas the link between brand attachment and anti-brand actions is attenuated for consumers exhibiting strong relationships.

Brand page attachment: Development of the construct, antecedents, and consequences

Rico Piehler*, University of Bremen

Michael Schade, University of Bremen

Barbara Kleine-Kalmer, University of Bremen

Christoph Burmann, University of Bremen

While there are behaviour-related constructs like brand engagement that measure the success of activities in social networks, a psychological, pre-behavioural construct is missing in literature. Therefore, brand page attachment as strength of the bond connecting the brand page with the self of the user is introduced. Based on an empirical study with 590 German Facebook users, brand page attachment is revealed as strong predictor of behaviour like brand page participation (like, comment, and share posts), co-creation of value and meaning (user generated content), word-of-mouth (recommendation of the brand page). Concerning the antecedents of brand page attachment, social value (interaction) had the largest effect, followed by infotainment (information & service and entertainment) and economic incentives (discounts or vouchers). Based on these results, brand page attachment should be considered as psychological, pre-behavioural construct in social media research and practice.

Shopper marketing

Chair: **Koert van Ittersum**, University of Groningen

The role of the in-store location of a promotional display for shoppers' attention and buying decisions

Gunnar Mau*, University of Siegen

Hanna Schramm-Klein, University of Siegen

Markus Schweizer, Migros Aare

Sascha Steinmann, University of Siegen

Gerhard Wagner, University of Siegen

Empirical studies prove the effects of promotional displays on sales. The role of its location, however, is still under-researched. In a field experiment using observational techniques, we were able to show that displays in an incongruent setting gain more attention but lead to fewer sales than displays in a congruent setting.

Shopper behavior under the microscope: understanding the relationships between shoppers' in-store physical activities and purchase decisions

Julien Schmitt*, Aston University

Peter Leeflang, University of Groningen

Kristina Schmidt, Aston University

Jaap Wieringa, University of Groningen

Previous research indicates that the large majority of purchase decisions are made in the store and influenced by shoppers' in-store behavior. Thus, it is critical to understand the dynamics between consumers' in-store physical activities and their final purchase decision. However, existing research does not take into account the full range of shoppers' in-store actions. The present research uses an innovative PDA technology to unobtrusively observe shoppers' behavior, to capture and time-stamp their shopping paths and actions in front of shelves in high detail and to link them to purchase-related outcomes (purchase, number of products bought, average price). We also consider key factors such as marketing interventions (e.g., promotions, salesperson contacts) and contextual variables (e.g., time pressure, crowding). Results demonstrate that a detailed observation of shoppers' in-store physical activities generates important insights to better understand consumer choice processes.

Mall shoppers' segmentation: Differences between Top 2 box satisfaction score and the net promoter score (NPS)

Laura Lucia*, University of Saragossa

Raul Perez-Lopez, University Of Zaragoza

Yolanda Polo-Redondo, University Of Zaragoza

There has been an extended use of some customer's satisfaction and loyalty metrics in the managerial context that has increased with the introduction of the Net Promoter Score (NPS). The aim of the paper is to analyze whether the firm's loyalty strategies differ depending on the metric used for segmentation and in that case, to determine in what aspects they are different. We report results from a study using data from mall shoppers in Spain to create segments based on NPS and on Top 2 Box satisfaction score. The study compares the strategy of the firm to convert potential promoters into promoters with the strategy followed to convert passive satisfied customers into highly satisfied customers. The study confirms that although strategies mall managers should follow about customer experience value and stress are similar, others depend on the metric used. Implications for managers are proposed related to the results obtained.

Dynamic in-store spending behavior

Koert van Ittersum*, University of Groningen

Daniel Sheehan, University of Kentucky

With retailers' growing ability to identify and engage customers while shopping, it becomes increasingly important to understand how their sequential spending decisions evolve over the course of a shopping trip. Going beyond end-of-trip spending totals, this research demonstrates that shoppers' relative spending—the price of the purchased item relative to the mean price of the product category—evolves nonlinearly and distinctly for budget and nonbudget shoppers as a function of the pain of paying experienced while shopping. Specifically, three studies reveal that a shopper's relative spending evolves convexly for nonbudget shoppers and concavely for budget shoppers. Mediation analyses confirm that these unique patterns in relative spending are driven by distinctive patterns in the pain of paying experienced while shopping. This research offers different theoretical contributions, while also having important implications for practitioners.

Influences on sales Performance

Chair: **Paolo Guenzi**, Bocconi University

Sales personnel goal orientation and performance: A comparison of B2C and B2B salespeople

Yu-Tse Lin*, Fu Jen Catholic University
Kang-Ning Xia, Yuan Ze University

The twofold study purpose is to examine relationships between different types of sales personnel goal orientations and behavior-based and outcome-based job performance, and compare the difference between industrial (B2B) and consumer (B2C) sales. A cross-sectional survey design was used with a sample of 584 pairs of sales reps and their supervisors. Results indicate that different goal orientations lead to different types of job performance. Performance-prove goal orientation (PPGO) salespeople tend to be good in terms of outcome-based, especially in B2C context. Performance-avoid goal orientation (PAGO) individuals tend to be successful in terms of behavior-based performance in B2B context. The relationship between learning goal orientation (LGO) and outcome-based performance is strongly negative in B2C sales.

Sales leaderships' effects on salespeople's performance, organizational commitment, and turnover: A meta-analysis on mediating and moderating effects

Denise Göbel*, Coburg FH
Felix Weispfenning, Coburg FH

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

The mediation impact of selling skills on emotional regulation - sales performance linkages

Ramendra Singh*, Indian Institute of Management - IIMC
Rakesh Singh, IMT Ghaziabad
Diptiman Banerjee, IIM Calcutta

This study synthesizes foundations in JD-R theory, Self-regulation, Motivation and skills theory, as well as social cognitive theory to empirically investigate the influence of emotional regulations on natural reward strategy (NRS) component of self-leadership among salespersons, and its subsequent impact on salesmanship skills and sales performance. The authors use structural equation modelling to analyze data collected from a sample of 317 salespersons in an emerging market (India); results indicate that NRS is influenced by salesperson's emotion regulation abilities, and salesmanship skills act as a partial mediator in the NRS-performance relationship. The study extends the theory on NRS-performance linkages in sales force performance management in the emerging market context using salesmanship skills as a mediator. This paper also discussed the theoretical and managerial implications of the results.

The impact of sales force management capabilities and personal selling capability on performance

Paolo Guenzi*, Bocconi University
Laszlo Sajtos, University of Auckland
Gabriele Troilo, Bocconi University

In most companies the sales force and their capabilities play an increasingly strategic role in creating a competitive advantage for the firm. In contrast to marketing capabilities, sales capabilities are not well-defined and are therefore conceptually and empirically overlooked. This study distinguishes between sales force management and personal selling capability and empirically examines their interrelationship, and ultimately, their impact on the firm's performance. The findings indicate that sales force management capabilities enhance performance both directly, through a well-structured sales force, and indirectly by leveraging personal selling capability through nurturing sales talent and targeting customers. By developing, identifying and empirically validating sales force management and personal selling capability, this study contributes to the literature on sales as well as to the literature on capabilities, in general, and to the connection between sales capabilities and performance.

Extraordinary services and service quality

Chair: **Line Lervik-Olsen**, BI Norwegian Business School & Norwegian School of Economics (NHH)

The service award paradox

Christina Cramer*, University of Paderborn
Eva Böhm, University of Paderborn
Andreas Eggert, University of Paderborn

Service awards are a ubiquitously used marketing instrument. While extant literature has focused on their benefits for recipients and donors, our study unveils the existence of a service award paradox. Our results confirm both bright and dark side effects of service awards on customers' behavior. While service awards increase customers' willingness-to-pay through reduced perceived risk, they also diminish customers' fault tolerance through higher expectations, making it more difficult to satisfy and please customers. Further, our study shows that it does not only matter whether an award is bestowed, but also what type of award is at stake. Our results provide managers with guidance on how to use service awards so that customers' willingness-to-pay is enhanced, while adverse effects on fault tolerance are diminished.

Smells like bank spirit

Julien Grobert*, IAE Toulouse
Charlotte Massa, EM Strasbourg

This research aims to validate a specific methodology for creating a scent identity in a service context. Two types of studies have been used, qualitative and quantitative, and 367 subjects have participated. In the first part of this study, we aimed to highlight the values of the company through a qualitative study (n= 36). Then, a second part has been realized on the congruency between values and the scent (quantitative study, n= 331). Thus, we can show how to create a scent, which can be in congruency with the values of a services company. Limitations and further research are finally discussed.

Is a paying customer always better? The importance of customer orientation towards the “free” customer in two- or multi-sided markets

Sebastian Alexander Schubach*, University of Passau
Nicole Jasmin Heß, University of Passau
Jan Hendrik Schumann, University of Passau
David Reynolds, University of Warwick

In the Digital Economy, managers of free e-service internet platforms face the challenge to address the needs of at least two different market sides. A non-paying market side that uses the service of the platform for “free” and a paying-market side that subsidizes the service offer of the platform. Managers in this setting are especially unsure about the performance effects of customer orientation towards the non-paying market side as this market side does not provide direct revenues. We address this issue using a sample of such free e-services. Our results demon-

strate that customer orientation towards a non-paying market side increases platform performance beyond the well-known performance effect of customer orientation towards a paying market side. More specifically, customer orientation towards the non-paying market side leads to enhanced customer satisfaction of both the non-paying as well as the paying market side which in turn positively influences performance outcomes.

Beyond crossover-effects in product-dominant consumption systems

Arne Floh*, University of Surrey
Monika Koller, WU Vienna University of Economics and Business
Alexander Zauner, WU Vienna University of Economics and Business
Thomas Reutterer, WU Vienna University of Economics and Business

In a consumption system customers gain multiple value perceptions from both subsystems (product and service). Those value perceptions spill over between the two subsystems and affect attitudes, intentions and future behavior. In the present study, we extend previous contributions by introducing a spillover-effect (impact on perceived value level), next to an already established crossover-effect (value gained in one subsystem directly influencing loyalty towards the counterpart). Using data from the automotive industry our study suggests that value perceptions of the product have an impact on the loyalty towards the service provider, mediated by value perceptions elicited by the service consumed. We conclude, that ignoring spillover-effects on the perceived value level can result in biased findings and, as a consequence, inferior managerial conclusions. In sum, this is challenging news for service providers, as they can both benefit and suffer from this dichotomous market position.

Consumers' reactions to CSR I

Chair: **Andrea Groeppel-Klein**, Saarland University

Investigating the role of religiosity as a deterrent towards digital piracy

Riza Casidy*, Deakin University

Ian Phau, Curtin University

Michael Lwin, Curtin University

The purpose of this paper is to examine the role of religiosity as a deterrent of digital piracy habitual behaviour. In particular, it will examine 'religious teaching' in affecting consumer attitude towards digital piracy and their habitual digital piracy behaviour in a developing market. 400 usable samples were collected from a church congregation in Indonesia. The results indicated that:

(i) Facilitating Conditions is a significant driver of digital piracy habit, (ii) Attitude towards piracy is a significant deterrent of digital piracy habit and moderates the relationship between Facilitating Conditions and digital piracy habit, and (iii) Religious teaching is a significant deterrent of digital piracy habit, mediated by attitude towards piracy. Our results suggest that policy makers could involve religious (i.e. church) leaders to combat digital piracy by educating their congregations through formal and informal church communication channels.

Ethical implications of story domain, teller, and receiver for the narrative transportation effect

Stephanie Feiereisen*, City University London

Tom Van Laer, City University London

Luca M. Visconti, ESCP Europe

Storytelling is on the rise in marketing, including the marketing of risky products such as alcohol. The ethical relevance of stories should attract more attention from managers, policymakers and scholars, as storytelling drives suspension of disbelief, has enduring persuasive effects, is unintentionally affective and can lead to actual behavior. To fill this gap, this article offers a systematic investigation by means of a meta-analysis of how three original study characteristics: (1) story domain, (2) number of storytellers and (3) number of simultaneous story-receivers, may affect the strength of the narrative transportation effect, which manifests itself in consumers' response to having been transported into a narrative. We contribute to the field of narrative transportation by showing the role of these three variables moderating the relationship between narrative transportation and narrative persuasion, and we uncover ethical implications derived from the power of storytelling.

The bigger the better? The influence of retailer community interdependence on consumer perceptions of social responsibility

Todd Green*, Brock University

John Peloza, University of Kentucky

Alexis Allen, University of Kentucky

The current research demonstrates that retailers' corporate socially responsible (CSR) activities positively impact relationships with consumers. However, consumer responses are contingent upon the size of the retailer, and operate through perceived interdependence with the local community. The concept of community interdependence is introduced as a factor that leads consumers to respond more positively to small retailers' CSR activities. However, we predict, and provide support for, the novel prediction that smaller retailers benefit under conditions where the CSR is motivated by financial sustainability. This suggests that consumers can act as financial stewards for small businesses because of the value they bring to the community.

Determinants of unethical consumer behavior: the role of consumer personality, perceived risk, and the behavior of firms

Andrea Groeppel-Klein*, Saarland University

Juliane Schaefer, Saarland University

Anja Spilski, Saarland University

Previous studies on corporate social responsibility (CSR) found that a company's ethical behavior can improve the image of that company. Recently, however, research has been asking whether consumers who generally demand companies to be ethical behave ethically themselves. This article focuses on intentional, economically motivated, firm-directed consumer misbehavior. Knowledge of determinants that motivate or inhibit consumer misbehavior may help companies to develop countermeasures. In two behavioral experiments, we analyze whether consumer personality, perceived risk, and firms' ethical or unethical behavior impact the likelihood of unethical consumer behavior. In addition, we consider the interacting effects between consumer personality and the situational variables to raise awareness of situations that accelerate consumer misbehavior.

Event marketing and destination management

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

Factors driving the participation of international tourists in mega sport events: The case of 2022 Fifa World Cup™

Arpi Abouhanian*, Qatar University

Rana Sobh, Qatar University

The aim of this research is to identify and examine factors driving international tourists to participate and attend a hallmark sport event such as the 2022 FIFA World Cup™ in Qatar. Drawing on the attraction process from the Psychological Continuum Model (PCM), seven hypotheses towards host destination, cultural experience, opportunity to increase knowledge, and previous attendance were assessed as drivers of participants' intentions to attend the event (N=115). Structural Equation Modeling was used to test the model. Results indicate that participants with more positive attitudes towards the host country are more likely to attend the event. Results also reveal that respondents who have previously attended a FIFA World Cup are more likely to attend FIFA World Cup™ in Qatar. Implications and recommendations for policy makers are discussed.

Can they increase perceived variety in life? Event portfolios as strategic tools to attract new residents

Christian Dragin-Jensen*, University of Southern Denmark

Oliver Schnittka, University of Southern Denmark

Christina Arkil, University of Southern Denmark

Event portfolios play an important role in shaping city attractiveness. With competition for residents on the rise, cities can use event portfolios as a strategic tool to attract new residents by providing them with higher levels of perceived variety in life. The aim is to empirically explore for the first time the impact event portfolio strategies can have on perceptions of variety in life and on likelihood-to-move to another city. Findings reveal that quality-oriented event portfolios (portfolios focusing on few, but primarily international top-events) were more promising for attracting new residents than quantity-oriented portfolios (portfolios focusing on diverse, but primarily local and non-top-events) by offering them higher levels of perceived variety in life. Furthermore, the superior effect of quality-oriented event portfolios is partially stronger for residents living in large cities, but is not moderated by the type of event offered in the portfolio (sport vs. culture).

Exploring festival impacts and local residents' subject well-being: In search of the missing link

Liang-Ghiih Fan*, Yuan Ze University

Lanlung Chiang, Yuan Ze University

Ngoc-Ai, Jessie Pham, Yuan Ze University

Emphasizing the importance of local residents' subject well-being, this study investigates the impact of socio-cultural, including social benefit and social cost. Using data collected from the residents of Taipei, Taiwan where the International Flora Festival is held. Structural equation modeling is used to test the dynamics of residents' well-being and its antecedents. The findings indicated that social benefit has a positive relationship with overall subject well-being of residents while social cost confirmed a negative impact, which is identified as a key foundation for festival practitioners (i.e., local government) designing activities for enhancing residents' quality of life and subject well-being. The findings of the study contribute to both academia and industry.

Should they always fit? A critical analysis of image-fit between events and host destinations

Oliver Schnittka, University of Southern Denmark

Christian Dragin-Jensen*, University of Southern Denmark

Events have become increasingly important as image builders and tourism catalysts for host destinations. Focus has been placed on obtaining high levels of image fit between an event and its host destination, in order to garner long-term image benefits, and increase revisit intentions. The aim of this paper is to empirically explore for the first time values of low-fit image pairings between events and a destination on tourist revisit intentions. The findings of two events reveal that a perceived low-fit image pairing between event and destination increased revisit intentions for event tourists who had visited the destination before. Oppositely, a perceived high-fit pairing between event and destination increased revisit intentions for event tourists who had never visited the destination before.

Dynamics in R&D and advertising

Chairs: **Neeraj Bharadwaj**, University of Tennessee
Kay Peters, University of Hamburg & University of California-Davis

The SIG aims to discuss novel approaches and insights on R&D and advertising (Adv) dynamics. Each of the unpublished papers provides a new content or methodological contribution, or both.

Dynamic sparse constrained inverse regression for high dimensional analytics

Neeraj Bharadwaj, University of Tennessee
Yuexiao Dong, Temple University
Prasad Naik*, University of California-Davis

The authors develop a new methodology, sparse constrained inverse regression (SCIR), which ensures higher construct validity and inference for high dimensional data settings where the number of variables exceeds the number of observations ($p > n$). They derive the SCIR estimator, conduct simulation studies, and illustrate its application to several data sets from differing marketing domains.

Likeability dynamics effects on consumer intention to share online video advertisements

Edlira Shehu*, University of Southern Denmark
Tammo H.A. Bijmolt, University of Groningen
Michel Clement, University of Hamburg

The authors investigate how likeability dynamics during online video advertisements relate to their viral potential. Using a theoretical memory-based framework, consumers' retrospective video evaluations depend on which experiences they can recall most easily. Analyzing 120 video advertisements, results allow identifying the key moments that drive intentions to share: high likeability at the beginning and the end of a video advertisement are important, though the ending effect is greater.

The dynamics of evidence-based strategies in R&D-intensive markets

Demetrios Vakratsas*, McGill University
Wei-Lin Wang, McGill University

In R&D-intensive markets, an evidence-based strategy involves investment in the generation and communication of scientific evidence to support superior product and service quality. The authors investigate the dynamics of clinical trials effects, and their interactions with marketing efforts, on new product success. The results provide insights into the return on R&D, key opinion leader selection, and information propagation.

Understanding the role of synergy dynamics in the process of hierarchy of effects

Ceren Kolsarici*, Queens University
Prasad Naik, University of California-Davis
Kay Peters, University of Hamburg & University of California-Davis
Johannes Wenzel, University of Hamburg

The authors investigate the role of multi-media advertising and synergies within a Hierarchy of Effects (HoE) process that includes spillovers & feedback across its stages. They propose a dynamic state-space model and estimate it with sparse Kalman filter technology. Novel findings include a new understanding on how the HoE process dynamics and how synergies work at different stages of the HoE.

EMAC: A global research community

Chair: **Marnik Dekimpe**, Tilburg University

Understanding customer experience and the customer journey

Katherine Lemon, Boston College & MSI
Peter Verhoef*, University of Groningen

Understanding customer experience and the customer journey over time is critical for firms. Customers now interact with firms through myriad touchpoints in multiple channels and media, and customer experiences are more social in nature. These changes require firms to integrate multiple business functions, and even external partners, in creating and delivering positive customer experiences. In this article, the authors aim to develop a stronger understanding of customer experience and the customer journey in this era of increasingly complex customer behavior. To achieve this goal, they examine existing definitions and conceptualizations of customer experience as a construct, and provide a historical perspective of the roots of customer experience within marketing. Next, they attempt to bring together what is currently known about customer experience, customer journeys and customer experience management and, highlight key insights and important lessons for marketing practice. Finally, they identify critical areas for future research on this important topic.

How bad is shopping cart abandonment? An investigation across multiple shopping sessions

Jie Zhang*, University of Maryland

Shopping cart abandonment is considered the bane of Internet retailing and has received increasing attention in the retail industry. Most shopping cart abandonment metrics used in practice are based on purchase outcomes within a given web navigation session and ignore the fact that online consumers can and often do break up a given shopping task into multiple shopping sessions. In addition, clickstream data collected from online stores record activities during all shopping sessions, including those that did not lead to purchase orders. Such data provide Internet retailers with a unique opportunity to improve their predictions of shoppers' purchase decisions. In this study, we propose a joint model of cart, order, and spending decisions that takes into account various sources of interdependence among these decisions within and across shopping sessions, and investigate online cart abandonment across multiple shopping sessions and its connections to shoppers' order and purchase spending decisions. We demonstrate that our multi-session model helps Internet retailers do a better job of predicting consumers' order and spending decisions than single-session models or models built on data of only purchase outcomes. We also show that ignoring the multi-session nature of online shopping behavior leads to an overestimation of shopping cart abandonment and misleading recommendations for retailers' retargeting promotion campaigns.

Dalal street blues: Economic sentiment and the demand for Bollywood movies

Anirban Mukherjee*, Singapore Management University
Ping Xiao, National University of Singapore

Bollywood "musicals"—movies with over-the-top storylines and indiscriminate song-and-dance sequences—are an essential part of the social conversation in India. Yet, despite lay beliefs, little is known of the role of escapism (i.e., distraction from reality) and positionality (i.e., prestige) in shaping the demand for Bollywood movies. Using a detailed dataset describing revenue by theatre, movie, and week, for all multiplex (multi-screen) theatres and movies in India, our paper investigates theatrical movie demand in India. Our empirical approach controls for product (movie) quality heterogeneity, market heterogeneity, and heterogeneity in movie availability and seasonality, and controls for simultaneity bias. Across a rich set of attitudinal and economic measures, we find evidence of escapism. And that the clear mandate in the 2014 general elections, which ushered in the "Modi wave" of economic optimism, decreased the demand for escapism. Further, we find evidence of positional consumption, which varies with the scarcity of movie theatres: locations with a fewer number of neighboring theatres show more positional consumption than locations with more neighboring theatres.

The growth and popularity of digital goods: Evidence from freeware markets

Gil Appel, Ben-Gurion University
Barak Libai*, Interdisciplinary Center (IDC)
Eitan Muller, New York University & Interdisciplinary Center (IDC)

Large shares of digital product that enter the markets—in both PC and mobile environments—are launched free to the consumer (which is often labeled freeware). Past research has largely assumed that digital goods spread in a similar manner to the widely examined growth of durables and services. Here we challenge this assumption, using an unprecedented database of the growth of tens of thousands of free digital products, demonstrating intriguing patterns of growth for freeware and exploring reasons for these patterns. We show for the first time that patterns of growth can be strongly related to the product's popularity, which is especially noteworthy given that almost all we know on new product growth comes from highly popular products, and in light of the ubiquity of non-popular products among digital goods. In particular, we highlight how in the case of free digital goods recent adoptions, and not only cumulative ones (as assumed in classic diffusion models), help to drive the dynamics of the product's growth, and play a notable role in the relationship between the shape of growth and popularity.

Boundary research: Tools and rules to impact emerging fields

Chairs: **Koert van Ittersum**, University of Groningen
Brian Wansink, Cornell University

Most traditional research in academic disciplines is centrist. It focuses on research questions that are central to the evolution of a field. In the behavioral sciences, research areas such as attribution theory, behavioral decision theory, diffusion theory, and regulatory focus are just a few centrist topics that spawned hundreds of field-changing dissertations and articles. Yet not all started out as centrist. Many started on the periphery or boundary of what was then fashionable in their fields. Over time, however, they moved from idiosyncratic to impactful, from fringe to focus. Boundary research can be risky, but it can also move academic disciplines into wider areas of influence. To help reduce the risk and increase the reward, this roundtable will discuss new tools that boundary researchers can use to get started, published, and promoted. These include writing for surprising impact, positioning their research against a larger theme, developing a Research Impact Matrix for promotion, and estimating a 10-year citation record. These tools can help move a boundary research area from fringe to focus. The main objectives of this roundtable are to bring together researchers interested in engaging in boundary research, sharing experiences and best practices with regards to conducting and publishing boundary research, and helping junior boundary scholars navigate their tenure track (full paper: <http://dx.doi.org/10.13140/RG.2.1.4437.1288>).

Supporters:

Abbie Griffin

Cele Otnes

Stefano Puntoni

Peeter Verlegh

Ajay Kohli

Koen Pauwels

Roland Rust

Luk Warlop

David Mick

Rik Pieters

Peter Verhoef

An international platform for young academics in marketing: Part 2

Chairs: **Sylvia von Wallpach**, Copenhagen Business School
Vatroslav Skare, University of Zagreb

Networking

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

Feedback and future developments of the EMAC Climber Community

Informal gathering

The networking session will be followed by an informal meeting from 17:30 to 19:00 at the student bar Kroa right next to BI (<http://kroa.sbio.no>, Nydalsveien 37, Oslo, Norway). We will walk there together, but you can of course also join us at the bar.

Note: This event is not included in the EMAC fee.

Angry Birds: Mobile, gaming and emerging digital advertising

Chair: **Michael Schade**, University of Bremen

Defining branded content for the digital age: An exploration of marketing communication experts' key conceptualisations

Bjoern Asmussen*, Oxford Brookes University
Serena Wider, Oxford Brookes University
Ross Williams, Ipsos MORI, London
Neil Stevenson, Ipsos MORI, London
Elliot Whitehead, Ipsos MORI, London

This paper aims to provide new insights into the key conceptualisations of the term branded content which practitioners adopt within marketing communications discourse. Based on the findings of a literature review and 30 expert interviews it emerges that two main definition approaches are needed: a holistic conceptualisation and a managerial one. Each of these two approaches makes a contribution to marketing communications discourse. The holistic perspective helps practitioners as well as academics to comprehend the concept of branded content in the digital age as an all-encompassing, socio-technological phenomenon. The managerial perspective makes a contribution by allowing a clear delineation of the term branded content from the concept of advertising. Improving the clarity of this complex concept will support branded content discourse to progress and therefore help marketing communications as a whole to move forward.

What makes consumers recall banner ads in mobile applications

Mesut Cicek*, Yalova University
İrem Eren-Erdoğan, Marmara University
İkram Daştan, Yalova University

The uses of mobile advertisements are increasing their popularity across the world. Companies can gather information about the mobile users based on their locations, lifestyle, and preferences via GPS, cookies and browsing history and embed highly personalized banner ads in mobile applications. However, in the literature there is hardly any work on the effectiveness of these highly personalized in-app banner ads. The aim of the study is to reveal which factors affect the effectiveness of in-app banner ads. An experimental study was designed and 209 subjects were participated in. The results of Ordinal Logistic Regression indicated that Brand Attitude and Attitude towards application have a positive effect on the recall of ads, while brand engagement with self concept has negative effect. Moreover, in-app banner ads are recalled more when they are located in landscape applications and at the top of the screen. This research provides some implications for future studies and practitioners.

The appropriateness of in-game advertising in fantasy games

Shana Verberckmoes*, University of Antwerp
Nathalie Dens, University of Antwerp
Patrick De Pelsmacker, University of Antwerp

The present study investigates how perceived congruity and interactivity of in-game advertising (IGA) in fantasy games affects players' perceived intrusiveness, game realism and, ultimately, IGA appropriateness as well as how these effects are moderated by their general attitude towards advertising. Two experimental studies with fantasy game players (N = 597/N = 613) following a 2 (congruent - incongruent IGA) x 2 (interactive - non-interactive IGA) between-subjects design were conducted. The results indicate that perceived IGA congruity and interactivity both reduce the perceived IGA intrusiveness and positively contribute to the perceived game realism. Intrusiveness and realism, in turn, influence the perceived IGA appropriateness. The positive effect of perceived congruity and interactivity through intrusiveness is positively reinforced by the general attitude towards advertising, whilst the effect through realism becomes weaker.

The effect of advertising value and privacy concerns on the intention to use location-based advertising: The role of brand trust as brand-related antecedent

Michael Schade*, University of Bremen
Rico Piehler, University of Bremen
Claudius Warwitz, University of Bremen
Christoph Burmann, University of Bremen

In order to use Location-Based Advertising (LBA) as innovative advertising channel effectively it is very important to identify factors influencing the consumers' intention to use LBA. Based on an empirical study with 1,121 German smart phone users, the positive effect of advertising value on intention to use LBA is larger than the negative effect of privacy concerns. In addition, entertainment and informativeness positively influence advertising value, while irritation has a negative effect. Finally, brand trust and self-efficacy have negative effects on privacy concerns. Comparing both antecedents, brand trust has a stronger effect on privacy concerns than self-efficacy. The main contribution to LBA research is the integration of brand trust as brand-related antecedent. Brand trust has a negative effect on privacy concerns and thus is able to reduce the perceived risks of privacy invasion, which, in the end, increases the intention to use LBA.

Goals, judgment and decision-making

Chair: **Rhonda Hadi**, University of Oxford

On the benefits of being a “bon vivant”: The interplay of simple pleasures and small annoyances on goal progress in daily life

Manissa Gunadi*, Erasmus University Rotterdam & ERIM

Nicole Mead, Erasmus University Rotterdam

Vanessa Patrick, University of Houston

Wilhelm Hofmann, University of Cologne

We present a novel snapshot of the interplay of simple pleasures, small annoyances, and how they relate to goal pursuit “in the wild”. We investigated whether simple pleasures mitigated the detrimental effects of small annoyances on goal progress in daily life, through feelings of happiness. Simple pleasures were defined as short positive experiences that are free of conflict and readily available in every day settings at little or no cost. An experience sampling study—where participants reported five times a day, for six consecutive days whether they experienced a simple pleasure, small annoyance, or neither, as well as goal progress and happiness every evening—yielded 2460 unique responses and confirmed our hypotheses. We contribute to the consumer behavior literature by presenting evidence that pleasures and goal pursuit are not always two opposing forces, and simple pleasures may in fact provide boosts in happiness that could help consumers in achieving their goals.

Paying more to save less: The effect of self-selected price bundling on willingness to pay

Yi Li*, IÉSEG School of Management

Tatiana Sokolova, University of Michigan

Price bundling, the practice of offering a price promotion to consumers buying two or more separate products together, is a prevalent sales promotion tactic. The current study focuses on the “self-selected price bundling”, where consumers can decide which products to include in the bundle and investigates how consumers make spending decisions under this promotion. We compare two frames of price bundling – “buy two items, get a discount on both items” and “buy two items, get a discount on the cheaper item”. Four studies demonstrate that, holding the spending on the first item fixed, the objectively superior “buy two items, get a discount on both” promotion induces lower consumer spending. We propose and test empirically a “gain-loss ratio” account, which shows that in the context of self-selected price bundling, consumers evaluate their spending relative to the savings, and try to keep high exchange efficiency. Theoretical and practical implications are discussed.

The influence of time-interval descriptions on goal-pursuit decisions

Nira Munichor*, Hebrew University of Jerusalem

Robyn Leboeuf, Washington University in St. Louis

We examine how the description of the time interval allowed for goal completion affects goal-pursuit decisions. Seven experiments show that consumers are more likely to pursue goals when the completion interval is described by durations (e.g., “in 2 weeks”) instead of dates (e.g., “between today and November 17”), and that dates lead people to focus more on the process, whereas durations lead people to focus more on the outcomes of goal pursuit. Participants who consider a date (vs. duration) description rely more on process-related and less on outcome-related considerations when contemplating a goal, and are more sensitive to a change in the effort required to achieve the goal. Furthermore, participants are no longer more willing to pursue duration- (vs. date-) described goals when the outcomes are negative but the process is positive. Interval description has an attenuated effect when the target interval is especially long and it is difficult to envision the specific process.

Consumer responses to sensory goals: A crossmodal compensation framework

Rhonda Hadi*, University of Oxford

Lauren Block, Baruch College

Suresh Ramanathan, Texas A&M University

Consumers frequently experience sensations both in their surrounding environments and while interacting with objects, and such experiences can often induce sensory-specific goals. In the current research, we apply a goal-driven, regulatory paradigm to explore situations in which consumers respond to physical sensations in a complementary fashion. Specifically, we demonstrate that consumers exposed to suboptimal sensory stimuli in one modality (e.g., music that is playing too loudly) may strive to compensate across other modalities (e.g., preferring less spicy food and less visually complex products) in order to achieve meta-sensory balance. Further, we demonstrate that this crossmodal spillover only manifests when individuals are unable to regulate within the modality in which the suboptimal sensation is experienced. We document the behavioral consequences of this crossmodal compensation phenomenon on consumer choices, product evaluations, and purchase intentions.

The role of visual and environmental cues on information processing and consumption

Chair: **Alexandra Festila**, Aarhus University

When ambiguity is good: Prestigious stores increase the purchase of ethical products

Cara De Boer*, KU Leuven

Francine Petersen, ESMT

Siegfried Dewitte, KU Leuven

The combination of positive and negative attributes in ethical products makes them an ambiguous product category to purchase. Intuitively, one would argue that this ambiguity negatively affects ethical purchases. We acknowledge this and suggest a way where this ambiguity can be leveraged to support ethical purchases. The ambiguity of ethical products makes the preferences for the ethical product more malleable and this makes it possible for prestigious stores to positively influence preferences for the ethical product. Because of this, consumers perceive the ethical product as superior over the standard product which increases the willingness to buy ethically. We tested this in four studies where we manipulated the prestige of the store and measured willingness to buy ethically. Our findings suggest that the positive perception of prestigious stores increases the willingness to buy ethically due to consumers' perception that the ethical product is superior. These findings can help to transform the ethical niche market into a mainstream market.

Delighted by design: How abstract minds love surface mimicry

Tess Bogaerts*, Ghent University

Christophe Labyt, Ghent University

Mario Pandelaere, Ghent University & Virginia Tech

This article demonstrates that products that incorporate visual features of unrelated objects into their visual design (i.e., surface mimicry) evoke more abstract processing. Three studies show that these type of creative designs instigate a higher level cognitive construal compared to neutral designs. Moreover, we demonstrate that people who are placed in an abstract mindset are willing to pay more for products that are designed by the principle of surface mimicry compared to products with neutral design. These effects are more pronounced for people who strongly appreciate the visual design of products in general (CVPA).

“Look at that body!” The influence of anthropomorphic forms in package design of consumer goods

Caroline De Bondt*, Ghent University

Anneleen Van Kerckhove, Ghent University

Maggie Geuens, Ghent University

The current paper investigates the influence of anthropomorphic forms incorporated in the design of consumer good packages on product perceptions and preferences. Specifically, we argue that packages resembling a physically appealing body also look appealing to consumers. In three experiments, we demonstrate that packages shaped after an hourglass (i.e., the ideal female body shape) or after an inverted triangle (i.e., the ideal male body shape) are preferred, depending on the type of product that is being anthropomorphized. In addition, the results of a lexical decision task provide evidence for the claim that anthropomorphism is an automatic process that can be activated merely by a package's shape resembling a human body. The paper concludes that consumers spontaneously rely on package shape cues for product selection, just as they rely on bodily indicators for the selection of a potential partner.

The influence of container shape on calories estimation and consumption

Alexandra Festila*, Aarhus University

Polymeros Chrysochou, Aarhus University

Does the curvature of the food container influence consumers' calorie estimation and consumption volume? And if so, in what way? By means of two studies, we show that the shape of a product container can indeed influence both calorie estimation and consumption. Specifically, our findings indicate that: (a) a food product presented in container curved outside (convex) leads consumers to believe that the food product is higher in calories than when it is presented in a container curved inside (concave); (b) eating from the convex container triggers feeling of guilt for the consumers that try to control their eating; and (c) consumers tend to eat more from a convex container. The findings of our studies are relevant for both marketers and policy makers trying to nudge people into making healthier eating choices.

Open innovation and co-creation

Chair: **Nicolas A. Zacharias**, Technische Universität Darmstadt

Internal or external? A meta-analysis on collaboration in the development of innovations

Johannes S. Dekker*, University of Mannheim
Monika S. Schuhmacher, University of Mannheim
Sabine Kuester, University of Mannheim

This meta-analysis examines the antecedents and performance implications of internal and external collaboration in the development of innovations. In a comprehensive model, we test the impact of internal and external collaboration on innovation performance and include three environmental conditions as antecedents. Overall, we synthesize results from 315 primary empirical studies and employ a meta-analytic two-stage structural equation modeling approach. The results reveal that internal and external collaboration positively influence overall innovation performance. Moreover, whereas internal collaboration impacts market performance and innovation speed, external collaboration influences market performance and newness. Additionally, we show that market turbulence affects internal and external collaboration and that technological turbulence affects external collaboration. Competitive intensity positively impacts internal collaboration and negatively impacts external collaboration.

How integrating stakeholders' communications about co-created innovations improves consumers' willingness to pay

Bram Roosens*, University of Antwerp
Nathalie Dens, University of Antwerp
Annouk Lievens, University of Antwerp

This paper assesses the effects of integrating communications by a lead firm and a co-creating stakeholder on consumers' willingness to pay for a co-created innovation. A first study investigates the effect of mutual reference (both parties refer to the other partner) on consumers' willingness to pay, a second study the effect of message content integration (both parties mention the same or a complementary message) and the integration of 'look and feel' (both partners adjust the lay-out of their communication to one another) of both communications on willingness to pay. Results reveal a positive effect of mutual reference and a negative effect of integration of message content on willingness to pay. We further show that these effects are mediated by corporate credibility and moderated by product category involvement. As such, this paper contributes to both IMC and co-creation literature, by considering the potential positive effects of integrated communications by co-creation partners.

User-designed products and purchase intention: An inverted u-shaped relation

Michael Schulz*, University of Cologne
Franziska Völckner, University of Cologne

An increasing number of companies develop products in cooperation with consumers and advertise the resulting products as "user-designed" alongside their "regular" products. Interestingly, prior research has contrasted user-designed products with company-designed products in terms of black-and-white conditions, in which user designs are either fully present or absent. However, in managerial practice, product portfolios are composed of both user- and company-designed products. Using an experimental study, we demonstrate for the first time that more user-designed products are not always better. Rather, there is an inverted u-shaped relation between the share of user-designed products in a company's portfolio and consumers' purchase intentions. Our results have important implications for managers relying on user-designed products in their product portfolio.

How to back the right horse: Choosing open innovation activities that support firms' entrepreneurial orientation for adaptation to market change

Dace Shafi*, Darmstadt University of Technology
Nicolas A. Zacharias, Technische Universität Darmstadt

Firms pursuing an entrepreneurial orientation combined with open innovation (OI) activities are more successful in adapting to market change. However, not all OI activities foster the effectiveness of entrepreneurial orientation for market adaptive capability equally. Drawing on dynamic capability theory, this is the first study to investigate the relationship between entrepreneurial orientation and market adaptive capability in combination with a comprehensive set of OI activities as moderators. Thereby, it contributes to the ongoing debate about the potential benefits and drawbacks involved with OI activities. We empirically validate the hypothesized relationships using a large multi-industry data set from managers in 181 companies. The results indicate that co-creation, spin-offs, and cooperations with research institutes foster the effectiveness of entrepreneurial orientation for market adaptive capability. In contrast, joint ventures and in-licensing hinder it.

International firm performance

Chair: **John Cadogan**, Loughborough University

Export pricing on export performance: A longitudinal view

Jieke Chen*, Durham University

Carlos Sousa, Durham University

Xinming He, Durham University

The literature of export pricing is considered to lack sound theoretical underpinnings and empirical support. Based on contingency theory and organizational learning theory, this study develops an integrative longitudinal framework to examine how export pricing strategy influences export performance by focusing on two dimensions of the pricing strategy, i.e., competitive export pricing and dynamic export pricing. We use panel data that tracks Chinese exporting transactions from 2000–2006. The results provide valuable insights from a longitudinal view, and contribute to the understanding of export pricing strategy from dynamic and competitive aspects. The authors find that both competitive export pricing and dynamic export pricing have inverted quadratic influences on export performance. These quadratic links are moderated by export market development. More importantly, good previous export performance leads to consistent competitive but more dynamic pricing strategy in the next year.

The impact of international performance on the exit decision: Internal and external contingency factors

Carlos M. P. Sousa*, Durham University

Qun Tan, Xiamen University

More and more firms are exiting their foreign markets. However, while this phenomenon is increasingly important in today's globalized business environment, there has been little empirical research to explore the reasons for firms' exit decisions. To address this gap in the literature we develop a model to examine the moderating impact of external and internal factors on the relationship between international performance and exit decision. Our results, based on data collected from multiple informants in 180 Chinese outward foreign direct investment firms, generate new insights for academics and practitioners.

Internal market orientation, a novel approach to improve firm performance in China

Qionglei Yu*, Canterbury Christ Church University

Dorothy Yen, Brunel University

Yu-An Huang, National Chi Nan University

This study extends knowledge of internal market orientation (IMO) as a management tool to facilitate employer-employee relation. Employing a quantitative research in China, a conceptual model is presented and tested on 275 companies with 3 respondents from each. IMO is examined as a predictor of firm performance mediated by employee commitment and retention. The results support all the proposed hypotheses and highlight the moderating effect of internal customer-supplier relationships and interdepartmental communication. Ownership type as the third moderator indicates different influence of IMO on the posited causal chain. This study contributes in practice by providing managers and scholars with empirical support of IMO's effectiveness in firm performance in China. It provides managers from different firms competing in China with a new angle to boost firm performance by inspecting their internal market situation as well as to improve it via understanding internal customers better.

International entrepreneurial opportunity capture and export performance: A contingency-based approach

João S. Oliveira*, Loughborough University

Itzhak Grnizy, Ono Academic College

John W. Cadogan, Loughborough University

Asmat Nizam, Universiti Utara

International scope – the degree to which firms enter and operate in different foreign markets – is the reflection of international entrepreneurial opportunity capture. While some scholars defend that higher international scope is useful for firms, others argue that the coordination costs which operating in many different markets entails outweigh the flexibility gains that high levels of scope can offer. Not surprisingly, empirical results on the link between international scope and business performance are equivocal. In the present study, we authors develop and test a model of the international scope—export performance relationship. Our results show that, overall, international scope is beneficial for export performance. However, the degree of usefulness of international scope for export performance is tied to multiple contingencies, namely the level of export market dynamism, the degree of Interfunctional coordination, and the level of export function dependence.

Marketing in China

Chair: **Jaideep Prabhu**, University of Cambridge

Financial adequacy, psychological needs and life satisfaction among Chinese rural-urban migrant consumers

Rongwei Chu*, Fudan University
Matthew Tingchi Liu, University of Macau
Junlin Zhao, Fudan University

The current study focuses on determinants of the life satisfaction of Chinese migrant workers from the perspective of both financial and psychological needs. We explore the effects of their financial adequacy, in terms of personal savings, on their life satisfaction, and find that for migrant workers with a financial inadequacy than their peers, the increase in their financial adequacy has no significant impact on their life satisfaction, whereas for those with a higher income than average, more income predicts a higher life satisfaction. Also we examine the effect of basic psychological needs satisfaction proposed by self-determination theory on life satisfaction, and find that it's a strong predictor of life satisfaction.

Dynamic capability, external networks, and firm performance

Wei Jiang*, Xiamen University
Yushan Liu, Xiamen University

Under the fierce pressure of fast changing environments that characterize emerging economies, developing dynamic capabilities is a must to survive and sustain competitive advantage. This study examines how a firm's ability to manage external networks (i.e. network capability and integrative capability) helps build its dynamic capability, subsequently enhances firm performance. A survey of 277 Chinese manufacturers indicates that network capability and integrative capability drive the development of dynamic capability; however, their respective effects are contingent on the level of relational capabilities—the ability to build relational capital with network partners. Additionally, dynamic capability transmits the effect of network capability and integrative capability into firm performance. Traditional wisdom suggests that external networks help firms enhance superior performance, but our findings reveal that the underlying reason is through the development of dynamic capability.

The effect of supermarket literacy on perceived risk and shopping trip satisfaction in China: The mediating role of branding

Klaus G. Grunert*, Aarhus University
Yanfeng Zhou, Sun Yat-sen University
Guang Huang, Guangdong University of Finance and Economics
Xiaoli Liu, Sun Yat-sen University
Natascha Loebnitz, Aarhus University

Food retailing in China has been under rapid change, with demand moving from traditional wet markets to Western-style supermarkets. Consequently, the necessary shopping skills have moved from personal negotiation and bargaining to skills related to locating and evaluating products in supermarkets, giving a prominent role to branding. We define the concept of supermarket literacy and investigate how it affects perceived risk and shopping trip satisfaction. We investigate the role of branding as a mediator between supermarket literacy on the one side and perceived risk and shopping trip satisfaction on the other. Data are collected from shoppers at four supermarkets in Shanghai. Supermarket literacy was measured using a newly developed 12-item instrument. Purchase of fresh meat is used to investigate the role of branding, as branding of fresh meat is a recent phenomenon. Results support the link between supermarket literacy and shopping trip satisfaction and the role of branding therein.

The optimal marketing mix

Chair: **Nadine Schröder**, Regensburg University

Setting prices in mixed logit model designs

Andreas Falke*, Regensburg University

Harald Hruschka, University of Regensburg

We investigate different procedures to set prices in designs for choice-based conjoint analysis using the mixed logit model. Besides discrete attributes we include a linear price term in the deterministic utility function thereby treating price as continuous variable. We consider two different price intervals and several price sets which contain either two or three prices. We compare these alternatives to set prices by simulating choices for different constellations. Furthermore, we generate ten designs simultaneously instead of just one. Using these simulated choices we estimate the parameters in the next step. We apply two methods to reduce the needed sample size and computation time caused by accounting for latent consumer heterogeneity. ANOVA with RMSE between estimated and true price coefficient values of individual consumers as dependent variable shows that using more extreme prices as interval bounds and one intermediate price positioned to the right of the interval performs best.

An optimal budget allocation decision support system for balancing short-term market share and long-term customer equity

Kuan-Chen Chang*, National Chung Hsing University

Hsiu-Yuan Tsao, National Chung Hsing University

Based on the Tsao model, this study explores optimal budget allocation aimed at balancing short-term market share and long-term customer equity. A budget allocation decision support system is developed to provide managers the requisite tools to perform optimal budget allocation by balancing short-term market share and long-term customer equity. Taking Apple's mobile market as a study case, we present a simulation illustrating how the decision support system works in practice. The system not only allows managers to optimize budget allocation under a limited budget and at a given time, but also provides useful data that can be used as a reference for future decision-making, saving time for managers by helping them assess when and why they need to revise budget allocation.

Investigating the effects of mailing variables and unobserved heterogeneity

Nadine Schröder*, Regensburg University

Harald Hruschka, Regensburg University

We are dealing with mailing decisions of a direct marketing company and focus on two important aspects. Firstly, we want to model mailing effects. Especially, we will emphasize on (super-)saturation effects. This is done with the help of three different mailing variables that account for types, sizes, and dynamic aspects of mailing variables. Secondly, we add to the literature by comparing different approaches to model unobserved heterogeneity. We estimate a response model under three different methods that control for unobserved heterogeneity, i.e. a finite and a continuous mixture approach and a Mixture of Dirichlet Processes (MDP). Besides, we control for endogeneity with instrumental variables. We use Markov Chain Monte Carlo (MCMC) simulation. We find that responses to mailings can differ due to different types and sizes of mailings. A finite mixture approach turns out to be superior to a MDP and continuous mixture approach.

Social media marketing II

Chair: **Kate Westberg**, RMIT University

An integrated model of online reputation: A customer perspective

Chebli Youness*, University of Grenoble
Pierre Valette-Florence, University of Grenoble

Although online reputation has attracted significant attention among marketing practitioners, research in this area is still limited. In this paper, the authors examine the antecedents and consequences of online reputation from the customer's perspective. A structural equation modeling approach is used to test the model based on data from a survey of 1100 French online buyers. The results show the impact of trust and heritage on online reputation, as well as how online reputation affects customer commitment and word of mouth. Several implications either in terms of conceptual or managerial insights are then discussed.

Integrating social media technologies into customer relationship management: A systematic review of its performance implications

Chuan Li*, University of Glasgow

Social CRM—the integration of social media with CRM system has emerged to utilise the power of social interactions to engage customers. Marketing researchers have yelled for advancing a framework that builds on the rich body of CRM literature to explain how social CRM influences firm performance. The systematic review result reveals that relational information processes and social CRM capabilities bridges social CRM technologies and customer relationship performance from both social CRM and CRM perspective. However, literature from CRM also provides a more holistic view of how performance gains can be realised. Specifically, Organisational factors, role of strategy, customer knowledge and competitive environment are being under-represented in social CRM's scholarship. In addition, a systematic review from CRM studies complements social CRM in terms of measuring constructs, particularly on mediators and performance outcomes. It also sheds light on future research methods.

The role of endorser's emotion display and social tie in social media communication

Lisa Schatz*, University of Innsbruck
Verena Hofmann, University of Innsbruck
Nicola Stokburger-Sauer, University of Innsbruck
Karin Foidl, University of Innsbruck
Elisabeth Happ, University of Innsbruck
Jil Steichen, University of Innsbruck

This study investigates the success of social media posts by combining emotional contagion theory and the concept of social tie. Specifically, the study examines the effect of endorsers' emotion display (smiling vs. non-smiling) in a Facebook post and the level of social tie (higher vs. lower) to the endorser on consumers' responses. The results show that recipients with higher levels of social tie that are exposed to a smiling endorser express the highest values of electronic word-of-mouth (eWOM) and attitude towards the brand. Although the direct effects of smiling emotion displays and higher levels of social tie on consumers' eWOM are significant, the interaction of those stimuli noticeably increases eWOM. Perceived source credibility reinforces the effect of emotion display on both response variables. Important implications for management and social network developers are addressed.

Exploring the use of social media by sport sponsors to activate and engage consumers

Kate Westberg*, RMIT University
Constantino Stavros, RMIT University

This study examines how sponsors use social media to leverage their sponsorship investment and engage with consumers. A primarily qualitative content analysis of 1,086 brand-authored communications on Facebook and Twitter was undertaken, revealing limited overt communication of the sponsorship relationship with a given sport and limited use of real time communication during a sporting event. However, we identified four strategies employed by sponsors to leverage their association with sport and to facilitate interaction with consumers: promotional competitions, celebration of sporting success, stimulating user generated content and prompting product consumption. Sport-linked communications often appealed to aspects of consumer identity and attempted to create a sense of camaraderie around a shared interest in sport. As technology evolves, the use of social media as part of the sport experience will increase providing even more activational leveraging opportunities for sponsors.

Online search and viral marketing

Chair: **Cesar Del Olmo**, Complutense University

The role of perceived risk in online information search and pre-purchase alternative evaluation of products with significant experiential attributes

Gabriela Balladares Fuentes*, La Salle - Ramon Llull University

Francesc Miralles, La Salle - Ramon Llull University

Chris Kennett, La Salle - Ramon Llull University

While it is stated that search and pre-purchase evaluation phases of the buying decision-making process have changed due to consumers' use of online media information sources, the factors that determine these changes have not been explained. However, an emergent stream of literature suggests that perceived risk has a role in these processes. While it is widely accepted that perceived risk leads to further information search, this relationship is not clear in online environments. This research explores the manner in which perceived risk affects information search and alternative evaluation of experiential products when online media is used as a source of information. The findings highlight that perceived risk in online media leads to further information search offline. However, the amount of information searched offline decreased compared to traditional settings. Therefore, overall information search is done dynamically and consumers' decision quality improves.

Investigating consumer's online search and decision-making strategies: An eye-tracking analysis of visual attention on product and review-specific information in a two-stage choice process

Simon Monske*, University of Münster

Sonja Gensler, University of Münster

Thorsten Wiesel, University of Münster

Consumers are highly influenced by product reviews when making purchase decisions online. Product reviews have become one of the most frequently accessed and trusted information sources. Thereby, consumers pursue heterogeneous search and decision-making strategies needing to be considered by practitioners and researchers. In a unique eye-tracking experiment, we investigate which product and review-specific information consumers search for when purchasing a product online and distinguish between choice set formation and choice. Based on gaze durations, we profile consumers into segments and describe them with psychographic characteristics. Overall, review content, rating and variance are considered when forming a choice set. Specifications and price information are relevant for final choice. Four search and decision-making strategies were found: 1) focused review and user-generated content reader, 2) design-oriented consumer, 3) most helpful review reader, and 4) specification skimmer.

Before and after – a managerial application of social network analysis for the planning and evaluation of viral marketing campaigns

Jan Schalowski*, Kühne Logistics University

Christian Barrot, Kühne Logistics University

While the academic use of social network analysis (SNA) experiences strong growth in recent years, transferring these new concepts and approaches to actual marketing practice poses a serious challenge given the often highly sophisticated concepts and analytical methods involved. To address this gap, we propose a hands-on four stage procedure enabling marketing managers to employ SNA for answering two key questions: a. how can I determine ex-ante whether the network of (potential) customers will be susceptible for a viral marketing strategy?, and b. how can I determine ex-post whether my viral marketing strategy is actually working? Building on previous academic studies, we derive a simple evaluation process encompassing communication activity, reach, speed and epidemicity that can be applied for both purposes using standard software. An initial test of this approach based on large-scale customer data of a European telecommunication provider indicates promising results.

Arousal emotions and controversy in viral marketing campaigns

Diana Gavilan, Complutense University

Cesar Del Olmo*, Complutense University

Maria Avello, Complutense University

Billions of messages are being shared every day thanks to the Internet and data connection. This research is aimed at shedding light in the understanding of message adoption in the online viral marketing context. We analyze the mediating role of arousal emotions in the relationship between message credibility and message adoption as well as the moderating role played by controversy in such relationship. We selected a real viral marketing campaign, with 3,251 online opinions and over 6 million visualizations. Results show the mediation effect of arousal emotions in the relationship between message credibility and message adoption. Also, controversy significantly moderates this relationship. Under low controversy condition message credibility increases message adoption. Marketers can benefit from this research to design contagious contents considering the design of emotion-driven contents with low levels of controversy.

When brands address consumers

Chair: **Waldemar Toporowski**, Georg-August-Universität Göttingen

Managing consumers' brand judgments when things go wrong: Order-seeking as a response to goal failure

Jamel Khenfer*, Grenoble Ecole de Management

Things do not always go according to plan for consumers: A passenger who misses an appointment because of unexpected delays on train services. An online shopper unable to wear the outfit s/he ordered specifically for a long-awaited date because it does not fit. As these anecdotal observations suggest, failed attempts at goal attainment based on unsuccessful consumption episodes are known to happen from time to time. But, do consumers automatically blame the brand for making them unable to attain their goals? And then, do they stop buying the brand? In this paper, we argue that, when consumers are not able to achieve a goal for reasons that seem to escape their control, merely being exposed to the notion that the world is an orderly and predictable place cancels out the negative effect of responsibility judgments on brand relationship motivational strength. Four studies support our prediction.

Discovering the 'since effect' – how communicating the company age affects consumers' brand perception

Susanne Beck*, Zeppelin University
Maximilian Lude, Zeppelin University
Reinhard Prügl, Zeppelin University

The goal of our study is to investigate how communicating the company age affects the consumers' perception of the corporate and product brand. We call this the 'since effect'. The main finding of our between-subjects experiment (N=282) is that consumers ascribe products from companies communicating a mature age higher quality, supporting the existence of the 'since effect'. In addition, the 'since effect' is moderated by the consumers' age and the governance structure of the company (family firm vs. non-family firm). From a managerial perspective our findings add to the marketing managers' toolbox by providing another option to differentiate their brand credibly from the competitor's brand. From a theoretical viewpoint we add to recent research on brand heritage by shedding light on the perceptual consequences of communicating the company age as an additional informational cue of the company brand.

The roles of product innovation and branding in driving customer value creation and firm value appropriation

Keo Mony Sok*, Charles Sturt University

Customer value creation (CVC) alone is insufficient to ensure success, as firms have little incentive to engage in creating value in the absence of opportunities to appropriate the economic return from their value creation effort. Prior literature has overwhelmingly emphasized on firms' capabilities (i.e. product innovation) as the means of creating customer, to the neglect of firm value appropriation (FVA). We argue that brand equity is the key mechanism that can transform the firm's product innovation to achieve CVC and FVA. A brand adds value to the product endowed by that brand and at the same time the brand also influences customers' preferences that favour the brand's bases of differentiation. We found that brand equity mediates the relationship between product innovation and the dual outcome of CVC and FVA. The results also show that market orientation - brand orientation interaction facilitates product innovation in the development of strong brand equity.

Visiting flagship stores of less exclusive brands – are brand experiences, brand perceptions, and favorable consumer behaviors created?

Waldemar Toporowski*, Georg-August-Universität Göttingen
Tim Nierobisch, Georg-August-Universität Göttingen
Till Dannewald, Georg-August-Universität Göttingen

Some national brands have begun to engage in direct distribution by operating flagship stores, displaying the brand in its own biotope. From a sample of visitors to a fast-moving consumer goods (FMCG) national brand's flagship store (n = 416), this study analyzes the flagship stores' effects on brand experience, brand perceptions, and intended consumer behaviors. While demonstrating that a flagship store visit positively influences favorable brand perceptions and intended behaviors towards the brand, the inclusion of one's visit frequency and expectations of the visit increase the creation of brand experience. Even in a low involvement FMCG context, flagship stores are useful for reinforcing brand meanings and creating consumption leads. This study adds to understanding the brand building processes within flagship stores of less exclusive brands in comparison to high involvement luxury goods, for which flagship stores are common distribution channels and brand building tools.

Loyalty programs

Chair: **Lars Meyer-Waarden**, Toulouse 1 Capitole University, CRM-CNRS & EM Strasbourg Business School

Enhancing customer participation in loyalty programs

Virginie Bruneau*, UCL - Louvain School of Management
Valérie Swaen, Louvain School of Management & IÉSEG School of Management
Pietro Zidda, Université de Namur

While customers' enrolments in loyalty programs (LPs) keeps on rising, they merely participate. This research investigates what types of LP design will be more likely to increase two forms of participation depending on customers' initial loyalty level: card usage and point redemption. Results show that (1) hard rewards foster card usage (only for loyal customers) whereas soft rewards increase point redemption; (2) personalized communication has a positive effect on point redemption (only for loyal customers). Previous research showed mixed evidence of LP effectiveness on retailer's outcomes. Customer participation to LPs is certainly a major issue. This research contributes to previous literature on LPs by providing insights on how to keep customers active after enrolment.

What drives loyalty program perception? A cross-country analysis

Steffen Mueller*, Zurich University of Applied Sciences
Markus Beinert, Weihenstephan-Triesdorf University of Applied Sciences
Roger Seiler, Zurich University of Applied Sciences

In many industries, companies have shifted from a transaction-based to a relationship-based marketing approach, which is reflected by the introduction of loyalty programs. Obviously, loyalty program effectiveness depends on loyalty program design. We relate loyalty program design to loyalty program perception and consider different design elements. Based on a conjoint analysis in fashion retailing in Germany and Switzerland, we find that consumers in both countries prefer cash rewards as well as no direct mailings, no magazines and no payment function. Consumers in Switzerland prefer a card or app and one fashion show per year, while consumers Germany prefer a card only and no fashion show. We also find that deal proneness has an effect on relative importance values for reward rate and direct mailings, while gender has an effect on relative importance values for reward type and services. Based on these findings, we derive recommendations and discuss limitations.

Evaluating rewards in loyalty programmes - a novel approach to increase user retention

Denis Vuckovac*, ETH Zurich
Sebastian Gabel, Humboldt University of Berlin
Daniel Guhl, Humboldt University of Berlin
Alexander Ilic, University of St. Gallen

We study a novel loyalty program of a brick and mortar fast moving consumer goods retailer. Unlike most other loyalty programmes, it builds on immediate and delayed rewards. We study the impact of these reward mechanisms on customer retention using a logistic regression model. We observe that user retention is influenced by both the delayed and immediate reward form. Our results show that well designed rewards lead to significantly higher loyalty and user retention. We find evidence that reward activities applied during early stages of the customer relationship impact long-term retention. Our findings help retailers to design improved loyalty systems and provide guidance for implementing smarter and more efficient reward mechanisms that increase loyalty of customers.

The effects of loyalty programs rewards' timing, tangibility and image compatibility on value perception and store loyalty

Lars Meyer-Waarden*, Toulouse 1 Capitole University, CRM-CNRS & EM Strasbourg Business School

This investigation examines consumers' preferred loyalty program (LP) designs across two retail contexts, grocery retailing and perfumery, with varying degrees of consumer involvement. The research employs in-store full profile conjoint analysis in a French grocery retailer and a perfumery store by using the following attributes: timing of the reward, reward compatibility with the store's image, and tangibility. In sectors with high involvement, compatibility with the store's image and intangible rewards increase LP preference and loyalty intentions. The time required to obtain the reward (immediate/delayed) has no impact. In sectors with low involvement, immediate and tangible rewards increase LP preference and loyalty intentions. Compatibility with the store image has no impact.

Online retailing

Chair: **Kristina Melis**, KU Leuven

A new online retail return policy to achieve large order numbers and low returns

Jana Gäthke*, Catholic University of Eichstätt-Ingolstadt
Katja Gelbrich, Catholic University of Eichstätt-Ingolstadt
Alexander Hübner, Catholic University of Eichstätt-Ingolstadt

Extant return policies—either restrictive or lenient—cause a dilemma for online retailers. A restrictive policy is intended to decrease returns, but has the unfortunate side effect to decrease orders as well. A lenient policy induces more orders, but bears the risk of heightened returns. We propose a solution to this dilemma by introducing a reward policy, which entails a lenient handling of product returns and offers an incentive for a future purchase if customers keep products. This new strategy relies on the operant conditioning mechanism and helps online shops to achieve large order numbers accompanied by low returns. Results of two experimental studies demonstrate that a reward policy yields a higher order intention than a restrictive policy and a higher intention to keep ordered products than a lenient strategy. Moreover, study results suggest that the effect of a reward policy on the keep decision is particularly pronounced for frequent online shoppers.

Should online retailers organize products in broad or narrow categories? It depends on the regulatory focus of their shoppers

Arezou Ghiassaleh*, University of Lausanne
Joseph Lajos, University of Lausanne

The present research examines how different product organization strategies impact the satisfaction of online shoppers with their shopping experience. In two studies we provide evidence that consumers with a promotion focus are more satisfied with their shopping when choosing from a set of products organized in broad categories, whereas consumers with a prevention focus are more satisfied when choosing from a set of products organized in narrow categories. Furthermore, we show that providing a level of breadth that facilitates regulatory fit not only improves shoppers' satisfaction, but also their interest in returning to the retail store.

Scream for joy or send it back – reasons for (abusive) return behavior

Cecile Kornmann*, Mainz University
Frank Huber, Johannes Gutenberg University of Mainz
Frederik Meyer, Johannes Gutenberg University of Mainz

A growing number of consumers, especially in the anonymity of online fashion shopping, order unreflectively and without having the intention of keeping the ordered items, which may be defined as fraudulent returning. This kind of “shopping without buying” is a widespread, expensive problem resulting in enormous costs for the retailer. The authors of this study examine the role of shopping orientation, perceived risk, and company size for return behavior attitudes. While including motivational and ethical marketing theories, the proposed hypotheses are tested with two analyses of variance. The results offer several highly relevant theoretical and managerial implications. Contrary to previous assumptions, hedonic shopping orientation alongside perceived risk hold a major role in consumers' orientation toward returns. Furthermore, results differ for small and big companies.

Online channel use: Which product category characteristics increase share of wallet expansion?

Kristina Melis*, KU Leuven
Katia Campo, KU Leuven
Lien Lamey, KU Leuven
Els Breugelmans, KU Leuven

This study investigates whether some product categories are more successful than others in stimulating consumers to increase the share of spending when they start to buy in the online channel of a chain, and how multi-channel grocery chains can capitalize on this effect. To examine our research question, we compare the difference in category share of wallet before and after consumers start to shop online in a chain and explore which category-chain characteristics impact the size of the expansion effect. We find that there is more share of wallet expansion for heavy/bulky and storable product categories and less for sensory and impulse product categories. Also, a chain enjoys higher share of wallet expansion for categories where the chain is perceived to be an expert and for categories where it holds a stronger national brand position. Lastly, a lack of integration in the assortment between the online and offline channel of a chain decreases share of wallet expansion in a category.

Salesperson capabilities and judgements

Chair: **Richard Mcfarland**, ESSEC Business School

Antecedents of ethical judgments of the sales-force: An empirical study in the retail sector

Jon Charterina*, University of the Basque Country
Julián Pando-García, University of the Basque Country - UPV/EHU
Joaquín Aldás-Manzano, University of Valencia

Drawing mostly on the review works in the field of ethical behavior in sales (Rest 1986, Ford and Richardson 1994, Loe et al. 2000, O'Fallon and Butterfield 2005, Craft 2013), this research studies the effects from materialism, behavior-or-outcome control system (CS) measures and job insecurity, on job satisfaction, and on unethical behavior. Most of the obtained results are in accordance with the literature, but interestingly, the effect of control on the attitude, ability and effort from sales-people on ethical behavior is of the opposite sign. This result suggests that there is a misalignment of incentives from sellers in delivering service on behalf of customers, in need of further investigation in the literature of business ethics in sales.

Charismatic selling: The impact of a charismatic salesperson on customers' approach behaviors in personal selling – an experimental study

Sandra Pauser*, University of Vienna
Claus Ebster, University of Vienna
Udo Wagner, University of Vienna

The concept of charisma has been studied extensively in the social sciences, but its impact on personal selling has been neglected so far. Based on extant literature, this study derives a hypothesis on the effects of a salesperson's charisma on customers' approach behaviors, designs a corresponding experimental research project and collects empirical data. The findings indicate a positive effect of charisma on attitude toward the salesperson, attitude toward the object and purchase intention. In addition, the salesperson's attractiveness, trustworthiness and expertise were found to have a major effect in this context. This research study shows that charisma is a valuable construct to consider in the marketing literature and provides several areas for further research in personal selling.

Impact without authority: The individual lynchpin capability for creating value with strategic customers

Axel Thoma*, University of St. Gallen
Lisa Napolitano, B2B Value Group, LLC

Strategic account management as a firm's strategy and approach to jointly create value with its most important customers depends profoundly on the strategic account managers at the supplier-customer interface. They have the mandate to explore and realize new value creation opportunities, often without the power to formally command the resources required to do so. Whether strategic account managers succeed is largely based on their ability to operate deftly in a boundary spanning role and inter-firm context in which they have little to none authority. Based on structured interviews with thirty strategic account managers from different international firms, this paper explores 'impact without authority' as a key individual capability for creating value with strategic customers. We conceptualize impact without authority as a complex bundle of distinct knowledge, skills, and routines and then discuss managerial implications for appointing and developing strategic account managers.

A model of trust recovery in the buyer-seller relationship

Richard Mcfarland*, ESSEC Business School
Christopher Nelson, Duquesne University

This research develops theory on the trust repair strategies used by salespeople following a breach of trust. Based on a qualitative study comprised of in-depth interviews with 18 professional salespeople, four sales executives, and seven purchasing agents, a four-step process model is developed that describes an optimized trust repair strategy. We also examine the importance of coupling verbal strategies (e.g. apology or denial) and behavioral strategies (i.e. actions) to better recover buyer trust.

Value creation

Chair: **Avinash Malshe**, University of St. Thomas

It is already mine - the effect of customer participation in psychological ownership

Lennart Straus*, Kaiserslautern University
Thomas Robbert, University of Kaiserslautern
Stefan Roth, University of Kaiserslautern

Services such as vacation trips have to be customized prior to the actual service delivery. In the customization, customers oftentimes actively participate. Despite a vital discussion on the effects of customer participation on evaluation and preference of services, re-search on its effects at the specification stage is scarce. However, since participation in the specification is before the actual purchase is made, customers' evaluation of this process has important implications for service providers. We build on recent research on psycho-logical ownership and show that that increased customer participation in the specification stage increases customers' psychological ownership towards the service. We find this effect evolving through "the three routes" of subjective ownership feelings with positive consequences for subsequent purchase intentions.

The dark side of customer participation: The antecedents of customer participation stress

Stephanie Treger*, University of Hohenheim
Marion Büttgen, University of Hohenheim
Jan Schumann, University of Passau
Zelal Ates, University of Liège

While literature often points out the positive effects of customer participation, we shed light on the negative side of customer participation by introducing customer participation stress (CPS) as a new construct to literature. Therefore we examine the factors determining the perception of stress by applying the job demands-resources model to the customer context. With regard to customers as partial employees we both adopt variables from the original model and introduce new customer specific variables. Additionally we consider potential negative outcomes of CPS and therefore examine its influence on customer participation behavior. Our results show that CPS is positively affected by cognitive demands and can be reduced by social factors. We also found that CPS negatively affects customer participation behavior. We conclude, that managers should focus on positive social aspects of the employee-customer relationship to avoid negative outcomes of customer participation.

How to influence customers' ability and willingness to participate by realistic service previews – an empirical investigation

Kristin Lenk*, Ilmenau University of Technology
Anja Geigenmueller, Ilmenau University of Technology

Although service research acknowledges the role of realistic service previews as a communication tool in pre-encounter stage for enhancing productive service encounters, research on the effectiveness of realistic service previews is scant. This study introduces the construct of service preview quality and sheds light on the relationship between service preview quality and customers' ability and willingness to participate in service production and delivery. The results of the quantitative study provide empirical evidence that customers' assessment and perception of service previews affects their role clarity, which in turn enhances their ability and willingness to participate. Based on the findings of this study, we discuss theoretical and managerial implications.

Managing customer non-receptivity during value co-creation

Scott Friend, Miami University
Avinash Malshe*, University of St. Thomas

A growing body of research analyzes the elements inherent in value co-creation and capture. However, research is often limited because data do not always take into consideration the customer's perspectives. The present study is an expansive qualitative inquiry consisting of 101 customer depth-interviews across 53 business-to-business evaluations that aims to examine the strategies suppliers may adopt to enhance the success of their customer collaboration and integration efforts in the value co-creation process. Findings suggest that customers may exhibit varying degrees of receptivity toward supplier efforts and suppliers must actively manage the same. Effective management of customer (non)receptivity requires that suppliers initiate the process of aligning their value system with the customers', focus their interactions on objectives central to the customers, and proactively go above and beyond to aid customers achieve their objectives.

Consumers' reactions to CSR II

Chair: **Valérie Swaen**, Catholic University of Louvain & IESEG School of Management

Effects of brand reputation and brand love in ethical decision making

M. Deniz Dalman*, Saint Petersburg State University
Junhong Min, Michigan Technological University

In this research, authors investigate how brand reputation and brand love affect consumers' ethical perceptions and their intent to defend the brand in the event of negative publicity. The results indicate that brand reputation influences both consumers' ethical perceptions and their intent to defend the brand to other consumers after such an event positively, while brand love enhances the impact of ethical perceptions on the intent to defend the brand to other consumers.

What happens to customers when a crisis hits the core dimension of corporate reputation? The role of the perception of congruence versus incongruence

Giacomo Gistri*, University of Macerata
Stefano Pace, KEDGE Business School
Matteo Corciolani, University of Pisa

Nowadays, initiatives of Corporate Social Responsibility (CSR) are fundamental to build reputation and corporate reputation plays an important role in determining the impact of crises on firms. Reputation is a comprehensive construct, but customers may perceive a company as particularly strong on a specific CSR dimension. Through an experimental study, we show that the congruence between that salient dimension of corporate reputation and the dimension affected by a crisis influences customer behavior. Negativity effect, diagnosticity of information, and dissonance theory help explain the different effects of a congruent vs. incongruent crisis scenario. We found that in case of congruence (i.e., the crisis hits a dimension that is not the core of the company reputation) the customers' attitude toward the company, word-of-mouth, and purchase intention are better than in the case of incongruence (i.e., the crisis strikes the company's main reputational asset).

Consumer responses to corporate social irresponsibility – does the valence and domain of the pre-existing corporate social responsibility reputation matter?

Marlene Vock*, University of Amsterdam
Adrian F. Ward, University of Texas at Austin

This study aims to contribute to the inconclusive debate in the field of corporate social responsibility (CSR) on whether building a favorable CSR reputation actually helps or hurts companies when facing accusations of corporate irresponsible behaviors. Moreover, this study adopts a broader perspective by including companies with bad CSR reputations as well. We consider 'relatedness' between the domain of the CSR reputation and the domain of the irresponsible behavior as a contingency factor. Our findings suggest that, if the prior CSR reputation is favorable (e.g. in the domain of employees' working conditions), a related transgression (e.g. sweatshop labor) will hurt the company more than a transgression that is unrelated to its CSR reputation (e.g. environmental pollution), while the effect is reversed for companies with unfavorable CSR reputations. Our findings bear managerial implications regarding the preferential focus of CSR activities.

How do consumers react to corporate social responsibility and irresponsibility in the retailing sector?

Valérie Swaen*, Catholic University of Louvain & IESEG School of Management
Nathalie Demoulin, IESEG School of Management
Véronique Pauwels-Delassus, IESEG School of Management

Today companies spend substantial resources in social and environmental programs; yet at the same time, the world has witnessed some of the greatest cases of corporate irresponsibility. In this context, consumers may hold a mixed set of positive and negative information about corporate social responsibility (CSR) and corporate social irresponsibility (CSI), both influencing their reactions with respect to the companies from which they buy products. The purpose of this paper is to explore how consumers' CSR and CSI perceptions interrelate to impact consumers' value perceptions and consumer-based brand equity. Our results show that both CSR and CSI perceptions influence how consumers perceive the brand and that consumers do react differently to different dimensions of CSR and CSI perceptions. Quite surprisingly, our results also reveal that CSI perceptions could have a positive impact on consumers' value perceptions.

Online reviews and their impact on travel behavior

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

Same, but different? Comparing the effectiveness of hotel reviews in the contexts of Facebook, travel communities, and Tripadvisor

Bastian Popp*, University of Bayreuth
Chris Horbel, University of Southern Denmark
Herbert Woratschek, University of Bayreuth

Online reviews have become highly influential sources of information for consumers in travel markets. This paper focuses on the perception of online reviews for hotels that are posted in different contexts: Facebook, a travel community, and Tripadvisor. In an experimental study (N=476) manipulating these three contexts, the influence of reviewer characteristics on the relevance of the review for the reader is investigated. The findings confirm the relevance of the context in which a review is posted and the significant role of reviewer characteristics. While 'perceived expertise' of the reviewer is most important for the Tripadvisor context, 'trustworthiness' and 'similarity' have a higher impact when the context has a more personal touch (Facebook, travel community). While travel review sites should reveal information demonstrating reviewers' expertise, communities should match reviews with regard to reviewer similarity and disclose information related to reviewers' trustworthiness.

Will you come back? A fsQCA analysis in travel agencies

Eva Maria Caplliure Giner*, University of Valencia
Maria José Miquel, University of Valencia
Enrique Bigne, University of Valencia

The growing development of online reviews and new entrants has radically changed the hospitality industry. From consumer side, engagement emerges as a new concept that might delineate brand loyalty. This paper aims to assess whether consumer engagement and the use of online reviews are affecting loyalty to travel agencies. Our integrative approach also evaluates trust and brand equity as a conditions of being loyal. A novel methodology, fuzzy set/Qualitative Comparative Analysis, fsQCA, is used in order to overcome limitations of traditional regression analysis. This new approach, based on equifinality and causal complexity identifies the presence or absence of a set of conditions (i.e. independent variables) into an outcome variable (i.e. dependent variable). Our findings suggest that all the variables considered are relevant for repurchase intention, but not all are necessary conditions in order to elicit loyalty to the travel agency.

Authors of online reviews and their narrative voice – a qualitative study on Tripadvisor

Catherine Demangeot, IÉSEG School of Management
Gwarlann De Kerviler*, IÉSEG School of Management

Consumers increasingly share their experiences with others, who can then use this information to make decisions and it is important to better understand consumers' fast-developing review-writing behavior. A few studies have analyzed the motivations for engaging in e-word-of-mouth contributing to answer 'why', yet no study has probed 'how' consumption experiences are shared in terms of the type of narratives used. This study aims to fill this gap by categorizing and characterizing the different narrative voices present when consumers share experiences of tourist places. We used a structural narrative analysis approach with 448 posts on www.tripadvisor.com about three tourist places and identified four voices (Explorer; Service-user; Coach; Sense-maker) and position them alongside two axes, depending on the depth of processing and the focal actor of the narrative. We also highlight some consistency in the preferred voice such that an author would tend to use one voice across reviews.



THURSDAY

Thursday 26 May, 2016

General assembly

Chair: **Gerrit Van Bruggen**, Erasmus University Rotterdam

Agenda

- 1 Welcome
- 2 Approval of the minutes of the previous general assembly – May 28th 2015
- 3 Elections
 - 3.1 Elections results and new officers
 - 3.2 Outgoing officers
- 4 Financial results 2015
- 5 Membership situation
- 6 Publications
 - 6.1 IJRM
 - 6.2 Journal of Marketing Behavior (JMB)
- 7 External relations
- 8 EMAC conferences
- 9 Miscellaneous

Finalist presentation session

Chairs: **Roland Rust**, University of Maryland
Marnik Dekimpe, Tilburg University

A new generation of marketing experts is developing the theories and tools that will shape the future of our field. The Marketing Dissertation Award, initiated by EMAC and McKinsey & Company, recognizes and encourages this emerging talent. This distinguished award is being presented in 2016 for the eighth time. In this special session, the finalists for the award present their work.

Finalist presentation session

Effects of traditional advertising and social messages on brand-building metrics and customer acquisition

Lisette de Vries, University of Groningen

This paper examines the relative effectiveness of traditional advertising and social messages, generated by firms or consumers, for brand-building and customer acquisition efforts. We thereby consider firm posts on its social media page (F2C social messages) and conversations among consumers on social media (C2C social messages). Our contribution to the extant literature is twofold: (i) we consider traditional advertising, F2C social messages and C2C social messages simultaneously and compare their effectiveness; (ii) we consider both brand-building metrics and behavioral data that allows for richer insights. To a unique data set from a European telecom firm, we apply vector autoregressive modeling. The results show that traditional advertising, F2C and C2C social messages differ in their effectiveness and complement one another in their efforts to build a brand and stimulate acquisitions. The findings of this paper, thus, help managers to leverage the different types of messages and their complementarities more adequately. Despite diminishing investments in traditional advertising, it is most effective for both brand building and customer acquisition. The traditional advertising efforts are complemented by a firm's social media page. Moreover, firms can stimulate C2C social messages through traditional advertising that in turn affect brand-building metrics and customer acquisition. Given the effectiveness of traditional advertising, managers should be careful when considering shifting marketing investments away from traditional advertising. Furthermore, the results indicate that thoroughly orchestrating traditional advertising and F2C social messages is beneficial.

Take turns or march in sync? The impact of the national brand promotion calendar on manufacturer and retailer performance

Jonne Guyt, Tilburg University

Featured price cuts are a popular tool among brand manufacturers and retailers. However, there is increasing concern about the net sales and revenue gains from these promotions, because retailers and manufacturers may simply be subsidizing consumers who shop around. Thus, the (co-)occurrence of a brand's promotions across retailers has been placed high on the promotion-planning

agenda. This article examines the mechanisms underlying out-of-phase versus in-phase schedules, and empirically demonstrates their sales and revenue implications in four product categories (beer, chips, liquid detergents, and coffee). Our generalized extreme value model analyses purchases of a national panel of households across eight years. The results reveal that calendar effects primarily materialize in categories in which the chosen retailer is driven by brand promotions. In those categories, alternating the timing of featured price cuts across chains substantially increases the manufacturer and retailers' immediate sales lift. However, with regard to net gains, striving for out-of-phase promotions—the dominant approach among chains—is not necessarily the best practice, because retailers observe the revenue advantage diminish, and manufacturers may even earn less.

The role of mere closeness - how geographic proximity affects social influence

Jannik Meyners, University of Hamburg

In the past years, two major trends have created new challenges for marketers. First, consumers have grown to rely on advice from other consumers, for instance through online reviews. Second, consumers increasingly provide marketers with personal data by using their mobile devices for shopping or product search, especially geographic data. Despite their increasing availability and relevance, companies are uncertain about using geographic data to actively manage product recommendations. This paper provides insights into the role of geographic proximity for recommendations and online reviews. In three studies that cover both extensive field and experimental data, we show that geographic proximity increases social influence and demonstrate its interdependency with social closeness. Furthermore, the results indicate consumers' willingness to pay more for products recommended by someone geographically close and show that the effect of geographic proximity is mediated by perceived homophily between consumers. The results imply that geographic location may increase social influence as it raises the perceived value of customer recommendations. Companies can use these findings to manage the order of reviews or to enhance social media ads.

Bridging the gap between consumer behavior and marketing strategy

Chair: **Elisa Maira**, Erasmus University Rotterdam

Consumer behavior research studies the mechanisms behind consumer decision making. Yet, this line of research sometimes offers little actionable insights to marketing practice. Conversely, marketing strategy research focuses on practically relevant issues but can lack insight into the psychological processes driving consumer response to marketing actions. In an effort to increase the impact of consumer behavior research on external constituencies, this session features papers that apply a consumer behavior approach to topics that are highly relevant for marketing. The papers examine consumers' response to how companies use technology, execute strategic operations and engage consumers in production. The papers speak to challenges and opportunities faced by marketing practitioners and provide relevant and actionable managerial recommendations.

Haptic product configuration: The influence of multi-touch devices on experiential consumption and sales

Christian Hildebrand*, University of St. Gallen
Jonathan Levav, Stanford University

Based on a large-scale field study and a series of experiments in field and lab settings, we show that the use of multi-touch devices promotes the choice of more hedonic, affect-rich product features and renders consumers' product configuration experience less instrumental and more experiential.

Consumer reactions to acquisitions

Elisa Maira*, Erasmus University Rotterdam
Christoph Fuchs, Technical University of Munich
Stefano Puntoni, Erasmus University Rotterdam

Despite being a popular growth strategy, acquisitions can backfire in terms of consumer response. We show that attitudes towards the acquired firm can decrease substantially after an acquisition. We propose identity loss of the acquired firm as the main account for this effect. Our results are relevant for managerial practice because they show that being acquired can damage the asset that motivated the acquisition in the first place.

Customization can improve your performance: The motivational consequences of the self-expressive customization of a product

Ulrike Kaiser*, WU Vienna University of Economics and Business
Martin Schreier, WU Vienna University of Economics and Business
Chris Janiszewski, University of Florida

This research suggests that infusing personal identity into a product via self-expressive customization can improve task performance independent of beliefs about the efficacy of the product. Five studies show that the effect is robust across different types of tasks (e.g., anagrams, dart throwing, coaster catching) suggesting that the self-expressive customization of a product increases motivation.

Understanding the effects of gamification on product recognition and purchases

René Eppmann*, University of Cologne
Magdalena Bekk, University of Cologne
Kristina Klein, University of Cologne
Franziska Völckner, University of Cologne

Gamification has recently become a popular topic in marketing practice. It is perceived as a promising way to improve customer experience and behavior. Surprisingly, only few empirical studies on this topic exist in marketing. In an experimental setting, using a (non-)gamified brand website, we examine the positive and negative effects of gamification on product recognition and purchase. Building on dual process theory, we explain these effects by respondents' cognition and affect during the website visit.

Big data and privacy

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

Big data is one of the major themes within business and marketing. Big data seem to offer huge opportunities to create value for firms through analytics. In their book, Verhoef, Kooge and Walk (2016) discuss how firms can actually create value for customers and firms. However, there are also strong concerns about big data. Both governments and consumer organizations worry about privacy consequences. Companies, such as Facebook and Google, are blamed for not sufficiently taking care of privacy issues. In the Netherlands, the Dutch bank ING received strong negative publicity about their announced initiative to use their data for personalization of offers of other firms, such as retailers. As a consequence, they had to retract this initiative. Privacy may also impact analytics, as firms may choose to collect less data from customers, or store less (i.e. shorter time horizons) of their customers. In this SIG we have three aims: 1) To briefly discuss how big data analytics can create value and how privacy should be considered in this context; 2) To discuss how consumer value privacy and how this impacts their behavior towards firms; 3) To discuss new methodologies that can be used to benefit from big data without affecting consumer privacy.

Privacy calculus: Developing a scale to predict when consumers are willing to disclose personal information

Frank T. Beke*, University of Groningen

Felix Eggers, University of Groningen

Peter Verhoef, University of Groningen

Jaap Wieringa, University of Groningen

No future without the past? Predicting churn in the face of customer privacy

Nils Holtrop*, University of Groningen

Jaap Wieringa, University of Groningen

Maarten J. Gijsenberg, University of Groningen

Peter Verhoef, University of Groningen

Towards an improved understanding of the privacy paradox

Mirja Bues*, University of Münster

Wayne D. Hoyer, University of Texas

Manfred Krafft, University of Münster

Using Bayesian statistics for analyzing data: A hands-on tutorial

Chair: **Benjamin Scheibehenne**, University of Geneva

The goal of the tutorial is to introduce Bayesian statistics as a viable alternative to conventional Null-Hypothesis significance testing (NHST) and the calculation of p-values. The tutorial consists of two consecutive parts. The first part provides an overview of the main advantages of Bayesian statistics over NHST. Based on this, the second part introduces a hands-on approach for analyzing various empirical data using Bayesian statistics by means of readily available and easily accessible software. The tutorial provides participants with the necessary skills to evaluate and interpret the results of published Bayesian analyses and to use the method for analyzing their own data.

The first part of the tutorial summarizes and highlights the major downsides associated with the use of NHST and the calculation of p-values. This includes examples showing that p-values are often misinterpreted as evidence or probability for or against the Null or the research hypothesis and that NHST can increase the risk of false positive findings. It is further shown that the results can be biased by implicit assumptions of the researchers conducting the analyses, thus lending itself to questionable research practices such as the infamous p-hacking. Fortunately, many of these problems can be solved by means of Bayesian approaches to analyzing data. The tutorial introduces this method and highlights its advantages over NHST. Based on concrete examples, it is shown that Bayesian methods, (1) allow quantifying the evidence for and against hypotheses (including the Null hypothesis) through calculating Bayes Factors, (2) yield easily interpretable, intuitive results, (3) permit repeated testing “as the data comes in”, (4) do not inflate the risk of false positive results, (5) allow incorporating prior knowledge through the choice of priors, (6) make underlying assumptions transparent and traceable.

Based on this introduction, the second part of the tutorial focuses on the concrete application of Bayesian methods for hypothesis testing and parameter estimation. Through several practical examples, it is demonstrated that the approach is viable and readily accessible for scholars in the field without requiring sophisticated mathematical or computational expertise. In line with this, the tutorial features Bayesian alternatives to common statistics including t-tests, linear regression, and anova designs and it briefly discusses its hierarchical extensions. To conduct these analyses, relevant, up-to-date software tools are introduced, including JASP (<https://jasp-stats.org/>), simple Web-applets (e.g. <http://pcl.missouri.edu/bayesfactor>), Bayesian R-packages (e.g. Morey et al. 2015), and readily available approximation techniques that built on the output of conventional statistical tests (e.g. Andraszewicz, Scheibehenne et al. 2015). The tutorial will conclude with recommendations of literature and online resources that provide relevant and easily accessible further information.

Framing, processing fluency and mental accounting

Chair: **Tahir Nisar**, Southampton University

The fluent story: A meta-analytic review of processing fluency

Vera Bossel*, Maastricht University
Kelly Geyskens, Maastricht University
Ko De Ruyter, City University London
Martin Wetzels, Maastricht University

Findings from this quantitative examination of processing fluency articles show that processing fluency has a sizable impact on attitudes and behavior across many contexts ($r = .28$). We distinguish between five cognitive processes that relate to processing fluency experiences. Among those, processing fluency experiences related to bodily sensations have the strongest effects on attitudes and behavior. Moreover, effects of disfluency are stronger than processing fluency effects. This finding adds to the conceptual understanding of processing fluency. Surprisingly, we found that all techniques used to create the experience of processing fluency are equally effective. This means that processing fluency is a robust phenomenon free of measurement artifacts. Moreover, we identified a number of significant contextual moderators. A comprehensive conceptual framework on processing fluency is introduced which guides the analysis as well as the discussion of the results.

Designed to exceed: How attribute presentation influences mental accounting in online product configurators

Lisa Maria Schiestel*, Università della Svizzera Italiana
Reto Hofstetter, Università della Svizzera Italiana
Dennis Vogt, University of St. Gallen

This research examines how attribute presentation in online product configurators influences mental accounting when consumers exceed their budget limit. To justify budget exceeding, consumers either stretch it (budget extension), or assign the exceeding amount to an alternative account (budget switching). We argue that attribute presentation influences justification strategy. A laboratory study shows that a holistic (vs. atomistic) attribute presentation makes budget extensions more likely. This occurs as consumers can better mentally simulate that an attribute is part of the product. Higher post-choice satisfaction of these consumers supports this claim. We also identify spending self-control (SSC) as boundary. Mental simulation leads to budget extension for consumers low in SSC and to budget switching for consumers high in SSC. Thus, configurator design affects budgeting decisions. Further, presenting attributes to drive mental simulation can be detrimental for high-SSC consumers.

Manufacturing consent: How refutational two-sided messages steer ambivalent attitudes

Anuja Majmundar*, San Diego State University
Erlinde Cornelis, San Diego State University
Nico Heuvinck, IÉSEG School of Management

This research introduces attitude ambivalence as an explanation for prior inconsistent results on the efficacy of one- versus two-sided messages. The results of study 1 indicate that two-sided messages only yield more positive attitudes and purchase intentions when ambivalence is low (vs. high). However, study 2 shows that including a refutation in the positive direction (vs. no refutation) in two-sided messages helps uplifting attitudes, purchase intentions, positive WOM (and lowering negative WOM) again, even when ambivalence is high (vs. low). Study 3 tests this mechanism also in the opposite direction by including refutation in the negative direction in two-sided messages.

Trains and Twitter: Firm generated content and framing effects

Tahir Nisar*, Southampton University
Man Yeung, University of Southampton

Twitter, a micro-blogging website, is one of the fastest growing social networks on the Internet. In this paper, we examine the impacts of Twitter content on train users' performance risk and how train providers' message framing moderates these relationships. Framing regards the way in which messages are worded concerning a particular object. In many consumer markets such as train journeys, firms frame messages in both a positive and negative light to persuade individuals to make purchase decisions. We thus go beyond the literature's current focus on consumer generated content, and bring into contention the important role that marketer generated content plays in shaping the contour of effective social media communication. Specifically, we analyze commuter tweets about 14 train operators, along with the companies' Twitter feed. The findings, obtained using sentiment analysis tools, suggest that both sentiments and frames play important roles in impacting consumers' risk performance.

Health, well-being and the bright side of consumption

Chair: **Even Lanseng**, BI Norwegian Business School

Healthy food ads ‘prevent’ whereas unhealthy food ads ‘promote’: Time for a change? A content analysis of healthy and unhealthy food magazine ads

Gudrun Roose*, Ghent University
Maggie Geuens, Ghent University
Iris Vermeir, Ghent University

The present research is intended as a preliminary examination of the characteristics of today's healthy and unhealthy food ads. It highlights the importance of examining the elements used in advertising in order to gain a clear view on which perspectives are taken today and which are more promising future directions. As healthy food ads today are mainly prevention focused, whereas the Western consumer is rather promotion focused, we reveal a misfit in today's healthy food advertising. Unhealthy food ads, on the other hand, do apply a promotion focus and, as such, can provide some inspiration for future healthy food advertising.

Do we all perceive food-related wellbeing in the same way? Results from a cross-cultural study using a new wellbeing questionnaire

George Tsalis*, Aarhus University
Gastón Ares, Universidad de la República, Uruguay
Athanasios Krystallis, Aarhus University

In the present work, a new questionnaire was developed and tested for its ability to reveal product-based and cross-cultural differences in how consumers perceive food-related wellbeing. An on-line study in seven countries was carried out with 1,400 participants, who evaluated nine food products with varied degree of expected impact on individual wellbeing dimensions. Answers differed largely across products, countries, as well as through their interaction. The largest differences among products were for items of physical and intellectual wellbeing, whereas the largest differences among countries were for items of emotional and spiritual wellbeing. These results contribute to the understanding of how marketers should devise positioning strategies based on the wellbeing dimensions that different product categories promote or obstruct.

The role of product and brand cues in consumer judgment

Chair: **Bernd Schmitt**, Columbia University

Swiping is the new liking: How product orientation shapes product evaluation conveyed through swiping

Anneleen Van Kerckhove*, Ghent University
Mario Pandelaere, Virginia Tech

New apps that require consumers to evaluate products by swiping them right- or leftward pop up like daisies. This work explores whether product orientation affects product evaluations made via swiping movements, compared to those made by pressing onscreen presented buttons. As product orientation cues a certain horizontal direction (left-to-right vs. right-to-left), we propose that this facilitates a swipe movement in the congruent direction. Four studies indicate that when swiping movements are used to evaluate objects, evaluations are indeed influenced by object orientation, but this effect is eliminated for both extremely appealing and extremely unappealing objects.

The Achilles heel of centrality: Attraction to the group makes the central susceptible to influence

Edith Shalev*, Technion - Israel Institute of Technology
Noy Shpatz, Technion - Israel Institute of Technology

Are central consumers (i.e. 'connected') more susceptible to group influence than marginals? And why? Four studies examine the psychological mechanism that underlies the association between centrality in small to medium-sized groups and susceptibility to group influence. We find that compared to marginal members, central group members are more attracted to the group because the group offers them a greater sense of belonging. Due to this heightened attraction to the group, the central becomes more susceptible to group influence compared to the marginal. We demonstrate the role of group attractiveness as a mediator of the effect of centrality on susceptibility to group influence. In addition, we demonstrate that self-construal, an established antecedent of attraction to the group, moderates the effect of centrality on susceptibility to influence.

Consumer reactions to brand arrogance

Yael Steinhart*, Tel-Aviv University
Nira Munichor, Hebrew University of Jerusalem

Arrogant brands have a multifaceted influence on consumers: Although people appreciate arrogant brands as reflecting high status and quality, arrogance can also induce feelings of inferiority. Consumers whose self is a priori threatened may consequently decide to avoid arrogant brands. Results from six experiments using fictitious or actual arrogant brands show that when consumers experience prior self-threat, they may decide to avoid brands that convey arrogance in favor of a competing, less-arrogant alternative. The decision to avoid arrogant brands, in turn, helps self-threatened consumers restore their self-perceptions and feel better about themselves.

The unit bias: A general consumer categorization bias in estimating quantities

Bernd Schmitt*, Columbia University
Kailuo Liu, Columbia University

Five studies were designed to provide evidence for what we call "the unit bias"—a general bias that occurs when consumers estimate various quantities (such as distance and time to purchase, product quantity, and the length and weight of products). When information is presented as part of units (or categories), consumers perceive two units to result in a greater combined numeric value than one unit even though, in reality, both may have the same numeric value. That is, for the two units compared to the one unit, consumers will provide longer time estimates, farther distance estimates, higher product-quantity estimates, longer length estimates and higher weight estimates. We propose that the unit bias results from the very nature of consumer categorization because categorization is perceived to include quantitative information. Consumers then use this subtle quantitative information to anchor their estimation judgments.

Brands and design

Chair: **Matteo De Angelis**, LUISS Guido Carli

A crossed influence of usability and aesthetics on interactive device evaluation: Studying exposure versus use effects

Florence Jeannot*, INSEEC Business School
Maud Dampérat, Univ. Grenoble Alpes, CERAG CNRS UMR 5820
Eline Jongmans, Univ. Grenoble Alpes, CERAG CNRS UMR 5820
Alain Jolibert, Univ. Grenoble Alpes, CERAG CNRS UMR 5820

This paper studies the exposure and use effects of interface aesthetics and usability on an interactive device evaluation (i.e., pleasantness, playfulness, and perceived value). Based on an experimental study where aesthetics and usability are manipulated, results show that interface aesthetics only improves an interactive device evaluation after a mere exposure, whereas interface usability only increases its evaluation after a use experience. In addition, the predictive validity of the use effects is tested via its impact on intention to recommend, 'like', and add the website to bookmarks.

Enhancing parent brand images – how innovations strengthen parent brand evaluations through positive spillover effects

Verena Sabine Thaler*, University of Potsdam
Uta Herbst, University of Potsdam

Innovations have become the key driver of companies' growth. While branding has long been recognized essential for market entries of new products, it has yet had a minor role in the context of innovation research. This paper empirically examines the potential enhancement effect of innovations on parent brand images that, so far, has only been suggested conceptually in extant research. The results of a large-scale experimental study with real-world brands indicate that the benefits for parent brands are twofold: innovative products induced more favorable overall brand evaluations by consumers and even strengthened specific attributes associated with the brand. Positive spillover effects even increased when innovations were similar to the parent brand's product category rather than when they were consistent with the parent's brand beliefs.

Aesthetic designs and the cognitive lock-in phenomenon

Annika Wiecek*, RWTH Aachen University
Daniel Wentzel, RWTH Aachen University

Aesthetics is considered to be a significant factor in consumers' buying decisions. How it influences actual consumption behaviors, however, has not yet been thoroughly investigated. The present research addresses this gap by drawing from literature on aesthetics, on procedural skills, as well as on the cognitive lock-in phenomenon. Our study shows that aesthetic designs provoke more intensive product usage patterns, which result in the development of incumbent-specific usage skills. These skills provide the basis for a cognitive lock-in effect. The conclusion is drawn that design aesthetics can be used to influence consumers' product usage intensity, proficiency as well as skill-based product loyalty. The underlying cognitive mechanisms of the identified effects are also disclosed.

Similar to myself or to the green? The effect of introducing different types of green new products on luxury brand evaluation and purchase intention

Matteo De Angelis*, LUISS Guido Carli
Feray Adiguzel, LUISS Guido Carli
Cesare Amatulli, LUISS Guido Carli

Luxury brands' increasing commitment toward sustainability, alongside luxury consumers' growing attention toward environmental issues, suggest that luxury and sustainability are compatible concepts. However, academic research suggests that sustainable luxury is still seen by consumers as a contradiction. We investigate the type of environmental sustainability practices that luxury brands should adopt in order to galvanize consumers' interest in sustainable versions of their products by studying the differential effectiveness of two strategies that luxury brands might adopt when introducing green new products: First, the green product might be similar in design to a luxury brand's established, non-green products. Second, the green product might be similar in design to models made by non-luxury brands specializing in green products. Across three experiments, we show that these two strategies can be differentially effective depending on both consumer-related and product-related factors.

Marketing capabilities

Chair: **Suvi Nenonen**, University of Auckland

Marketing dynamic capabilities: A latent analysis of firms' heterogeneity

Maria A. Ramon-Jeronimo*, University of Seville
Inés Herrero, Universidad Pablo de Olavide

Companies follow different strategies, market participation, product launches, marketing competitive moves and locate activities, to improve their results in terms of market share, revenue, profit or cost reduction. Our aim in this work is to identify which decisions are related to higher levels of competitive advantage considering that companies are different, compete in different markets and, in consequence, the investments that are successful for one type of companies are not for others. We try to capture the heterogeneity of the companies to understand the relationship between their strategies and their results. 1584 companies operating in nine different industrial activities in Spain from 1993 until 2011 have been analysed. Our results confront current theories from marketing and management with the real results of the companies over time providing some highlights about how to operate fitting the resource allocation and the development of capabilities to efficiently compete.

Development and impact of strategic marketing in a nordic country - a longitudinal study 2008-2014

Johanna Frösén*, Saint Petersburg State University
Henrikki Tikkanen, Aalto University

This study investigates the development of three key strategic marketing constructs – market orientation, marketing-related business process capabilities and marketing performance measurement – as well as their performance implications over six years in a Nordic setting. The study builds on a national survey study conducted among Finnish companies of various sizes, industries and market positions in 2008, 2010, 2012 and 2014. The study supports the notion that in contemporary markets market orientation represents a cost of competing; it sheds light on the varying role of individual market-based capabilities over the changing business cycle; and it demonstrates the consistent impact of marketing performance measurement capability on business performance. To the authors' best knowledge, this is the first comprehensive study on a national level that longitudinally investigates the role and impact of the three key strategic marketing constructs.

Capabilities for market-driving strategies

Suvi Nenonen*, University of Auckland
Kaj Storbacka, University of Auckland
Charlotta Windahl, University of Auckland

Viewing markets as socially constructed, and thus consciously reconstructable, systems opens up interesting avenues and possible new tools for strategists. Decisions regarding markets are no longer limited to market selection but markets themselves can be shaped for higher value creation, growth and profitability. In this paper we investigate what kind of capabilities firms need in order to drive the development of their markets. Based on an explorative case study of 21 firms from four countries, we identify 45 firm-level market-driving capabilities. These first-order capabilities are further categorized into six capability-sets: market visioning, value sensing and development, business model development, credibility building, championing change, and transformative leadership. These findings contribute to the emerging discussion on market-driving strategies by illuminating the “black box” between previously explored antecedents and outcomes of market-driving strategies.

Behavioral journals

Chair: **Mehrad Moeini-Jazani**, BI Norwegian Business School

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

Journal of the Association for Consumer Research

Joel Huber*, Duke University

Journal of Marketing Behavior

Klaus Wertebroch*, INSEAD

European Journal of Marketing

Nick Lee*, University of Warwick

Journal of Advertising

Shintaro Okazaki*, King's College London

Journal of Consumer Psychology

Amna Kirmani*, University of Maryland

Journal of Consumer Research

Stijn van Osselaer*, Cornell University

Mobile Marketing I

Chair: **May Wang**, United International College

appSQUAL – measuring service quality of mobile apps

Melanie Bowen*, Justus Liebig University Giessen
Stefanie Wannow, Technische Hochschule Mittelhessen
Benedikt Bürig, Deltamethod GmbH

Managers' awareness of perceived service quality of mobile applications (apps) is essential to understand how customers evaluate mobile apps and based on this understanding, offer superior mobile apps to customers. To date, many instruments exist, that allow measuring service quality in an offline or online setting. However, no instrument has been developed that allows measuring perceived service quality of mobile apps in general. This study seeks to conceptualize, construct, and refine a multiple-item scale for measuring perceived service quality of mobile apps (appSQUAL). Using a sample of 242 respondents, a formative second-order construct of perceived mobile app service quality is proposed and tested. The resulting scale is a 30 item scale comprising eight dimensions: app handling, privacy, up-to-dateness, aesthetics, reliability, presence, findability, consumption. The scale demonstrates good psychometric properties as confirmed by a series of reliability and validity tests.

Is contextual mobile advertising effective? The correct formula of image complexity and users' processing styles

Hui-Ling Chen*, National Chung Hsing University
Ming-Yi Chen, National Chung Hsing University

This study investigates the effectiveness of ad-context congruency and considers the moderating role of image complexity and mobile users' processing styles on their intentions to click advertisements on a mobile device. The results indicate that when mobile advertising uses low complexity images, analytical thinkers show higher click intentions towards those with ad-context congruency than they do for others with an incongruent context. In contrast, when mobile advertising uses high complexity images, holistic thinkers show higher click intentions towards those with ad-context congruency than they do for others with an incongruent context. The findings of this study can help advertisers and marketers to create better mobile advertising designs. Mobile advertising networks can refer to this research to advise their clients and offer effective solutions.

Technology leadership, brand equity, and word of mouth marketing through online social networks in mobile banking

May Wang*, United International College
Xiaoyun Chen, University of Macau

Mobile banking services has been considered as a critical factor for bank selection and becomes increasingly prevalent. Almost all the banks are engaging in the development of their mobile banking services. Many banks provide multiple channels in online marketing. At a post-adoption stage, how to build customer loyalty in a competitive market with rapid technology evolution attracts increasing attention in both research and practice. Based on brand equity theory, this study proposes a research model to articulate the relationship between technology leadership, brand equity, word of mouth marketing through online social networks, and customer loyalty. A survey from users of two mobile banking service providers was conducted to empirically examine the proposed research model and hypotheses. The results show that technology leadership and word of mouth positively affects brand equity which in turn positively affects customer loyalty.

Price-setting

Chair: **Daniel Halbheer**, HEC Paris

Category comparability: The missing link between retailer's assortment and pricing strategy

Jochen Reiner*, Goethe University Frankfurt
Jaime Romero, Universidad Autónoma de Madrid
Martin Natter, Goethe University Frankfurt
Daniel Klapper, Humboldt University of Berlin

The authors investigate the link between retailers' assortment and pricing strategies by studying the effect of category comparability on retailers' price levels. The basic idea is that category comparability indicates the strength of price competition between rivaling retailers. The authors test the proposed measure of competition using a unique dataset covering 17 retailers and 7 categories in the Spanish grocery market. Our key finding is that category comparability provides a valid link to retailers' category price levels in competitive settings. Discounters and supermarkets, however, are distinctively affected by category comparability: While supermarkets lower their price levels with increasing category comparability, discounters increase their price levels if their categories are perceived as more comparable. Given the lack of competitive measures integrating the assortment and pricing perspective, retail managers can use the proposed measure to plan their pricing strategies.

Export pricing processes and related marketing and pricing capabilities in the fast moving consumer goods sector

Lisa Niehoff*, Johannes Kepler University Linz

As a result of dynamic and globalized markets, firms need to set and implement their prices strategically. Whereas a number of researchers focused on single dimensions of pricing, this study aims at exploring export pricing from a holistic process-oriented perspective. Another goal is to identify marketing and pricing capabilities and their relevance in the different phases of the process. The applied data collection method is semi-structured expert interviews with representatives of the Austrian fast moving consumer goods sector. Regarding the findings, export pricing processes are divided into three phases. For each of them the interviews revealed main management tasks. Moreover, a number of capabilities that are supported by literature can be merged with the above mentioned phases and management tasks. Therefore, this study contributes to theory as it deepens the knowledge about specific capabilities. In addition, findings should contribute to international management practice.

Measuring customers' sensitivity towards price promotions in leaflets and loyalty card programmes across categories – insights from a large-scale field experiment

Sebastian Gabel*, Humboldt University of Berlin
Daniel Guhl, Humboldt University of Berlin

Price promotions are important for retailers and manufacturers in the fast moving consumer good industry for increasing sales (short- and long-term) and store traffic as well as purchase acceleration. We have analysed how price promotions work in a loyalty programme at a German retailer. Over seven months we conducted a large-scale field experiment in which over 550,000 individualised coupons were given to more than 40,000 customers in more than 30 product categories. We compared the price promotion elasticities in the loyalty programme with those of leaflet promotions measured using store level data from the same retailer. The average price promotion elasticity is -2.8 . While we did not find a significant difference between the channels' average elasticities, we did for some categories. The findings in this paper directly contribute to a better understanding of price promotions and empower retailers and manufactures to plan and execute price promotions more efficiently.

The protection economy: Occasional service failure as a business model

Daniel Halbheer*, HEC Paris
Eitan Gerstner, Technion - Israel Institute of Technology
Oded Koenigsberg, London Business School

This paper models occasional service failure as a source of profit for the firm when protection against the resulting customer misery can be marketed. The firm chooses the probability of service failure and sets the service price and the protection fee. Consumers self-select and buy protection if their expected damages from service failure exceed the protection fee. We show that profit orientation provides incentives to introduce occasional service failure. We also show that adopting such a protection strategy inflicts a calculated misery on unprotected customers and wastes resources in order to secure protection. Despite these inefficiencies, such a protection strategy can lead to market expansion and social welfare gains because of lower prices.

Hated, illegitimate, and underdog brands

Chair: **Marc Fetscherin**, Rollins College

Understanding how brand hate develops over time

Lia Zarantonello*, University of Bath

Simona Romani, LUISS Guido Carli

Silvia Grappi, University of Modena and Reggio Emilia

The aim is to explore the phenomenon of brand hate by adopting a dynamic perspective. To do so, we conduct a series of qualitative interviews during which participants are asked to graphically trace the course of their feelings toward their most currently hated brand. We find five types of trajectories of brand hate (“Negative all the way”, “Down-up”, “Downward slope flattens”, “Roller coaster” and “Steady decrease”). By relating them to the most common antecedents and consequences of brand hate mentioned by participants, we identify three categories of trajectories of brand hate: product-related antecedents with positive/negative outcomes, ethical/image-related issue with negative outcome, and hybrid antecedents forging a complex emotional journey. Implications for both marketing theory and practice are discussed.

When not to position a brand as an underdog: Role of perceived risk associated with the brand in brand biographies

Ali Tezer*, Concordia University

Onur Bodur, Concordia University

Bianca Grohmann, Concordia University

Underdog brand biographies—narratives emphasizing a brand’s passion and determination in the face of external disadvantages—are often associated with increased consumer preferences. This research explores perceived risk associated with brand choice as a boundary condition of this effect. Two studies show that when perceived risk associated with brand choice is low, underdog brand biographies enhance brand attitudes. When perceived risk is high, however, topdog brand biographies result in more favorable brand attitudes. Results further reveal that differences in processing styles (narrative vs. analytic) at high vs. low levels of risk associated with brand choice underlies the findings.

Illegitimate identity, illegitimate markets: Ideological contradictions and the prevention of the emergence of a plus-size fashion market

Maria Carolina Zanette*, Fundação Getulio Vargas

Eliane Zamith Brito, Fundação Getulio Vargas

Why do plus size consumers think that plus size fashion brands are not legitimate to their identity project? In this work, we study the process of legitimacy of a new emergent market, the Brazilian plus-size fashion market, and the challenges to institutionalization that it faces. We conducted seventeen interviews, performed netnography in four Brazilian plus-size fashion blogs and analyzed a website that sells plus size fashion clothes in a semiotic fashion. Our results indicate that despite having legitimate actors promoting these plus size fashion brands, the plus size fashion field is still perceived as a shameful version of the fashion field. We argue here that the fact that one of the logics of the plus size fashion field being stigma, it affects derogatorily consumers’ identity projects in a way that prevents them from engaging in in-field cultural capital practices.

Antecedents and outcomes of brand hate

Sabrina Hegner, University of Twente

Marc Fetscherin*, Rollins College

Marianne Van Delzen, University of Twente

Most research focuses on positive relationships consumers have with brands and very little has been done on negative brand relationships. This is astonishing as several studies in psychology, consumer behavior, and neuroscience point out that negative experiences have a stronger impact on consumer behavior than positive ones. The purpose of this study is to investigate negative brand relationships by focusing on the antecedents and outcomes of brand hate. A survey with German participants was carried out. Hypotheses were tested by means of structural equation modelling. Our findings show that brand hate is activated by three antecedents (negative past experience, symbolic incongruity, ideological incompatibility) and leads to three behavioral outcomes (brand avoidance, negative word-of-mouth, brand Retaliation).

Customer participation

Chair: **F. Javier Sese**, University of Zaragoza

Drivers of customer brand engagement

Amélia Carvalho*, University of Porto

Teresa Fernandes, University of Porto

Customer brand engagement (CBE) as a driver in the customer decision-making process, become a key role in a new customer-centric marketing approach and a priority in branding strategies. The goal of this study is to identify the main drivers of CBE process by examining its antecedents and testing whether and how they impact CBE. The study analyses CBE as three-dimensional concept, outlining as its relevant antecedents customer involvement, customer participation, customer interactivity and customer flow experience. A survey of 244 customers from Portugal provided data for empirical testing. The preliminary results show that a high level of customer flow experience or customer participation will conduct to a higher level of CBE. Moreover, the greater the customers prior level of interactivity with the brand, the greater the effect of the customer flow experience on CBE.

Why customers engage themselves in terminating the relationship with their main bank? An investigation into the drivers of customer exit in retail banking

Magdalini Soureli*, Piraeus Bank

Ioannis Chaniotakis, Piraeus Bank

Constantine Lympelopoulos, University of the Aegean

The management of customer relationships necessitates the analysis of customer engagement manifestations through the different stages of customers' lifecycle. That implies among others an understanding of the factors that trigger customer defection. This study carries out an investigation into the drivers of customer exit in day-to-day retail banking, where financial crisis has brought the banks at a particular disadvantage, having lost much of the trust of their customer base, seeking anxiously means and opportunities to re-establish their traumatized customer relationships. The results from an exploratory factor analysis are discussed, highlighting the key role of trust, customer orientation and employees' credibility in customer management.

Customer co-creation: Does the stage of the life-cycle matter?

Jesus Cambra Fierro, University of Seville

Iguácel Melero Polo, University of Zaragoza

F. Javier Sese*, University of Zaragoza

The present study analyzes how the relationship life cycle moderates the link between relationship quality and customer co-creation. As customer-firm relationships pass through different stages (exploration, buildup, maturity and decline) characterized by distinct customer behaviors, to develop this analysis we draw from the Theory of Relationship Dynamics. The framework is empirically tested applying a Partial Least Squares (PLS) for a sample of 2000 customers. Results demonstrate that the relationship life cycle plays a key moderating role in our conceptual framework revealing that, in the buildup and maturity stages, the influence of relationship quality on customer co-creation is stronger than in the decline stage. However, for customers in the exploration stage, relationship quality does not lead to co-creation behaviors.

Technology and retailing

Chair: **Anne Ter Braak**, KU Leuven

Adoption of smart retail services: An UTAUT and technology readiness perspective

Sathyaprakash Balaji Makam*, University of Nottingham Ningbo

Sanjit Roy, University of Western Australia

Alain Chong, Nottingham University Business School China

Saalem Sadeque, University of Western Australia

With the rapid permeation of smart technology in retail services, this study integrates technology readiness and UTAUT model to examine the customer adoption of smart retail services. Analysis was done on data obtained from 348 actual retail shoppers show that technology readiness plays a key role in determining the customers' adoption of smart retail services. The findings also show that performance expectancy, effort expectancy, social influence, facilitating conditions, adaptability and enjoyment determine the customers' attitude and intentions to use smart retail services. These findings provide key insights for retail managers in enhancing the adoption of smart retail services.

Are consumers ready for m-payment? Using Tri 2.0 to investigate consumers' acceptance of in-store mobile payment

Frank Haelsig*, HTW Saarland - University of Applied Sciences

Gerhard Wagner, University of Siegen

Torben Koop, HTW Saarland - University of Applied Sciences

Hanna Schramm-Klein, University of Siegen

Despite the growing usage of mobile devices for a number of everyday tasks, diffusion of in-store mobile payment (M-Payment), i.e. proximity payment, is still low and customers' acceptance is sparse. While in a technology-driven retail environment, different mobile payment technologies are available and some retailers already offer M-Payment at the point of sale, it remains unclear whether consumers are generally ready for M-Payment adoption. To clarify this topic, this study combines the individual disposition to adopt and use M-Payment technologies with system-based evaluations in an extended Technology Readiness and Acceptance Model. By applying our model to a representative sample (N = 3,250) in a large European country market, we provide evidence for a general effect of technology readiness on consumers' behavioral intention to use in-store M-Payment and discover a significant effect on actual M-Payment usage.

A research agenda for the multi-device customer journey of online retailing: Introducing the multichannel e-commerce framework

Gerhard Wagner*, University of Siegen

Hanna Schramm-Klein, University of Siegen

Sascha Steinmann, University of Siegen

Gunnar Mau, University of Siegen

A comprehensive review of the online retailing literature indicates a gap in current research on the subject of examining fundamental changes concerning online consumer behavior and the multi-device customer journey. Based on the multichannel retailing approach and theoretical considerations, we suggest an enhanced perspective of the online retailing environment and propose a multichannel e-commerce framework. The multichannel e-commerce framework provides insights into how the expanding number of e-channels and e-channel touchpoints changes the online retailing landscape and delivers knowledge that is useful for further investigation of online consumer behavior (e.g., the design of experiments, surveys or modeling approaches) and for marketing practice decisions (e.g., the relevance of devices and touchpoints). This work might also provide a first step toward an e-channel theory, which would be helpful in understanding consumer behavior in a multichannel e-commerce environment.

How the use of a self-scanner while shopping influences consumer spending

Anne Ter Braak*, KU Leuven

Maya Vuegen, KU Leuven

Lien Lamey, KU Leuven

Kusum Ailawadi, Dartmouth College

Mobile self-scanning devices are increasingly offered by retailers worldwide. Despite the increasing adoption of self-scanning devices by retailers, little is known on how the use of a self-scanner influences a customer's trip spending behavior, and consequently a retailer's performance. When using a self-scanner, grocery shoppers scan their purchases during the shopping trip, allowing them to track their spending and save time at the checkout. We use GfK household panel purchase data including unique information on whether or not a household used a self-scanner during a specific shopping trip for all trips during three subsequent weeks. Preliminary insights show a positive effect of self-scan usage on trip spending, number of products bought, and private-label share. Given that private labels provide higher retailer margins than national brands, further expanding and stimulating the use of a self-scanner seems a very interesting opportunity for retailers.

Word-of-mouth

Chair: **Armin Arnold**, ETH Zurich

Return to sender: Exploring the consequences of WOM on the person who articulates it

Rahul Chawdhary*, Kingston University
Francesca Dall' Olmo Riley, Kingston University
Wendy Lomax, Kingston University

Past research on word-of-mouth (WOM) has focused on the impact of WOM on the recipients. This study redresses the balance by examining the sender, the neglected participant in the dyad. We research the consequences of articulating offline WOM on the sender within two services contexts. Affective commitment (AC) and future WOM intentions (FWI) are firm-related outcomes, whereas self-enhancement (SE) is a self-related outcome. We provide evidence that singular episodes of WOM hold implications for the firm as well as psychological implications for the sender. Findings suggest that the WOM behaviour is likely to affect the sender's FWI about the service provider and will also influence their SE, irrespective of WOM valence. We note that the effect of WOM on AC is service context dependent. Additionally, AC mediates the relationship between WOM behaviour and intended WOM behaviour. Finally, the relative impact of PWOM and NWOM varies between the sender's firm- and self-related outcomes.

The mere request approach in the service encounter and its impact on customers' word-of-mouth activity

Jan Mattsson*, Roskilde University
Magnus Söderlund, Stockholm School of Economics

This study examines two cost-efficient employee behaviors in the service encounter with a potential to have a positive impact on customers post-encounter word-of-mouth (WOM) activity: a mere-request-for-WOM approach and a mere-mentioning-of-other customers'-WOM approach. In addition, we examine if signaling of effort related to the two employee behaviors may contribute to our understanding of the impact. A between-subjects experiment was employed in which both (1) a request for WOM and (2) information about other customers' WOM were the manipulated factors. The findings show that the request (but not information about other customers' WOM) enhanced WOM activity.

When similarity trumps expertise: Differential effects of peer and expert ratings on hospital choice

Anne-Madeleine Kranzbuehler*, VU University Amsterdam
Mirella H.P. Kleijnen, VU University Amsterdam
Peeter W.J. Verlegh, VU University Amsterdam
Marije Teerling, VODW

Increasing numbers of patients consult online rating platforms before making healthcare decisions. These platforms often provide ratings from other patients, reflecting their subjective experience, as well as expert ratings based on statistics. This article presents three studies to analyze consumers' trade-offs when considering both types of ratings simultaneously. Studies 1 and 2 illustrate that consumers generally favor patient over expert advice. They perceive that other patients judge hospitals mainly on care-related factors, whereas expert ratings focus on procedure or equipment quality. According to Study 3, this stronger influence of patients stems from their greater perceived similarity, which outweighs their lack of perceived expertise compared with expert sources. This preference for peers can be mitigated if consumers deliberate on both sources' abilities, because doing so makes their implicit perceptions more accessible for subsequent consideration.

The effect of strong vs. weak ties in online word-of-mouth: How closeness to the service provider affects customers' online reviews

Armin Arnold*, ETH Zurich
Anne Scherer, ETH Zurich

Online ratings are an important tool for customers to share their experience with a provider. Drawing from social impact theory, this study examines how customers' online reviews are influenced by the closeness to the service provider and the importance of prior online ratings. Using a scenario-based online experiment, we show that socially close providers exert a strong influence on customers' online rating behavior, whereas socially distant providers do not. Moreover, we find that customers of a socially close provider contrast more to prior negative ratings and assimilate to prior positive ratings. This is in contrast to prior studies, which show that customers generally assimilate or show a negativity bias towards prior ratings. Overall, our study thus underlines the importance to not only consider the social influence of the online group of prior raters, but also the social influence of the service provider when looking at customers' online reviewing behavior.

Drivers of sustainable consumption

Chair: **Patrick De Pelsmacker**, University of Antwerp

The effects of consumer mindfulness on sustainable consumption

Sabrina Helm*, University of Arizona

Brintha Subramaniam, University of Arizona

Overconsumption is a main driver of environmental degradation and climate change. This research argues that mindfulness—a mode of consciousness capability—may mitigate overconsumption through more sustainable consumption patterns. Mindfulness has been found to affect individual health and wellbeing but has not been researched extensively in marketing, consumer behavior or sustainability-related disciplines. Based on a survey of 546 consumers, we find that individuals' degree of mindfulness is positively associated with voluntarily simplistic lifestyles, product sharing practices and emission-reducing behaviors. These associations are mediated by environmental concern, perceived consumer effectiveness and materialism. Considering the demonstrated positive effects of mindfulness on more sustainable consumption practices, consumers should be encouraged to live and act more mindfully. Efforts to increase mindfulness offer business opportunities for transformative service providers.

The negative footprint illusion - perceptual bias in sustainable food consumption

Karen Gorissen*, Ghent University

Bert Weijters, Ghent University

The current research introduces the negative footprint illusion: Although adding a green to a non-green food product necessarily increases total environmental impact (footprint), consumers will sometimes erroneously estimate the total environmental impact of the combination of the green and non-green product lower than the same non-green product alone. The negative footprint effect is demonstrated in two between-subjects survey experiments among consumers responsible for purchases in their household (N = 536, N = 580), is partially supported in a student sample (N = 219), but does not show up in a within-subject experiment (N = 477). Our findings contribute to the understanding of how consumers deal with environmental impact information and how such information can be subject to biased processing.

Exploring the interplay of consumers' gain, hedonic and normative goals and the role of perceived social norm related to pro-environmental behavioral intentions

Zeinab Rezvani*, Umeå University

Johan Jansson, Umeå University

Maria Bengtsson, Umeå University

Recent literature review studies identify gain, hedonic and normative goals as three categories of motives for pro-environmental behavior. However, empirical understanding of how these categories of goals interact and affect the pro-environmental behavior is lacking. Moreover, the influence of perceived social norms, as a situational factor, on the relationship of goals and behavioral intention has not been explored. The empirical findings of this study show that consumers' hedonic goals partially mediate the effect of normative and gain goals on pro-environmental behavioral intentions. For consumers who perceive high social norms, the direct effect of hedonic goals on behavioral intention is stronger and the direct effect of gain goals is insignificant. The results highlight targeting consumers who perceive high social norms with regard to pro-environmental behavior and communicating the hedonic and normative aspects of pro-environmental behaviors.

Self-identity and electric car adoption: The moderating role of personal values

Patrick De Pelsmacker*, University of Antwerp

Camilla Barbarossa, LUMSA University

Ingrid Moons, University of Antwerp

We assess the effects of green self-identity, environmental concern and green moral obligation on electric car usage intention, and we test the moderating role of personal values on the intention formation process in a sample of 2,005 Belgian, Danish and Italian car drivers. Green self-identity drives intention, both directly and indirectly through environmental concern and green moral obligation. The stronger self-enhancement values, the stronger the direct effect of green self-identity, and the weaker the indirect effect through green moral obligation. The stronger conservation values, the weaker the indirect effect of green self-identity through environmental concern and green moral obligation. The stronger self-transcendent values, the stronger the direct effect of green self-identity and the indirect effects through green moral obligation, and the weaker the effect through environmental concern. The stronger openness to change, the stronger the direct effect of green self-identity and the indirect effect of green self-identity through moral obligation, and the weaker the effect of green self-identity through environmental concern.

Personal and contextual factors in tourism decision making

Chair: **Nikolaos Stylos**, University of Wolverhampton

Travel behavior of Malaysian Muslims to non-muslim countries: A conceptual paper

Siti Aqilah Jahari*, Monash University Malaysia

Yin Teng Chew, Monash University Malaysia

Pervaiz K Ahmed, Monash University Malaysia

Many Muslims express that their travelling experiences may be challenging and stressful at time, particularly to non-Muslim countries. This is mainly due to the lack of facilities available to support their religious obligations pertaining to consumption of halal food, performing prayers and such like. This conceptual paper employs two complementary theories, Theory of Planned Behavior (TPB) and Constraints Negotiation Theory (CNT), and proposes an integrated framework to understand the extent to which Muslims are willing to negotiate perceived religious travel constraints to allow travel feasible. The integrated framework contributes to theory by incorporating decision making process that was previously lacking in TPB.

Context factors in choosing free peer-to-peer accommodation sharing

Alina Geiger*, University of Bayreuth

Chris Horbel, University of Southern Denmark

Claas Christian Germelmann, University of Bayreuth

Research has shown that Airbnb's market entry changed travel patterns and significantly affected the tourist market. Still, little is known on the relevance of free peer-to-peer accommodation sharing (e.g. Couchsurfing.com) for the tourism industry. This paper aims at understanding how users of the Couchsurfing platform experience free peer-to-peer accommodation sharing in comparison to paid accommodation alternatives such as tourist hotels, hostels, and vacation apartments. Results of a qualitative study show that budget traveling and flexibility, authentic insights and social interaction as well as convenience uncertainty are critical context factors in the decision process for or against the sharing option. This accommodation form appeals to a particular type of travelers, who seek for experiences that cannot be served by traditional accommodation providers. Based on these findings, this paper provides implications for providers of paid accommodation and complementary offers.

The emotional traveler: Happiness and engagement as predictors of behavioral intentions among tourists in northern Norway

Nina Prebensen*, Buskerud and Vestfold University College

Joar Vittersø, University of Tromsø

Audun Hetland, University of Tromsø

Tove Dahl, University of Tromsø

Recent theories on emotion suggest that a limited set of core feelings are the cornerstone of subjective experiences. The article proposes to bring this perspective more deeply into the study of tourist experiences and behavioral intentions. It argues that two distinct categories of positive feelings are of particular importance when analyzing the experiences of travelers. The first category reflects feeling such as happiness, pleasure and satisfaction. The second category reflects feelings such as engagement, interest and absorption. With questionnaire data from 505 visitors to two popular sites in Northern Norway, the current study investigated the degree to which visitors' on-site feelings of happiness and engagement predict intentions to revisit to, or recommend to others, the destination. Results showed that engagement, but not happiness, predicted the visitors intention to revisit. Engagement further predicted intentions to recommend the site to others. Feelings of on-site happiness also predicted recommendation intentions.

Beliefs and perceived social factors as antecedents of tourists' intention to revisit a destination: The role of need for variety and alternatives

Nikolaos Stylos*, University of Wolverhampton

Victoria Bellou, University of Thessaly

Chris Vassiliadis, University of Macedonia

Andreas Andronikidis, University of Macedonia

Recognizing the key role of reference groups for the decision-making process of tourists, this study investigated the mediating role of perceived social factors (PSFs) in the relationship between normative beliefs, role beliefs and tourists' intention to revisit a destination. The study took place among 1612 responses of British tourists who were departing Greece. Our findings suggest that PSFs fully mediate the relationship between role beliefs and revisit intentions but the relationship between normative beliefs and revisit intentions only partially. Apparently, tourists' need for variety and alternatives (NVA) does not have a moderating but a control effect on the relationship between PSFs and revisit intentions. On the practical side, our findings suggest that Destination Management Organizations (DMOs) could leverage communication strategies to focus on tourists' significant reference groups in order to effectively affect tourists' visitation patterns.

Consumers' visual behavior: New insights in commercial and social marketing

Chairs: **Sophie Lacoste-Badie**, Rennes 1 University
Morgane Minvielle, Rennes 1 University

The goal of this session is to emphasize the role of attentional process on several aspects of consumer behavior. Specifically, four papers present field and lab experiments and analyze attention using eyetracking device, on the one hand in a commercial marketing context (What is the influence of repeated exposures to products on brand consciousness and visual attention to brand for light and heavy consumers? What is the influence of repeated exposures to products and ads on attention, memory, and choice?), and in a social marketing context on the other hand (Does attention to nutrition and health claims on food label predict purchase behavior? To what extent are health warnings on TV and print ads effective?). Together, the four papers offer new light on the contribution of objective measurement of attention using eye-tracking procedures to better understand consumer behavior both in commercial and social marketing contexts.

Light and heavy usage consumers' brand consciousness and visual attention: An eye-tracking study

Bridget Behe, Michigan State University
Jing Yang, Michigan State University
Patricia Huddleston*, Michigan State University

Behe, Yang, and Huddleston present an original research on the influence of previous usage/consumption of a product class (herb and vegetable plants) on brand consciousness and visual attention devoted to brand cues measured by eye-tracking. Their results highlight that repeated purchases, and therefore exposures to the product class, prompt higher brand consciousness but not brand's visual capture nor visual retention.

Effects of repeated views: An eye-tracking and shopper behavior tracking study

Enrique Bigne*, Valencia University

Two studies (one using eye-tracking, and one using a novel device recording both eye movements and shopper movements, that is shopper behavior tracking) investigate the influence of repeated exposures to a print campaign (study 1) and to products at the point of sale (study 2) on consumers' visual attention and subsequent behaviors. The findings suggest a detrimental effect of repetition on attention but a positive overall effect on consumer behavior.

The use of eye tracking to investigate the relevance of nutrition and health claims on consumers' purchase behaviour

Andrea Groeppel-Klein*, Saarland University
Stephanie Leick, Saarland University

The authors present two new studies showing how health and nutrition claims on food labels can impact consumer behavior. In a field experiment (study 1), they identify attention on claims as an important variable that mediates the relationship between claim type and choice. A lab experiment using eye-tracking (study 2) confirms that attention is a valuable measure for predicting purchase behavior.

Promoting healthier behaviors through health warnings displayed on food ads: What effectiveness?

Olivier Droulers, Rennes 1 University
Morgane Minvielle*, Rennes 1 University
Sophie Lacoste-Badie, Rennes 1 University

In this study, eye-tracking is used to analyze attention devoted to health warnings displayed on TV and print food advertisements in France among adults and children. The results show that adults and children (who are the main target of this measure) pay very few or no attention to health messages and highlights therefore the extremely limited effectiveness of this regulatory measure.

The consumption of technology

Chairs: **Eugina Leung**, Erasmus University Rotterdam
Stefano Puntoni, Erasmus University Rotterdam

Advances in digital technologies and artificial intelligence are changing the world. However, despite the transformational impact on everyday consumption of recent technological progress, we know surprisingly little about the interaction between consumers and technology. This SIG brings together papers spanning different technological contexts to showcase this exciting research domain. The papers feature research on man-machine interaction, automation, digital media, and robotics. This SIG will contribute to the marketing literature by providing insights into the value of technology.

The consumption of technology

Anne Scherer*, ETH Zurich
Florian von Wangenheim, ETH Zurich

Customers increasingly interact with machines instead of humans in today's service encounters. This research examines if, how and why customers react differently when they interact with a machine instead of a human during a service encounter. Drawing from the person-sensitivity bias and attribution-biases in human cognition, we propose and find that customers react more extremely to a personal, "high-touch" encounter than a technology-based, "high-tech" encounter.

The value of automation

Eugina Leung*, Erasmus University Rotterdam
Gabriele Paolacci, Erasmus University Rotterdam
Stefano Puntoni, Erasmus University Rotterdam

Automation is an increasingly prevalent phenomenon in the marketplace. Technology is transforming consumption across different product categories. Innovations such as food processors or GPS automatize tasks that would otherwise be performed by consumers. Although automation certainly improves the efficiency of product experiences, we show across five studies that it might be detrimental for identitybased consumption. Automation reduces consumers' opportunity to attribute the outcome of product experiences to themselves, resulting in lower preferences for automated products.

How consumer reviews and social media posts affect new product success

André Marchand*, University of Münster
Thorsten Hennig-Thurau, University of Münster
Caroline Wiertz, City University London

This research responds to calls for a better understanding of the differential roles of different digital WOM types, using a dataset of video games and weekly information on both social media posts (i.e., over 13 million tweets from Twitter) and consumer reviews (i.e., more than 33,000 consumer articulations from Amazon.com) for a period of 22 weeks. Analyzing a system of equations reveals that the two digital WOM types exert different influences on new product success, which change over time.

The psychological consequences of being replaced by humans versus robots

Armin Granulo, Technical University of Munich
Christoph Fuchs*, Technical University of Munich

With technology rapidly progressing, workers in industrialized economies cannot only be replaced by other workers, but increasingly also by robots. In our first study, we show that being replaced by a machine elicits different psychological reactions compared to being replaced by another worker. Building on a social comparison framework, our second study documents that from a consumer perspective people prefer replacement by humans. From a worker's perspective, however, people prefer being replaced by robots.

Current topics in online and social media marketing

Chair: **Bernd Skiera**, Goethe University Frankfurt

The aim of this session is draw together current research that explores different ways in which changes in online and social media market impacts consumer behavior as well as firm's profits.

How social media amplify negative brand spillover: effect of car recalls on online chatter, sales, and returns

Abhishek Borah, University of Washington
Gerry Tellis*, University of Southern California

The authors analyze perverse halo, also called “negative spillover”, defined as the phenomenon whereby negative chatter about one nameplate increases negative chatter for another nameplate. Their results show that perverse halo is extensive and asymmetric. It occurs for nameplates within the same brand across segments and across brands within segments. It is strongest between brands of the same country.

The consideration process: Insights from modeling clickstream data

Yifan Zhang, Penn State
Arvind Rangaswamy*, Penn State
Daniel M. Ringel, Goethe University Frankfurt
Bernd Skiera, Goethe University Frankfurt

The authors investigate the evolution of consideration, and the online triggers that either expand or reduce the consideration sets of consumers. They propose a discrete-time Hidden-Markov model in which different degrees of consideration are specified as ordered hidden states, and consumers transit from one state to another by maximizing utility. They use clickstream data from thousands of consumers for two product categories (cell phone, and coffee maker) and a Bayesian specification as well as “data augmentation” to estimate their model.

Television advertising and the impact on online customer value

Martin Stange, WU Vienna University of Economics and Business
Nadia Abou Nabout*, WU Vienna University of Economics and Business
Burkhardt Funk, Lüneburg University

This study investigates whether conversions generated by TV advertising are as valuable (in terms of their online customer value) as conversions that were not attracted by TV advertising. The authors use a unique data set provided by an international online pharmacy that covers four months of data, more than 60 million website impressions generated by 5 million unique users, 700 minutes of TV advertising, and tracks users' reaction to ads on all three devices (i.e., tablet, smartphone, and desktop/laptop). They combine this data set with a TV advertising data from a tracking company another data set that covers users' onsite browsing and shopping behavior in the form of customer journeys.

Optimal bidding in real-time display advertising

Steffen Förch, Goethe University Frankfurt
Bernd Skiera*, Goethe University Frankfurt

The authors analyze optimal bidding in an auction for each impression in online display advertising. They calibrate their model on 240 million of auctions that were collected over the period of 20 weeks for a campaign in the automotive industry.

More than just consumption: Social, charitable and political advertising

Chair: **Even Lanseng**, BI Norwegian Business School

Does sparing the rod spoil the child? How praising, scolding, and assertive tone can encourage pro-social behavior

Ann Kronrod*, Northeastern University
Amir Grinstein, Northeastern University

To encourage pro-social behavior marketers sometimes praise (Good job!) and sometimes scold (We're not there yet) consumers. Two field and two lab experiments demonstrate that assertive praising and non-assertive scolding are the most influential on pro-social behavior. This effect is mediated by guilt (for scolding) and optimism (for praising).

Experiencing a warm-glow during charity giving: The correct formula for execution style and goal proximity

Yu-Chun Lu*, National Chung Hsing University
Ming-Yi Chen, National Chung Hsing University

This research elucidates on the execution styles in charity advertising which are most effective in influencing whether people experience a warm-glow, their attitudes toward charity giving, and their donation intentions, and also considers the moderating role of goal proximity. The results show that when charities are far from accomplishing their goals, any warm-glow feelings, attitudes toward charity giving, and donation intentions will be higher when the images in their advertising are dissimilar cause-focused rather than similar cause-focused and product-focused. In contrast, when charities are close to reaching their goals, feeling of a warm-glow, attitudes toward charity giving, and donation intentions will be higher when any images in their advertising are product-focused rather than dissimilar cause-focused, but not similar cause-focused. A match (vs. mismatch) between the execution style and cause framing leads to systematic changes in the effectiveness of charity advertising.

In good times and bad times... A longitudinal analysis of Greek election campaigns

Eirini Tsihla*, Aristotle University
Leonidas Hatzithomas, University of Macedonia
Christina Boutsouki, Aristotle University
Konstantinos Zotos, Aristotle University

In light of the prolonged recession in Greece, a longitudinal study attempts to analyse the content of 584 political advertisements aired over a decade of economic social and political turmoil. The purpose of the research is to identify variations in the type of the advertisements, the focus of the campaign and the use of emotional appeals used by major and minor parties. A comparison of the pre-recession (2004-2009) to the recession period (2010-2015) highlighted that comparative advertising seems to hold sway among major political parties in times of recession. Variations in the emotional appeals were also identified with major parties focusing on negative emotions such as fear and anger, whereas minor parties' humorous advertising seems to evoke feelings of joy. Additionally, the pre-recession period campaigns conveyed the public's warm acceptance of leader whereas during the recession, both major and minor parties focused on portraying a leader with a vision for the future.

Sales effects of cause-related marketing campaigns and their moderators

Christina Schamp*, Hamburg University
Alexander Permman, Hamburg University
Peter Leeflang, University of Groningen
Mark Heitmann, Hamburg University

Cause-related marketing (CM) has strong momentum in marketing practice. By evoking warm glow, CM does not only aim to improve company reputation but also to increase sales. So far, the actual sales effect of CM remains unknown as scientific research is limited to experimental studies. To overcome potential social desirability biases we combine comprehensive data on 70 CM campaigns in the German FMCG market with chain-level data on weekly brand sales over an eight year period. We find an average sales multiplier of 1.05 with an average donation amount at 3% of the product price. Further, we show that product type, NGO awareness and donation framing are important moderators of the CM effect on sales. Also, our results show that CM becomes more effective over time, resonating with increasing ethical consumerism. Overall, this research suggests that CM can be a cost-effective instrument complementing classic promotion strategies as even small donation amounts can have a significant Impact.

B2B communities

Chair: **Jon Bingen Sande**, BI Norwegian Business School

Consequences of alliance portfolios for systematic and idiosyncratic risk

Tuba Yilmaz*, Koç University

Stefan Wuyts, Koç University & Tilburg University

Firms engage in multiple alliances with different purposes, thereby forming alliance portfolios. Despite the increased interest in alliance activities, little is known about the effect of alliance portfolio on firm value. This research focuses on the value creation effect of alliance portfolio composition through stock risk, a key aspect of firm value. We argue that differences in alliance type and partners are sources of heterogeneity in terms of resource endowments associated with alliances. To capture such differences, we distinguish between marketing versus R&D and between horizontal versus vertical alliances. To capture firms' overall access to external resources through alliances, we adopt a portfolio perspective and examine the emphasis firms place on these different alliances in their portfolio. Our examination of alliance portfolios of 211 US firms over ten years shows that alliance portfolios can either decrease or increase risk, depending on the emphasis of the portfolio.

Termination of R&D alliances: The role of formal and informal governance

Mariia Koval*, BI Norwegian Business School

Kenneth Wathne, University of Stavanger & BI Norwegian Business School

Rutger Van Oest, BI Norwegian Business School

Auke Hunneman, BI Norwegian Business School

Despite the existing consensus in the literature regarding risks of knowledge appropriation in R&D alliances, little is known about the governance forms that prolong alliance life by lowering incentives of knowledge appropriation. To address the existing gap in the literature, we develop and test a conceptual framework that explains the interplay of formal and informal governance in unplanned termination of R&D alliances. We find that when R&D alliances involve equity, relational governance and network governance (i.e., alliance embeddedness and partners' joint brokerage position) contribute to the decrease in the propensity of alliance termination. When R&D alliances are non-equity based, certain informal governance structures (i.e., prior partnerships and partners' joint brokerage position) increase the propensity of alliance termination. Therefore, our analysis shows that formal and informal governance play a complementary role in decreasing the propensity of alliance termination.

Building incubatees' social capital: The role of the incubator manager

María Redondo-Carretero*, University of Valladolid

Carmen Camarero-Izquierdo, University of Valladolid

The current work analyses how incubator managers can foster the development of incubator and incubatee social capital and the success of incubatee businesses. The study focuses on the specific case of University Business Incubators (UBIs). Results indicate that incubatees' relationships with external agents (bridging social capital) are more relevant to their businesses than internal relationships (bonding social capital). Moreover, the role of the incubator manager proves critical to building common values, trust, and a sense of identity amongst incubatees.

The role of online brand community in value co-creation in B2B context: An exploratory study of SAS

Kaouter Kooli*, Bournemouth University

Dr Hela Ben Miled-Cherif, University Paris I Pantheon Sorbonne

Mahmoud Zakerneh, Bournemouth University

Len Tiu Wright, University of Huddersfield

Online B2B brand communities (OBCs) contribute to build strong relationship with engaged stakeholders. An abundant literature exists on OBCs and Value Co-creation (VCC) in B2C context. However very little addressed on the role of B2B OBCs in VCC. This study investigates the effect of brand community interactions, brand community trust, brand loyalty, brand community identification, and brand community engagement, attachment and Customer satisfaction on VCC. Data were collected using a questionnaire administrated on Statistical Analysis System (SAS) online brand community. 150 SAS customers participated to the survey. The paper presents the findings of an exploratory analysis using SPSS. Simple regressions were carried out. The hypotheses were validated. Results showed a positive and significant effect of on line brand commitment and brand loyalty on VCC. A virtual community of committed and engaged members is valuable for VCC and brand loyalty. Firms have to keep members engaged and have to raise their commitment for VCC.

Cognition and thinking styles

Chair: **Nico Heuvinck**, IÉSEG School of Management

Different approach to the theory of cognitive dissonance: Perception of a dissonant consumer depending on hers group belonging

Iskra Herak*, Catholic University of Louvain
Nicolas Kervyn, Université Catholique de Louvain
Rodolphe Kamiejski, Université Paris Ouest
Marie-Amélie Martinie, Université de Poitiers

Although marketers have long been interested in the theory of cognitive dissonance, we found evidence that it may have been misused in marketing practices. This is due to a lack of interest for the way inconsistent consumers are perceived. Our findings suggest that a consumer that changes her attitude in favor of a product will be seen as lacking competence. This is especially true if the inconsistent consumer is an ingroup member. Our study implies that marketers should use a spokesperson that is seen as an ingroup member and that is behaving in a consistent manner.

The absolute more, the merrier the effect of dispositional greed on thinking styles

Goedele Krekels*, Ghent University
Mario Pandelaere, Virginia Tech

Two thinking styles exist that explain choice behavior: absolute and relative thinking. Though the first is in accordance with rational economic theory, the second is more predictive of real-life economic behavior. We propose dispositional greed as a moderator for thinking style. In four studies we show that greedy people exhibit an absolute thinking style whereas non-greedy people display a relative thinking style. Furthermore, greedy people do not necessarily think more rational, as in specific situations it is their absolute thinking that leads towards suboptimal decisions. Finally, this difference in thinking style is explained by a difference in diminishing sensitivity.

Thinking creatively through hands

Jung Eun Lee*, Hong-Ik University
Nara Youn, Hong-Ik University

Through four studies, this research empirically demonstrates that physical hand movement and the elicitation of the embodied metaphor of hands enhance creativity and unveils its underlying mechanism. To test our prediction about the positive influence of hand use on creative cognition and judgment, we conducted four experiments. Using various measures of creativity and experimental manipulation of hand use, we demonstrated that hand use increases creativity through the activation of the symbolic metaphor of the “craft-making”. We also investigated the roles of “curiosity and imagination” as a potential mediator, and “the belief of hands as tools” and “engagement” as the boundary conditions for the effect of hand use on creativity. In addition, the current paper verifies that the mediation and moderation effects found in the studies could be applied further to actual consumer setting and influences purchase intention of the featured product.

“Looking back over your shoulder”: Nostalgia and embodied cognition

Nico Heuvinck*, IÉSEG School of Management
Christophe Lembregts, Erasmus University Rotterdam
Elke Cabooter, IÉSEG School of Management

This paper shows, based on embodied cognition theory and the metaphorical relationship between time and space, that performing backward head movements (i.e. looking back over your shoulder) lead to more nostalgic feelings compared to forward head movements (i.e. looking straight ahead). Furthermore, individuals performing backward head movements express a stronger preference for nostalgic products (over non-nostalgic products), evaluate nostalgic products more favorably (over non-nostalgic products), and are willing to pay more for nostalgic products (over non-nostalgic products) than individuals performing forward head movements.

The pull of the crowd: Social influences on consumer behavior

Chair: **Vivian Strehlau**, ESPM

The majority effect: When and why majority consumers are perceived as more competent than minority consumers

Ignazio Ziano*, Ghent University
Mario Pandelaere, Virginia Tech

Observers infer consumers' features from consumer behavior. Impressions about features differ depending on the product, the observer and the situation. In this paper we show how majority consumers (i.e. consumers purchasing products framed as bought by a large majority) are perceived to be more competent than minority consumers in a variety of products, brand names and price points. We find that the positive effect of majority consumption on perceived purchasers' competence is mediated by expected product quality: the majority option is considered to be of higher quality than the minority option, and its purchasers of higher competence than minority purchasers. This effect is only detectable, however, when the product is typically judged on the base of general opinion, and does not show if the product is typically judged on the base of personal taste. Theoretical and managerial implications are discussed.

Resource scarcity, socioeconomic status and conformity: The impact of resource scarcity on conformity depends on childhood environments

Angelos Stamos*, KU Leuven
Sabrina Bruyneel, KU Leuven
Siegfried Dewitte, KU Leuven

We investigate the impact of resource scarcity on conformity using life-history theory, a framework developed to provide insights on how organisms deal with resource-allocation trade-offs. This framework suggests that the impact of resource scarcity on conformity depends on one's childhood socioeconomic background. In three experiments we find that resource scarcity increases conformity to social influence among people who grew up in low socio-economic status environments but decreases conformity among people who grew up in high socio-economic status environments.

Let's talk! The effects of power on WOM generation

Michelle Van Gils*, KU Leuven
Andrea Wehrauch, KU Leuven
Derek Rucker, Northwestern University

Research in the domain of power suggests that power holders act more in line with their actual states and feelings compared to those who hold no such power, amongst other reasons because they do not have to be so concerned about their social image: They have already conveyed their place in the social hierarchy. In the domain of word-of-mouth (WOM), research has found that people are biased to talk more about their own positive than about their own negative experiences. This finding is explained by the common motivation to self-enhance through WOM behavior. Because WOM has a very strong effect on people's purchase decisions this bias, that leads to a misrepresentation of people's actual feelings about certain products and services, can be very harmful for consumer competence. In four studies we show that power reduces this tendency to refrain from negative WOM about one's own experiences, and that power holders are motivated by helping others.

Nostalgia as influence of collecting: Scale development and validation

Vivian Strehlau*, ESPM
Helder Silva, ESPM
Sergio Moraes, ESPM
Ponchio Mateus, ESPM

This paper presents the construct Nostalgia in Collecting and seeks to develop and validate an appropriate scale to measure it, since nostalgia influences the act of collecting nerd themed statues and action figures. The facets that define the construct were built on assumptions based on theoretical review of the act of collecting and exploratory survey with collecting experts, to ensure adequate criteria for reliability assessment and construct validity (content and face validity).

Innovation culture

Chair: **Manu Carricano**, EADA Business School

The fit effect between service innovation and market orientation on business performance

Yue-Yang Chen*, I-Shou University
Hui-Ling Huang, Chang Jung Christian University
Tsui-Ting Liu, I-Shou University

Currently, fit issue for service innovation and market orientation research are not clearly discussed. Market orientation can be treated as the key for enterprises to pursue creative advantages and create customer value. Service innovation is the channel for business development and usage of technology. With their consistency, different enterprises can adopt effective responsive and proactive market orientation strategies to focus on innovative strategies that result in consistent goals and actions. Therefore, the purpose of this study focuses on service innovation and market orientation in a system integrity fit analysis. Empirical data for hypothesis testing are collected from top-ranked companies in Taiwan, yielding 140 valid samples. Performance implications of fit are examined using fit as covariation approach. The findings indicated that the fit of market orientation and service innovation plays an important role in explaining business performance.

Developing value proposition design: An organizational approach to online service innovation

Heidi Neuvonen*, Jyväskylä University of Applied Sciences

Value creation offers significant potential for firms aiming to improve their online customer experiences and engagement. The purpose of this study is to develop a strategic value proposition design. The aim is to offer a tool for managers that develops firms' processes related to value creation. A design thinking methodology was chosen since it aims to involve participants from multiple disciplines. The process between theory and practice draws insights that especially enhances innovativeness. This study addresses these priorities in making two contributions. First, integration of recent service literature and dominant marketing terminology offers deeper understanding of the main concepts. Second, a detailed framework which incorporates prior literature and empirical data, was developed. It can assist managers in combining the findings in different ways. New combinations may create new capabilities and resources in the organization and may reveal new value proposition opportunities.

Conceptualizing culture of innovation: A research synthesis

Verena Rieger*, Karlsruhe Institute of Technology

Despite great interest from researchers and practitioners alike, the question of what exactly constitutes an organizational culture conducive to innovation, a so-called "culture of innovation", remains unanswered. Prior literature posits that elements as contradictory as conflict and harmony or chaos and clear structures are part of cultures of innovation. This lack of consensus as to what a culture of innovation actually encompasses impedes both further research and the derivation of concrete practical implications. Thus, further theory-building is paramount. To overcome this deficiency in the literature, this research conducts a metasummary based on over one hundred studies to derive a comprehensive concept of culture of innovation. It consists of set of concrete values, which can be employed for future research.

Delegating decisional power to objects: A consumer value model in the context of autonomous driving

Orsolya Sadik-Rozsnyai, Groupe ESSCA Angers
Laurent Bertrandias, Université Toulouse III, Paul Sabatier
Manu Carricano*, EADA Business School

With the "Internet of things" development, consumers have more and more opportunities to delegate decisional power to intelligent objects that will accomplish daily tasks that they were used to do themselves. In this article, a conceptual model explaining the value awarded to such a delegation is developed based on the ideas that (1) decisional delegation to a nonhuman entity may be viewed both as an opportunity to emancipate and a source of anxiety (2) capacity of delegation to improve well-being is a key determinant of value in this context. This model is empirically tested for the case of a self-driving car. On the positive side, we find that value is more particularly influenced by the perceived capacity of driving delegation to free time and to overcome human weaknesses. On the negative side performance risk and fear to lose driving skills significantly impact perceived value. The anticipation that driving delegation will improve well-being mediates most of these effects.

Values, identity and consumer behavior

Chair: **Bilge Aykol**, Dokuz Eylül University

Power distance, uncertainty avoidance and the effect of source credibility on health risk message compliance

Sarah De Meulenaer*, University of Antwerp
Patrick De Pelsmacker, University of Antwerp
Nathalie Dens, University of Antwerp

The present study explores the relationship between perceived source (spokesperson) credibility and message compliance in response to health risk messages, and the moderating effect of power distance and uncertainty avoidance on this relationship. Based on an experiment in Ireland (n = 406) and Belgium (n = 410), we test two moderated mediation models. A source that is perceived as more credible is found to increase message compliance. Perceived efficacy and perceived threat mediate this relationship. This effect is further moderated by the degree of power distance and uncertainty avoidance. The effect of source credibility on perceived efficacy and indirectly on message compliance is stronger for individuals with lower power distance and higher uncertainty avoidance.

How service managers can shape frontline employees' organizational values to reduce person-role conflicts

Veronika Selzer*, University of Passau
Jan H. Schumann, University of Passau
Marion Büttgen, University of Hohenheim
Zelal Ates, University of Liege
Marcin Komor, Uniwersytet Ekonomiczny w Katowicach

Role conflicts are a common problem of frontline employees (FLEs) in service settings, thus, identifying leadership behavior that reduces role conflicts of FLEs is important. This study tests the effectiveness of transformational leadership (TFL) styles on person-role conflict, organizational values (customer and team orientation) as mediating factors, and the moderating effect of uncertainty avoidance (as one cultural value) in the context of service occupations. Results show that the effectiveness of TFL styles differs, while organizational values mediate the TFL styles – person-role conflict link and uncertainty avoidance moderates it. The study suggests that, contrary to general assumptions, not all TFL styles are equally effective. The inclusion of organizational values provides a new explanation for the effectiveness of TFL. In addition, individual cultural values appear to be relevant in terms of handling role conflicts in order to ensure a high level of job performance.

UK consumers' perceived risk of buying products from emerging economies: A moderated mediation model

Weiyue Wang*, Coventry University
Hongwei He, University of Strathclyde
Sunil Sahadev, University of Salford
Wei Song, Coventry University

Although much research relating to consumer attitudes toward foreign products has been conducted, most studies investigate the attitudes of Western and Eastern consumers toward Western products. Using UK as a focal Western country, the study investigates the effects of consumers' national identification and culture sensitivity on their perceived risk of buying products from developing countries. Taking China and India as focal emerging economies, our consumer survey (n=308) produced the following results. First, UK consumers' national identification is positively related to their perceived risk of buying Eastern products through consumer ethnocentrism, whilst their cultural sensitivity is acting as a negative role. Second, the effect of consumer ethnocentrism on the perceived risk of buying Eastern products is moderated by consumers' value consciousness. The moderated mediating model suggests implications for marketing strategies of products from both developed and developing nations.

Drivers and outcomes of macro and micro country image

Saeed Samiee, University of Tulsa
Bilge Aykol*, Dokuz Eylül University
Leonidas C. Leonidou, University of Cyprus
Thomas A. Fotiadis, Democritus University of Thrace
Paul Christodoulides, Cyprus University of Technology

This study develops a comprehensive model which investigates the interactions among foreign-country related factors, home-country related factors, macro country image, micro country image, attitudes toward foreign products, and intention to buy foreign products. The model was tested with the data collected from 464 consumers through a self-administered questionnaire in Greece and analyzed with structural equation modeling. The results highlight the instrumental role of foreign country-related (i.e., product and country familiarity) and home country-related factors (i.e. ethnocentrism, patriotism, and animosity) as antecedents to macro country image, which in turn affects the development of micro country image. Micro country image is found to have an influential role on the attitudes toward foreign products, which, in turn, have a positive effect on the formation of buying intentions.

Marketing education

Chair: **Paul Dion**, Susquehanna University

Social capital: A framework for innovative marketing pedagogy?

Deborah Anderson*, Kingston University

Barry Avery, Kingston University

Rebecca Lees, Kingston University

The goal of this paper is to demonstrate how social capital theory can provide a guiding framework for marketing education, resulting in both disciplinary knowledge and communities of learners equipped for the modern business environment. A review of the literature reveals three types of social capital: bonding (between individuals who know each other well), bridging (between individuals who know of each other, not necessarily well, but in the same social or cultural demographic) and linking (vertical connections to 'other' or 'outside' communities). Two pedagogic innovations have been evaluated and findings from two sets of qualitative data suggest that pedagogic innovations which require students to take responsibility for their own learning can have benefits for the students which go beyond developing discipline knowledge and as a result increase the social capital of the student participants, preparing them well for a future after university.

Predicting students' attitudes and behavioral intentions towards an online business simulation game: The role of enjoyment, flow experience and innovativeness

Iguácel Melero Polo*, University of Saragossa

Jorge Matute Vallejo, Universidad Ramón Llull

This study aims to empirically predict the degree of acceptance of an online business simulation game in an educational context. To do so, we propose an extended TAM model that includes relevant variables such as perceived enjoyment, flow experience and word-of-mouth. In addition, we analyse the moderating role of the students' personal innovativeness in the technology field. The framework is empirically tested applying Partial Least Squares (PLS) to a sample of 266 students. The results reveal that perceived enjoyment is a key variable in explaining students' motivations, attitudes and behavioural intentions. Perceived ease of use is not significantly related to flow experience. However, this relationship is moderated by personal innovativeness. Indeed, results indicate that the higher the personal innovativeness, the more attenuated is the effect of perceived ease of use on the attitude towards the game and on flow experience.

Exploring 'flipped classroom' effectiveness as perceived by marketing students

Hector San Martín*, University of Cantabria

Andrea Pérez, University of Cantabria

Jesús Collado, University of Cantabria

María Del Mar García De Los Salmones, University of Cantabria

Ángel Herrero, University of Cantabria

This paper explores the perceived effectiveness of the 'flipped classroom' technique in terms of skill development, knowledge generation and improvement of learning motivation in a higher education course. A model is also tested, using SEM, in order to understand how the perceived effectiveness of 'flipped classroom' and students' satisfaction with this technique can be affected by students' engagement in 'flipped classroom' activities as well as the complexity and task orientation of such activities. Our findings confirm that the perceived effectiveness of the 'flipped classroom' can be calculated by its contribution to the improvement of students' general skills, knowledge and learning motivation. Students' engagement in the 'flipped classroom' activities is the key factor influencing perceived effectiveness and satisfaction, while the complexity and task orientation of the 'flipped classroom' also has an indirect influence in determining perceived effectiveness and satisfaction.

Aligning analytics curriculum through alumni survey

Richard Orwig, Susquehanna University

Paul Dion*, Susquehanna University

Current technical developments are having profound effects upon marketing professionals. New data sources combined with new analytics tools are pressuring colleges and universities to prepare students better for a data analytical world. Establishing a set of learning objectives for an analytics program is required. Given a set of good learning objectives, teaching approaches that align students in active learning and assessment procedures are needed. However, obtaining that set of learning objectives requires identifying market professional needs. This must be done before curricular changes are made. This paper reports development of a survey and preliminary results from alumni respondents to that survey for a U.S. AACSB undergraduate program. Analysis of the results so far indicate confirmation of 15 out of 16 objectives are required for our undergraduate Marketing majors.

Marketing in transition economies

Chair: **Jaideep Prabhu**, University of Cambridge

The peculiarities of the customer orientation in the Russian market: The results of empirical research

Olga Gulakova*, National Research University Higher School of Economics

Vera Rebyazina, National Research University Higher School of Economics

The purpose of this paper is to broaden current view of customer orientation by exploring the specific forms of customer orientation in the Russian market. The new complex scale to measure the customer orientation consisting of 24 indicators was adopted from the different customer orientation scales used in the developed markets. The article is based on a quantitative study of 313 Russian companies and includes a factor and cluster analysis that shows that forms of customer orientation are common for the Russian market. Empirical results of cluster analysis shows that some specific forms of customer orientation are widely found in emerging Russian market and the characteristics of the customer orientation differ dramatically from those on developed markets.

International outshopping behaviour: A cross-country study in Eastern Europe

Valentina Stan*, ESSCA School of Management

George Baltas, Athens University of Economics and Business

Dionisis Philippas, ESSCA School of Management

International outshopping is no more limited to a privileged few as most people are now able to shop at foreign physical or internet stores. In the EU, international outshopping has been driven by the processes of economic and political integration that facilitate trade and travel in member states. In the marketing literature however the issue of international outshopping remains a largely understudied area despite its importance for retailers and policy makers. Understanding the drivers of international outshopping and determining cross-country differences in this important aspect of consumer behaviour have become key issues in strategic retail management. The purpose for this empirical study is to examine cross-border shopping by Eastern European consumers and consider the drivers of such shopping patterns. Our analysis reveals interesting relationships in the empirical data and identify similarities as well as differences among the six countries.

Empirical model of trust and privacy concerns of social networking websites' users willingness to disclose personal information online

Mihai Orzan*, Bucharest University of Economic Studies

Octav Ionut Macovei, Lumina - Southeastern Europe University

Calin Petrica Veghes, Bucharest University of Economic Studies

Carmen Acatrinei, Bucharest University of Economic Studies

In an age when social networking websites report ever growing incomes from targeted advertising, we have reached a point when traditional privacy concerns and risks associated with the disclosure of personal information online are no longer in the realm of possibility – they have become one of the hard realities of everyday life. However, users are starting to fight back and provide fake or incomplete data whenever they build an online profile, thus rendering inaccurate a significant portion of the targeted advertising budgets spent online. Our study, which started with the Privacy Calculus Model and Ajzen's Theory of Planned Behaviour in order to explain users' willingness to provide personal information online found significant predictive power for variables such as perceived benefits, perceived risks, perceived behavioural control and privacy concerns. Our model's hypotheses were all validated using PLS structural equation modelling with good model fit indices.

Accountability and analytics in the era of big data

Chair: **Frank Germann**, University of Notre Dame

The effect of marketing accountability on business performance

Maja Arslanagic-Kalajdzic*, University of Sarajevo
Vesna Zabkar, University of Ljubljana

The main aim of this paper is to provide a better understanding of the effect of marketing accountability on the business performance of a firm. The study is grounded on a resource-based view and uses distinctive capabilities framework, since the ability of firms to understand and adapt to market changes depends on their capabilities. We measure marketing accountability using a multidimensional self-reported measure, composed of marketing metrics, marketing-related firm capabilities, and marketing manager's competences, based on qualitative research, bibliometric analysis and validation with the use of two quantitative studies. Our results show that the overall marketing accountability is of strategic importance to firms as it positively impacts on business performance, measured both subjectively as self-reported by firm's representatives, and objectively, using performance-related income statement indicators.

Advanced analytics in marketing: Investigating competencies for exploiting the full potential of available data in the marketing organization

Carla Thaper*, University of St. Gallen
Cansu Oral, University of St. Gallen
Marcus Schögel, University of St. Gallen

The marketing organization needs advanced analytics competencies to overcome the challenges of the digital transformation. Recent studies show that the development of advanced analytics has a positive effect on firm performance, since valuable customer insights can be derived. However, scholars do not reveal which advanced analytics competencies the marketing organization needs in order to generate customer insights more efficiently and effectively. Thus, we investigate in a qualitative study how the marketing organization can develop these competencies. It needs to enhance basic, business-related, and specific analytical competencies. These competencies help the marketing organization to derive significant customer insights from data. Further, a cross-functional cooperation at the marketing and IT interface is necessary for the deployment of advanced analytics competencies in the marketing organization.

Too much of a good thing? How big data changes managerial decision making in marketing

Christoph Wortmann*, University of St. Gallen
Peter Mathias Fischer, University of St. Gallen
Sven Reinecke, University of St. Gallen

The digitalization of business processes generates massive amounts of available data sources. Whereas organizations aim to generate actionable customer insights from Big Data, researchers want to understand human decision processes and develop increasingly sophisticated models. Surprisingly, potential negative consequences of Big Data are widely unexplored. Addressing this research gap, the results from a controlled experiment with executives show that Big Data tends to lead managers to blindly trust respective recommendations for action. In a product and innovation management setting, managers were found to accept managerial outcomes derived by Big Data compared to market research or personal experience and also to contribute less their own ideas. Interestingly, this relationship seems to be particularly evident for top managers resulting in important implications for research and practice.

Performance implications of customer analytics: Perception vs. reality

Frank Germann*, University of Notre Dame
Gary Lilien, Penn State
Lars Fiedler, McKinsey & Company, Inc.
Till Grossmass, McKinsey & Company, Inc.

Moorman's (2015) Chief Marketing Officer (CMO) survey reports a near doubling in expected spending on customer analytics over the next three years. Yet, the responding CMOs report considerable skepticism about the performance implications of that spending. That skepticism contrasts with several recent research studies showing a strong positive correlation between spending on customer analytics and firm performance. We reassess and extend the academic research on the topic using a global sample of firms. Our findings generally replicate the earlier academic findings, showing a strong positive effect between spending on customer analytics and firm performance. Moreover, we reconfirm that top management support is critical for effective deployment of customer analytics, indicating the CMO skepticism may prove self-fulfilling; that is, lack of top management support may lead to ineffective or insufficient spending on customer analytics.

Measurement

Chair: **Raphaëlle Lambert-Pandraud**, ESCP Europe

The calibrated sigma method: An efficient remedy for between-group differences in response category use on Likert scales

Bert Weijters*, Ghent University
Hans Baumgartner, Pennsylvania State University
Maggie Geuens, Ghent University

We introduce the calibrated sigma method, a procedure designed to correct for between-group differences in endorsement likelihood of response categories, which are unrelated to the content of the items. The method uses information derived from heterogeneous control items to reweight the responses to substantive items in a group-specific way. The advantages of the calibrated sigma method are that it avoids the arbitrariness in the assignment of particular numerical values to response categories; that it is compatible with the commonly used linear model; and that it does not require the estimation of additional measurement parameters. We demonstrate the calibrated sigma method on a simulated cross-linguistic data set, an empirical data set collected from respondents of the same nationality but from different language groups, and an experimental data set using two different response scale formats.

Measuring design typicality – a comparison of subjective and objective approaches

Stefan Mayer*, Goethe University Frankfurt
Jan R. Landwehr, Goethe University Frankfurt

Design typicality plays a major role in consumers' reactions towards a product. Assessing a product design's typicality thus is vital to predict consumers' responses to a design. However, directly asking people for their subjective typicality experience may yield a biased measure as the rating arguably contains the overall aesthetic impression of the product. Against this background, we introduce four unbiased objective measures of design typicality (two based on feature points and two based on grids) and demonstrate their capability of capturing the subjective typicality experience. We validate the proposed measures in the context of car designs with ratings of aesthetic liking, processing fluency, and cumulative sales data by analyzing 77 car models from 4 segments ranging from subcompact cars to SUVs. Our findings emphasize that objective measures should be included in design research, and the proposed objective approaches provide convenient means to easily assess design typicality.

Predicting consumer insight from open-ended text responses: An extension to lda based approach

Ashish S Galande*, Indian School of Business
Sudhir Voleti, Indian School of Business

Textual data sources such as open-ended survey responses and consumer generated online content potentially contain insight into consumer opinions, perceptions, sentiment, and behavior propensities. We propose, develop, and demonstrate a novel adaptation of latent topic model output that enables extracting, explaining, and predicting the topical structure of consumer generated text on brands, goods and services. We empirically validate topic presence and interpretation by examining human-machine concordance in classifying text responses into topics for the two largest primary data sources for marketers - online product reviews and open-ended responses in survey data. In addition to the standard topic model output our approach systematically, robustly, and scaleably achieves holdout prediction ability of topical structure for previously un-analyzed documents. We thus present the consumer researchers with a set of tools to glean insight from a raw, semi-structured mass of text.

Automated facial analysis using ValenceRecorder: When recognition drives emotion

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

This paper focuses on a new data source available to marketing researchers, ValenceRecorder, a software for automated facial analysis recently developed by GfK Verein. It uses a parallel approach: on the basis of specific features of a respondent's face, a first classifier has been trained to identify positive expressions while another classifier has been trained to identify negative emotions. Subtracting the negative emotion score from the positive emotion score produces an overall valence score, at a high frequency (15 frames per second). We analyze how the "net valence" (mean overall valence during exposure minus "baseline" valence just before exposure) of the emotion triggered by a positive stimulus (a photograph of a male or female movie star) is higher when the star is recognized. Further, stronger emotions during exposure lead to a more accurate recall of having seen the stimulus.

Media industry

Chair: **Nils Wlömert**, WU Vienna University of Economics and Business

Valence dispersion, source credibility, and movie lifecycle

Sourjo Mukherjee*, ESSEC Business School

Ashwin Malshé, ESSEC Business School

Research in marketing suggests that dispersion in product review valence has a positive (negative) impact on product performance when the review valence is negative (positive). In this research the authors show that the moderating role of valence dispersion depends on the credibility of the source giving the reviews. For low (high) credibility sources, high (low) dispersion in product review valence is helpful for products with positive (negative) review valence. Further this effect varies depending on the stage in the product lifecycle. Using a dataset of 69 movies, critical reviews, and social media valence, the authors show that valence dispersion for low credibility sources is helpful for movies with positive review valence only pre-release. On the other hand, valence dispersion for high credibility sources is helpful for movies with negative review valence only post-release. Finally, the authors find that Twitter valence acts as an influencer for opening weekend revenues.

Marketing in the age of piracy

Espen Jütte*, BI Norwegian Business School

This paper seeks to explore the motivations behind piracy, as there have been largely conflicting previous findings. Anonymous semi-structured interviews were done with eight pirates to collect real-life experiences with piracy. It was found that pirates mixed legal and illegal consumption, implying that the decision to pirate is done on a media to media basis. Piracy motivations were grouped into three categories: 1) Market factors where legal and illegal channels are seen as direct competition 2) Relationship and attitude factors suggest that guilt over piracy is related to the relationship a pirate has to a content creator 3) Individual factors show that pirates use piracy to consume over their ability to spend. These factors make pirates prone to substituting legal alternatives with illegal ones if dissatisfied, limiting the rights-holders ability to wield market power. This would increase the need for market orientation.

Price elasticities in a “free” world: An analysis of music downloads

Nils Wlömert*, WU Vienna University of Economics and Business

Dominik Papies, University of Tübingen

Michel Clement, University of Hamburg

Martin Spann, Ludwig-Maximilians-University Munich

Although the Internet has been a market place for digital products for years, our knowledge about factors that shape price elasticities for digital products is incomplete. This research contributes to our knowledge on the online marketplace and investigates how the availability of free sampling opportunities (video streaming and piracy) and marketing activities (advertising expenditures) shape the price sensitivity of consumers. To this end, we use a large panel data set from the German market comprising the sales and various control variables of more than 100 music albums over a period of more than two years. Our results show that the availability of free illegal and legal consumption options (i.e., piracy and on-demand video streaming) increases the price sensitivity, which suggests that consumers do not use these sampling tools to reduce their uncertainty prior to consumption, but rather as a substitute for purchases. Advertising, however, positively moderates the price elasticity.

Mobile Marketing II

Chair: **Ming-Hui Huang**, National Taiwan University

The effectiveness of individual targeting through smartphone application in retail: Evidence from a field experiment

Dmitriy Potapov*, National Research University Higher School of Economics

Mariia Okuneva, National Research University Higher School of Economics

Smartphone applications are becoming an important marketing channel which provides an opportunity to individually target users with different offers, taking into consideration their characteristics and purchase history. However, little is known about the effectiveness of such practice. We use a natural field experiment with 11338 customers of a large Russian retail chain to study heterogeneous influence of mobile push notification on purchase behavior. We find that the impact of conducted advertising campaign either on number of purchases or purchase amount is slightly negative on average that can be explained by low discount offers. Consistent with the literature, the effect of advertising depends (nonlinearly) on RFM characteristics of customers. Obtained results can help a retail chain to elaborate rules for individual targeting that assure more profits.

A mixed-method approach to understanding the willingness to participate in context-related mobile surveys

Marie Schulte*, Braunschweig University of Technology

Market research experts from science and industry agree that smartphones open up promising opportunities for data collection right at the moment-of-truth. Nevertheless, little is known about factors that influence people's willingness to participate in context-related mobile surveys. By means of projective techniques, we explore (unconscious) drivers and constraints with regard to participating in QR code-based surveys. Based on these findings and related theoretical and empirical results, we develop a structural equation model that includes both reflective and formative constructs. The model is validated with data from 640 German smartphone users. The results suggest that our framework explains the willingness to participate in QR code surveys well, though perceived enjoyment and usefulness are most influential. The insights gained through formative constructs are used for concrete recommendations on ways to influence people's decision to participate in context-related mobile surveys.

The effects of perceived visual online shop complexity on users' satisfaction in a mobile shopping context

Stefanie Sohn*, Braunschweig University of Technology

Prior research on website complexity effects exclusively focused on computer-based website access; here medium levels of complexity have been found to optimally satisfy users. Although mobile-based website access undergoes steady growth, the effects of website complexity during mobile website use remain unexplored. Hence, this study seeks to answer to which extent the aforementioned findings endure in constrained mobile interfaces. At the example of mobile online shops, an online-based survey was conducted among mobile online shop visitors. Structural equation modelling uncovers the negative effect perceived visual online shop complexity (PVC) has on cognitive and affective satisfaction and on individuals' loyalty towards the online shop, regardless of the pursued goal during mobile online shop visit. The analysis of a curvilinear relationship between PVC and satisfaction led to a non-significant result supporting the overall negative effect of PVC during mobile online shop use.

Personal brand connections and brand value

Chair: **Zsolt Sandor**, Sapientia University

Omni-channel brand communication: The curvilinear effect of channel multiplexity on consumer-brand relationships

Jan F. Klein*, Aalto University

Tomas Falk, Aalto University

Florenz Lammert, EBS Business School

While the proliferation of media prompted marketers to connect with the customer by an increasing number of channels, research has yet to investigate the effects of brand communication in the omni-channel environment. To address this shortcoming, we embed omni-channel communication in a social network theory framework. Collecting data on 255 consumer-brand relationships via experience tracking, we find that the number of communication channels (i.e., channel multiplexity) has an inverted U shaped effect on the strength of the consumer-brand relationship. While this result directly contradicts current management belief in terms of 'a lot helps a lot', we illustrate that marketers can resolve the inverted U-shape by aligning the channels with the brand's positioning. Our results offer novel insights, as we extend brand communication research in the omni-channel environment, unveil the moderating role of channel-brand alignment, and provide actionable implications for marketers.

The fine line between me and mine: Brand psychological ownership as a distinct and powerful construct

Bernadette Kamleitner*, WU Vienna University of Economics and Business

Sophie Süssenbach, WU Vienna University of Economics and Business

Carina Thürridl, WU Vienna University of Economics and Business

Ruta Ruzeviciute, WU Vienna University of Economics and Business

Marketers often aim to make consumers experience a brand as "my" brand. In other words, they hope that consumers develop psychological ownership for it (brand PO). Given that marketers also strive for consumers to become attached and connected to a brand, we investigate whether brand PO exists as a conceptually distinct and managerially relevant construct. In study 1, we demonstrate that brand PO is indeed conceptually different from related constructs such as brand attachment, self-brand connection and brand identification. In studies 2a and 2b, we show that brand PO acts as a powerful driver of consumer intentions across different contexts. Importantly, this holds even when controlling for attachment. The current findings contribute to both theory and practice and open up an abundance of PO-inspired research opportunities in the field of marketing and branding.

Understanding the complex interplay between evaluative social identity, negative anticipated emotions and self-esteem on a child's commitment to brand communities

Margurite Hook*, University of Newcastle

Stacey Baxter, University of Newcastle

Alicia Kulczynski, University of Newcastle

Applying social identity and subjective group dynamics theory, this research sought to empirically examine the influence of evaluative social identity, negative anticipated emotions and self-esteem on children's brand community commitment. Results obtained from an online survey of 394 Australian children aged 6 to 14 years revealed that evaluative social identity has a conditional indirect effect on brand community commitment. Specifically, for children with low self-esteem, the effect of evaluative social identity on community commitment was found to be mediated by negative anticipated emotions; however, this mediated effect was not observed for children with high self-esteem. This paper provides a unique insight into the under-researched area of children and brand communities, with findings useful for both academics and practitioners.

Testing brand value measurement methods in an equilibrium framework

Attila Szócs, Sapientia - Hungarian University of Transylvania

Zsolt Sandor*, Sapientia University

Based on a demand and supply model, the paper proposes a structural model that enables testing the structural effect of brand equity (demand side effect) on brand value (supply side effect). Using Monte Carlo simulations, we study which of the three widely used brand value measurement methods (price premium, revenue premium and profit premium) is more suitable from the perspective of the structural link between brand equity and brand value. We find that when the marginal costs of production do not depend or negatively depend on brand equity, profit premium shows the highest correlation with brand equity. When marginal cost depends significantly on brand equity, we find that price premium exhibits the best structural link.

Assortment

Chair: **Yvonne Van Everdingen**, Erasmus University Rotterdam & ERIM

Lost customers due to unavailability or more customers due to scarcity? How stockouts and scarcity information impact brand value and repurchase intention in the luxury industry

Christine Arden*, University of Münster
Michael Steiner, Universität Witten/Herdecke
Wayne Hoyer, University of Texas at Austin

Based on two experimental studies in the luxury industry, it has been determined that stockouts induce conflict which, in turn, negatively influences brand hedonic value and, ultimately, future brand repurchase intention. Conflict is attributed to the brand as customers believe that the manufacturer is at fault for stockouts. However, it is also demonstrated that conflict due to stockouts is not likely to damage a brand's reputation when selling limited editions as customers do not criticize the brand but, instead, themselves for delaying to make a decision. Contrary to the expectations, stockouts do not appear to positively influence a brand's uniqueness value. The results indicate that stockouts not only have an immediate effect on sales but also negatively influence brand value and, as such, future brand repurchase intention. Communicating the limited availability of products seems to be an effective means to prevent damage to the brand's reputation due to stockouts.

Who is David and who Goliath? Consumers' variety and complexity perceptions as opposing drivers of assortment attractiveness and choice satisfaction

Dennis T. Esch*, University of St. Gallen
Christian Hildebrand, University of Geneva
Andreas Herrmann, University of St. Gallen

This paper examines the dual and seemingly contradicting effects of assortment sizes. Building on prior work on choice architecture, this research establishes that simultaneous versus sequential object presentation formats drive complexity but also enhance variety perceptions of consumers. Follow-up studies reveal that the experienced complexity in a simultaneous presentation format can be attenuated by simplifying comparisons among options while preserving all advantages of a greater perceived variety, increased attractiveness of the assortment, and, ultimately, greater satisfaction. We provide consistent evidence on the substantially stronger effect of perceived variety relative to complexity across studies in both field and lab settings. The findings have important implications for research at the intersection of assortment presentation and consumer choice, the consequences of attribute-rich information processing, and the effective design of product presentation formats.

“Stick and click”- how new e-retailers can influence browsing behaviour

Sally McKechnie, Nottingham University
Prithwiraj Nath*, Leeds Metropolitan University

Although the effects of interactivity and personalisation tools on browsing experience has been the subject of previous research, the impact of variable levels of such features on buyers' evaluations of trust, attitudes towards websites and feelings of decision satisfaction has received relatively little attention. To address this gap, this study conducts an experiment with 273 subjects to examine these relationships in the context of complex, high risk purchase situations where the seller is new to the market and buyers demonstrate variable risk preference. Findings identify a positive association between website design features and browsing outcomes, and the effectiveness of such features higher for buyers with lower risk preference.

Effects of exclusive new products on consumers' assortment perceptions

Yvonne Van Everdingen*, Erasmus University Rotterdam & ERIM
Stephanie Ten Berge, Global Expansion and Sales Trainee at H&M

The objective of this research was to examine (1) whether the availability of an exclusive new product in the assortment does have a positive influence on consumers' perceptions of the attractiveness, variety, and uniqueness of the assortment, and (2) whether this effect is moderated by the number of facings and the vertical shelf position of the new product. An online experiment was conducted in the soft drinks category with a 2 (exclusive / non-exclusive new product) x 2 (few / many facings) x 2 (low / high shelf position) between-subject design. The sample consists of 278 students. The study provides evidence that new product exclusivity has a positive influence on the perceived variety of an assortment, and to a lesser extent also on the perceived attractiveness and uniqueness. Further, these positive effects appear to be stronger if the exclusive product is placed at a high shelf position. In contrast, the number of facings doesn't have a significant moderating effect.

Selling and the firm

Chair: **Pradeep Bhardwaj**, University of Central Florida

The value of the sales function in organizations

Alireza Keshavarz*, University College Dublin

Dominique Rouziès, HEC Paris

The wide disparities of sales compensation plans observed across firms and industries imply that organizations do not value their sales organizations similarly. More to the point, sales compensation research does not take directly into account the compensation of other functions, as if sales compensation policy decisions were isolated from other compensation decisions. Needless to say decisions regarding salesforces are included in wider strategic plans. Curiously, literature on the relative value firms attribute to various functions does not include the sales function. This paper investigates organizational (innovativeness, marketing resource endowment) and environmental (market uncertainty) factors that can affect the pay level of sales jobs as compared to jobs in other functions. We test our theory with a unique data set of all large firms (i.e., with more than 25 salespeople) in one of the major OECD countries. Our results shed new light on pay practices of sales organizations.

Sales forecasting by utilizing big data from both internal and external sources

Kai Yao*, Peking University

Meng Su, Peking University

Yuxin Chen, New York University Shanghai

Firms, such as online retailers, typically have plenty information on the visits and transactions made by their own consumers. Yet, their efforts of applying Big Data technology in sales forecasting is limited by the lack of information from external sources. Some third party data collectors have seized the opportunities by providing firms with information from external sources. A challenge, however, is that the value of such external data is largely unknown. In this paper, we propose a novel framework and conduct a series of tests to examine the value of consumer behavior information from external sources in the context of individual-level sales forecasting. The empirical results suggest that higher forecasting accuracy is achieved by combining data from both internal sources and external sources, yet the values of external data vary by their sources and may not increase monotonically with the size of the data.

Aligning marketing and sales: The case of sales lead management

Pradeep Bhardwaj*, University of Central Florida

Somnath Banerjee, NDSU

Firms engaged in personal selling often invest substantial portions of their marketing budgets on lead generation. In getting leads generated such firms hire marketing agents, like telemarketers. These generated leads then get forwarded to sales representatives for follow up and conversion. However, such an arrangement of marketing-sales interface creates the moral hazard in teams or the lead management problem. We study the ability of various contractual mechanisms used within firms to resolve this lead management problem, i.e., we ask what type of contractual mechanism should the firm use when it obtains sales leads from a marketing agent. We find that incentive contracts involving profit sharing, lead qualification and autarky leave a gap between the first best and the achieved solution, but a contest with an endogenous prize for marketing agents and a bonus plan or a sales contest for individual sales employees achieves efficiency when uncertainty is within a certain range.

Service failures

Chair: **José Carlos Korelo**, Federal University of Paraná

Towards a conceptual framework for understanding customer evaluations of service failures within service delivery networks

Chutinida Phalusuk*, Newcastle University
Professor Markus Blut, Newcastle University
Professor Klaus Schoefer, Newcastle University
Dr. Mitchell Ness, Newcastle University

The aims of the study are to examine customer perceptions of and responses to service failures in service delivery networks in order to develop a conceptual framework within the service networks. While service failure literature provides numerous insights into dealing with service failure in single firm settings, less guidance is given for service failures occurring in service networks. Thus, this study focuses on service failure incident within service delivery networks since this is a neglected area of research in service failure literature. Based on literature review in the fields of service failure and service network, this study derives several propositions about how relational and network characteristics impact on customer's attribution of service failure. This study gives recommendations how future research should proceed when testing the conceptual framework to gain a better understanding of customer perceptions of and responses to service failures in service delivery networks.

Customers' emotion regulation strategies in the case of service failure

Shin Yiing Lee*, University of Western Australia
Jill Sweeney, University of Western Australia
Geoffrey N. Soutar, UWA Business School

Emotion regulation and expression during service encounters has been studied primarily from service providers' viewpoint addressing for example employee burnout and employee job satisfaction. However, emotional regulation has rarely been explored from the customers' perspective. This qualitative study seeks to understand the reasons customers engage in emotion regulation when interacting in a face-to-face service encounter, as well as to identify the emotions evoked and approaches used to regulate emotions when service failure occurs. The findings reveal that customers apply different approaches to regulate their emotions when they attribute the cause of service failure to themselves, the front line employee, other employees in the organisation or uncontrollable factors. The findings will be used to develop a conceptual model to further investigate the concept of customer emotional regulation in service contexts. The paper concludes with implications and future research directions.

Service failure, recovery offer, and recovery performance – a moral judgment perspective

Ke Ma*, Tianjin University
Tong Chen, Tianjin University
Xuemei Bian, University of Kent
Chundong Zheng, Tianjin University

This research examines effects of recovery offer on recovery performance as a function of consumer moral judgment of service failure. Research findings of two studies reveal that consumers' response to recovery offers anchors on the magnitude of recovery but these responses are adjusted according to consumers' moral judgment of service failure. Specifically, consumers react more positively toward expected recovery than high recovery and these effects are pronounced when the consumers are low in moral judgment of service failure. When consumers' moral judgment of service failure is relatively high, although high recovery (compared with expected recovery) lessens the likelihood of negative word of mouth but this effect does not transfer to repurchase tendency.

Service failure and social distance influencing third party consumers

Danielle Mantovani, Federal University of Paraná
José Carlos Korelo*, Federal University of Paraná
Jenny Fernanda Ibarra González, Federal University of Paraná

Transgressions by companies, characterized by service failure are a frequent theme for marketing scholars. Its impact on consumer loyalty is on the highest interest of research. Although, when assessing the influence of that events on third party consumers the literature still lacks. The goal of this study is to explore how social distance mechanism explains the reaction of third close and distant consumers when learning from one event of service failure to other consumer. We analyze anger as driver of this process. Two experiments were conducted in order to test this prediction. The results showed that socially close consumers (third close) react in a similar way compared to the victim. They experience anger and the evaluation of the relationship decreases. Contrary, socially distant consumers (third distant) react differently, they feel less anger and the evaluation of the relationship keeps more stable. Companies could benefit developing better tactics following service failure.

Ethical issues related to food consumption

Chair: **Jessica Aschemann-Witzel**, Aarhus University

An investigation of factors contributing to consumer confusion at point of sale regarding sustainable food

Anja Buerke*, HHL Leipzig Graduate School of Management

This study is the first to investigate the impact of consumer confusion on sustainable food consumption in a quantitative study. Using a representative online survey with 1171 German consumers, the study shows that a positive store atmosphere reduces both consumer confusion in general as well as eco confusion when shopping organic or fair trade products. Moreover, high perceived variety, information deficits, complexity, product similarity, novelty and conflicts at the point of sale increase eco confusion. Therefore, this study gives first insights how sustainable consumer behavior is affected by in-store factors.

Consumer's concern for food waste: Conceptualization and proposition for a measuring scale

Guillaume Le Borgne*, Supagro Montpellier
Lucie Sirieix, Montpellier Supagro
Sandrine Costa, INRA Montpellier

This article proposes a conceptualization of concern for food waste and a measuring scale validated by empirical studies. After a literature review of the concept of environmental concern, we precise the construct of concern for waste and build a reliable and valid scale to measure this construct. On the basis of two quantitative studies (224 and 1018 respondents), two dimensions are distinguished and confirmed: a concern for food waste at a rather global level, and a sensibility to food waste at an individual level. Studying the predictive power of the sub-scales shows these two levels have distinct effects on food wasting behavior.

Psychological discomfort and additional cognition in the process toward behavioural change intention: The case of meat consumption

Gilles Séré De Lanauze*, Montpellier II University
Béatrice Siadou-Martin, Université de Lorraine

Many western consumers become sensitive to the negative effects of their consumption level in many product categories. How do these new attitudes compete with the previous attitudes and behaviour in the process toward behavioural change? This study proposes a conceptual model supported by cognitive dissonance theory, which introduces psychological discomfort as an important mediator toward behavioural change. Furthermore, it posits that psychological discomfort is also partly induced by successive contacts with negative information conflicting with previous behaviour. Higher psychological discomfort results from higher credibility of this information and from higher perceived control of the consumer over his/her own behaviour. These hypotheses are tested and validated in the field of meat consumption on a sample of 501 French consumers.

Food waste and consumers food-related lifestyle – a segmentation across five countries

Jessica Aschemann-Witzel*, Aarhus University
Ilona De Hooge, Wageningen University
Valerie L. Almi, Nofima AS, Norway
Marije Oostindjer, Norwegian University of Life Sciences

Consumer-related food waste is considered an unsustainable inefficiency of food supply chains that cannot be afforded with scarce natural resources. In order to alter respective consumer behaviour through marketing or policy, more in-depth knowledge is needed about when, how and why food is wasted. We surveyed 4250 consumers in five different Northern European countries with regard to their food (waste)-related lifestyle and indicators of their food waste behaviour. Through factor and cluster analysis, we identified five different consumer segments. The segments differ in importance given to credence food attributes such as ethical criteria, social aspects of food and eating, normative beliefs, cooking interest, planning of purchase and meals, adherence to food handling norms and price orientation. With these findings we can develop marketing and policy actions targeted at each segment in order to more effectively reduce consumer-related food waste.

PLENARY: Keynote address by Peter Fader, University of Pennsylvania

Briefly introduced by Inge Jan Henjesand, President of BI Norwegian Business School

Customer valuation finally comes of age

Marketers have been throwing around terms such as CLV, LTV, and a variety of other labels for customer valuation for several decades now. But besides a few notable applications it has been mostly “cheap talk” – either an unfulfilled aspiration on the part of managers, or a “quick and dirty” analysis, lacking proper validation, that is used by a small group within the firm but fails to get traction across the organization. Fortunately, these frustrating days are ending: customer valuation is finally coming to the forefront and it is here to stay. A variety of factors are driving this change, including better customer-level data (far more timely, complete, and accurate than ever before); better computing and IT skills (enabling a broader set of managers to build and use these models), and a stronger competitive imperative (as more firms shift from product- to customer-centric thinking). In this talk we will discuss this important trend, its implications for executives, and cover a few recent examples of companies that have used customer valuation in surprising ways and with compelling results.

Biography

Peter Fader is a chaired professor at the Wharton School, University of Pennsylvania. Professor Fader's expertise centers around the analysis of behavioral data to understand and forecast customer shopping/purchasing activities. He works with firms from a wide range of industries, such as consumer packaged goods, interactive media, financial services, and pharmaceuticals. Managerial applications focus on topics such as customer relationship management, lifetime value of the customer, and sales forecasting for new products. Much of his research highlights the consistent (but often surprising) behavioral patterns that exist across these industries and other seemingly different domains.

Many of these cross-industry experiences have led to the development of the Wharton Customer Analytics Initiative, an innovative research center that serves as a “match-maker” between leading-edge academic researchers and top companies that depend on granular, customer-level data for key strategic decisions. Professor Fader believes that marketing should not be viewed as a “soft” discipline, and he frequently works with different companies and industry associations to improve managerial perspectives in this regard. His work has been published in (and he serves on the editorial boards of) a number of leading journals in marketing, statistics, and the management sciences. He has won many awards for his teaching and research accomplishments.

PLENARY: EMAC2016 Awards Ceremony

Chair: **Gerrit van Bruggen**, Erasmus University Rotterdam

EMAC president welcome speech

Gerrit van Bruggen, Erasmus University Rotterdam ,
EMAC president

EMAC Best Paper Based on a Doctoral Work Award

András Bauer, Corvinus University, EMAC VP conferences

EMAC McKinsey Dissertation Award

Marnik Dekimpe, Tilburg University, EMAC VP publica-
tions

EMAC-IJRM Best Paper Award

Roland Rust, University of Maryland, IJRM editor

The Jan Benedict Steenkamp Award

Bernd Skiera, Goethe University Frankfurt

EMAC Distinguished Marketing Scholar Award 2016

Hubert Gatignon, INSEAD

Closing words

Gerrit van Bruggen, Erasmus University Rotterdam,
EMAC president

Posters, food, and drinks

Chair: **Matilda Dorotic**, BI Norwegian Business School

Cluster 1: Advertising and marketing communication

1.1 Influence of cultures on sexist stereotypes in advertising: State of the art

Josee Laflamme*, University of Quebec - in Rimouski
Andrée-Anne Deschenes, Laval University
Catherine Beaudry, University of Quebec in Rimouski

1.2 Shocking, controversial, and offensive advertising: A systematic review

Kristina Auxtova*, University of Edinburgh
Mary Brennan, University of Edinburgh
Mary Ho, University of Edinburgh

1.3 The impact of narrative-brand congruency on perceived realism and its effect on the transportation process

Karlan Muniz*, Pontifícia Universidade Católica do Paraná
Renato Marchetti, Pontifícia Universidade Católica do Paraná

1.4 A content analysis study on visual metaphor in print advertising

Adel Sakr*, Aston University
Dina Rasolofarison, Aston University
Heiner Evanschitzky, Aston University
Katharina Kils, Aston University

1.5 Consumers' perceptions of and responses to advertising creativity

Pinar Demir*, University of Westminster

1.6 Effects of differences in mood induction timing on ad recall

Kang-Ning Hsia*, Yuan Ze University
Yu-Tse Lin, Fu-Jen Catholic University

1.7 The effects of content marketing on the attitude formation in the South African energy drink market

Benedikt Hirschfelder*, University of Cape Town
Gert Human, University of Cape Town

1.8 Branding the divine: Consumer response to transcendental references in brand communication

Valentina Nedeva*, HEC Lausanne
Sandor Czellar, University of Lausanne

1.9 When good intention rolls in wrong dimension: Factors precluding ad success

Svetlana Bialkova*, NHTV Breda University of Applied Sciences

Cluster 2: Consumer behavior

2.1 Psychological distance of utilitarian vs. luxury products and services

Simone E Griesser*, University of Warwick
 Qing Wang, University of Warwick
 Thomas T. Hills, University of Warwick

2.2 “In-fashion” or “always classy”? The effect of psychological pressure on the choice of conspicuous products

Susan Calderón Urbina*, IE University
 Antonios Stamatogiannakis, IE University
 Dilnep Gonçalves, IE University

2.3 Product aesthetics and consumers’ evaluation of the hedonic consumption experience - the case of consumers’ taste perception

Jie Zhang*, Norwegian School of Economics

2.4 Antecedents and consumer behavioral consequences of “the feeling of missing out”

Ceren Hayran*, Koç University
 Anik Lalin, University of Virginia
 Zeynep Gurhan-Canli, Koc University

2.5 Consumption for self hypervasis: Ballet as a foucauldian technology of the self

Zafeirenia Brokalaki*, King’s College London

2.6 Curbing product obsolescence issues: understanding life span information framing effects on consumers’ intertemporal choices

Pauline Munten*, Université Catholique de Louvain

2.7 Decomposing the natural edge of experiential purchases on wellbeing

Sofia Kousi*, Athens University of Economics and Business
 Flora Kokkinaki, Athens University of Economics and Business

2.8 Exploring football fans’ utilitarian shopping motivation and its effect on sponsorship engagement

Robert Thomas*, Cardiff Metropolitan University

2.9 How to make deals more attractive: Do not let your customers become depleted

Cansu Karaduman*, University of Lausanne
 Joseph Lajos, University of Lausanne

2.10 Is the weight so important?

Julio D. Vecino Gravel*, University of Seville
 María A. Ramón-Jerónimo, Universidad Pablo de Olavide

2.11 The trade of time and money: Mental accounting and consumer decision making

Carolin Scheiben*, University of Duisburg-Essen

2.12 Holding on for a hero: The effect of heroes in mitigating psychological threats

Aulona Ulqinaku*, Bocconi University
 Gülen Sarial-Abi, Bocconi University

Cluster 3: Prosocial behavior

3.1 Do we become better people after doing good things?

Ming-Yi Chen*, National Chung Hsing University

Yu-Ting Tseng, National Chung Hsing University

3.2 Does hand cleansing affect feelings of guilt for smoking behavior?

Jaewoo Park*, Chiba University of Commerce

Hiroaki Ishii, Seikei University

Taku Togawa, Chiba University of Commerce

3.3 Social influence on pro-social behaviors: Could brands' virtuous actions influence consumers' pro-social behavior?

Angela Negrão*, Federal University of Paraná

Danielle Mantovani, Federal University of Paraná

Lucas Magalhães, Federal University of Paraná

3.4 Buying less, sharing more? Comparative analysis of downshifting and collaborative consumption practices

Alexandra Klemm*, University of Potsdam

Florence Ziesemer, University of Potsdam

Mathias Peyer, University of Potsdam

Ingo Balderjahn, University of Potsdam

3.5 Social norms influencing user's energy consumption: The case of Brazilian energy tariff flag system

Jose Carlos Korelo*, Federal University of Paraná

Fabio Pimenta Padua Jr, Federal University of Paraná

Cluster 4: Building and sustaining relationships

4.1 Consumer-brand engagement: Delving into the managerial perspectives

Maria Vernuccio*, Sapienza University of Rome
Gabriele Qualizza, Sapienza University of Rome
Andrea Buratti, Università degli Studi “Carlo Bo” di Urbino
Federica Ceccotti, Sapienza University of Rome

4.2 Avenger-customers: How do negative emotions drive their revenge behavior?

Phuong Thao Bui*, Toulouse I Capitole University

4.3 Mediation in complaint handling: What motivates customers to turn to the mediator?

Anna Mardumyan*, Jean Moulin Lyon 3 University
William Sabadie, Jean Moulin Lyon 3 University

4.4 Entrepreneurial sales and building strategic relationships

Edmir Kuazaqui*, Escola Superior de Propaganda e Marketing & Universidade Paulista (UNIP)

4.5 Empirical analysis of consumer purchase behavior: Interaction between state dependence and sensitivity to marketing-mix variables

Olga Novikova*, National Research University Higher School of Economics
Dmitriy Potapov, National Research University Higher School of Economics

4.6 The drive towards karate membership: The influence of risk, personal values, benefits and enjoyment of activities across Singapore, Australia and New Zealand

Foula Kopanidis*, RMIT University

4.7 Moderated mediation approach for improving wom and customer perceived value: Is there a trade-off between flexibility and information sharing?

Selma Kadic-Maglajlic*, University of Sarajevo
Maja Arslanagic-Kalajdzic, University of Sarajevo

4.8 Can website personality foster online relationship marketing?

Jessica Sze Yin Ho*, Sunway University
Kok-Wai Chew, Multimedia University
Nasreen Khan, Multimedia University

Cluster 5: Managing customer engagement

5.1 Interactive content features on Facebook: Does user engagement need a little nudge?

Gillian Moran*, University College Dublin
Laurent Muzellec, Trinity College Dublin

5.2 Linking online self-service technology interactivity and customer brand engagement: The role of gamification

Daoyan Jin*, University College of Southeast Norway

5.3 An exploration of factors influencing digital natives' brand engagement on Facebook

Agata Krowinska*, Edinburgh Napier University

5.4 Effects of branded celebrity posts on customer engagement in social media

Andrea Schlueschen*, HSBA Hamburg School of Business Administration
Goetz Greve, Hamburg School of Business Administration
Claudia Fantapíe Altobelli, Helmut-Schmidt-University

5.5 Designing and delivering consistent customer experiences: Integrating brand and stakeholder management

Amelie El Ghoul*, Université Paris-Dauphine & PSL Research University

5.6 Motivation for recurring customers in sport events: Evidence from an ultramarathon running event

Konstantinos Koronios*, University of Peloponnese
Marina Psiloutsikou, Athens University of Economics and Business
Athanasios Kriemadis, University of Peloponnese

Cluster 6: Marketing strategy

6.1 Outcome-based contracts in small and medium sized enterprises - a contradiction!?

Christoph Dotterweich*, Technical University of Dortmund

Sabrina Heix, Technical University of Dortmund

Stefan Ruffer, Technical University of Dortmund

6.2 Can you operationalize marketing and sales related constructs with compustat's SGA (selling, general, and administrative expenses)?

Annette Ptok*, University of Cologne

6.3 From matching to creating market change: A dynamic marketing capabilities view

Reza Kachouie*, Monash University

Felix Mavondo, Monash University

Sean Sands, Monash University

6.4 The concurrent effect of managerial cognitions and emotions in strategic expansion decision making

Evangelia Chatzopoulou*, University of Piraeus

Markos Tsogas, University of Piraeus

Marina Kyriakou, University of Piraeus

6.5 The effect of fit among manufacturing strategy, strategic orientation, and marketing strategy on business performance

Hui-Ling Huang*, Chang Jung Christian University

Yue-Yang Chen, I-Shou University

I-Chen Tsai, I-Shou University

6.7 Branding and distribution strategies within industry convergence: An exploratory research of the nutraceutical market

Diletta Acuti*, University of Pisa

Gaetano Aiello, Università degli studi di Firenze

Raffaele Donvito, Università degli studi di Firenze

Cluster 7: Brand management

7.1 Why consumers buy luxury brand?

Paula Rodrigues*, Lusíada University

Paula Costa, Lusíada University

7.2 Familiness and luxury brand equity – a tale of twin sisters?

Estelle Dinh*, International University of Monaco

Hans Mühlbacher, International University of Monaco

7.3 Neural aspects of brand love

Ricardo Cayolla*, University of Aveiro

Marc Fetscherin, Rollins College

Catarina Duarte, IBI

Miguel Castelo Branco, University of Coimbra

7.4 The role of values in the consumer brand selection process

Ronald Voorn*, University of Applied Sciences Utrecht & University of Twente

7.5 Brand integration in horizontal merger and acquisition: Analysis of cases in Chinese household electrical appliances industry

Wenjing Liu*, University of Macau

Joseph Sy-Changco, University of Macau

7.6 Elicitation of semantic and perceptual brand meanings

Euejung Hwang*, Auckland University of Technology

Martin Waiguny, IMC University Krems

Andrew Parsons, Auckland University of Technology

7.7 Operationalizing corporate brand heritage

Ulla Hakala*, University of Turku

Barbara Mueller, San Diego State University

7.8 Understanding brand love: Antecedents and consequences

Nilay Bicakcioglu*, Dokuz Eylül University

İlayda İpek, Dokuz Eylül University

Ayşe Gül Bayraktaroğlu, Dokuz Eylül University

7.9 Internal employer brand: Some possible consequences for the organization

Audrey Charbonnier-Voirin*, INSEEC Business School

Alexandra Vignolles, INSEEC Business School

Cluster 8: Product management

8.1 Attitudes towards product category effect on consumers' reactions to business crises

Asta Kazlauskienė*, ISM University of Management and Economics

8.2 Creating a superior product at any stage of the industry life cycle (ILC): The role of functional and dynamic capabilities

Mariyani Ahmad Husairi*, Grenoble Ecole de Management

Robert Morgan, Cardiff University

Luigi De Luca, Cardiff University

8.3 Product's characteristics as drivers of trickle-down and reverse innovation: Evidence from the food industry

Verdiana Giannetti*, Bocconi University

Gaia Rubera, Bocconi University

Paola Cillo, Bocconi University

8.4 Show me the product or the model: The effect of the type of online product display on consumer responses

Fu-Rong Zhan*, National Chung Hsing University

Ming-Yi Chen, National Chung Hsing University

8.5 The monetary effect of self-production: A randomized trial about the impact of self-producing a food product on willingness to pay

Eisa Sahabeh Tabrizi*, University College of Southeast Norway

Cluster 9: Innovation

9.1 Design innovativeness: Concept and effect on performance

Svetlana Khimina*, Bocconi University

9.2 Does marketing innovation influence product and process innovation?

Marina Dabic*, University of Zagreb

Andrea Razum, University of Zagreb

Ruzica Brecic, University of Zagreb

9.3 Organizing ideation in global firms: How to avoid the complexity trap

Evy Sakellariou*, American College of Greece

Kalipso Karantinou, Athens University of Economics and Business

9.4 The effects of buyer- supplier's collaboration on knowledge and product innovation

In Ngan Chang*, City University of Hong Kong

Jianfeng Jeff Wang, City University of Hong Kong

9.5 University innovations for sale – analyzing the technology transfer activities of European and Japanese universities from the perspective of science to business marketing

Szabolcs Pronay*, University of Szeged

Norbert Buzás, University of Szeged,

Tamara Keszey, University of Budapest

Takayuki Sakai, Tokushima University

Kensuke Inai, University of Tokushima

9.6 Alignment and adaptability in manufacturing firms: absorptive capacity and ambidexterity of market and innovation orientations impacts on business performance

José Pinheiro*, University of Coimbra

Miguel Preto, University of Coimbra

Luís Lages, NOVA School of Business & Economics

Graça Silva, Lisbon School of Economics and Management

9.7 External resource and radical innovation: The moderating role of marketing intelligence

Ruohao Sun*, University College of Southeast Norway

9.8 Innovation, risk, and firm value

Iryna Shekhovtsova*, University College of Southeast Norway

Cluster 10: Adoption of new products and services

10.1 Understanding the influence of anticipated emotions on personal devices adoption and usage

Debora Bettiga*, Politecnico di Milano
Lucio Lamberti, Politecnico di Milano

10.2 Brand extensions: The effect of adoption of additional products on the change in brand expectations

Adeel Tariq*, University College of Southeast Norway

10.3 The effect of perceived learning opportunity on consumers' evaluations of really new products

Ajmal Hafeez*, University College of Southeast Norway

10.4 The effects of sales-marketing encroachment on new product development

Tamara Keszey*, Corvinus University
Wim Biemans, University of Groningen

10.5 New product diffusion in multiple channels

Roman Daukuls*, VU University Amsterdam

10.6 Product adoption within the existing customer base: The importance of private and social signals

Jeroen Van Den Ochtend*, University of Zurich
Markus Meierer, University of Zurich
René Algesheimer, University of Zurich

Cluster 11: Managing online and offline channels

11.1 A multichannel, cross-selling and discount framework to improve customer lifetime value

Wenyu Jiao*, ESSEC Business School
Nicolas Gladly, ESSEC Business School

11.2 The interaction between offline and online behaviors of multichannel retail customers

Marta Frasquet*, University of Valencia
Eugenia Ruiz, University of Valencia
Alejandro Mollá, University of Valencia

11.3 Marketing strategy and financial performance in retail e-commerce

Viviane Moura Rocha Ferreira*, FGV - EAESP
Thelma Rocha, ESPM
Felipe Zambaldi, FGV - EAESP
Vivian Strehlau, ESPM

11.4 Misbelief about synergies: How strategy flaws alter revenue streams in online and offline channels

Patrick Bormann*, University of Hagen
Benedikt Lindenbeck, University of Hagen
Rainer Olbrich, University of Hagen

11.5 Elicit Chinese consumers' willingness to pay in e-commerce

Shan Chen*, Politecnico di Milano
Guang Song, Beijing Jiaotong University
Fengyangzi Zhang, Beijing Jiaotong University

11.6 How to become a better salesperson? A career research perspective

Andras Bauer*, Corvinus University
Ariel Mitev, Corvinus University

11.7 Marketing information system applied to retail (MISR): A theoretical proposal

Katherine Sresnewsy*, University of São Paulo
Guilherme de Farias Shiraishi, University of São Paulo
Andres Rodriguez Veloso, University of São Paulo

Cluster 12: Online marketing

12.1 Pre-decision evaluation as a factor of anticipated cognitive dissonance in online environment

Chin Chuan Gan*, Sunway University
Hishamuddin Ismail, Multimedia University
Tan Khong Sin, Multimedia University

12.2 Presence of Algerian brands on the internet: Impact on consumer based brand equity

Louiza Aouzelleg*, Bejaia University

12.3 Digital brand content: From practice to concept

Sandra Arrivé*, Paris Dauphine University

12.4 How do companies make their wechat brand posts popular? Empirical evidence from well-known Chinese brands

Sha Zhang*, University of the Chinese Academy of Sciences
Chenming Peng, University of the Chinese Academy of Sciences
Hong Zhao, University of the Chinese Academy of Sciences

12.5 Customer engagement in digital channels as a key factor of modern loyalty: The airline practice

Karine Gambarjan*, SAS Scandinavian Airlines

12.6 How political candidates' social media presence and their use of it relate to their election outcomes

Hsin-Chen Lin*, University of New Brunswick

12.7 Measuring the impact of youtube channels of philharmonic orchestras using h-index

Marie Vítová Dušková*, University of Economics Prague
Martin Vítá, Masaryk University

Cluster 13: Mobile marketing

13.1 The impact of mobile word of mouth (mWOM) on consumer decision-making

Zhiteng Feng*, University of East Anglia

13.2 Consumer-led behavioral intention and psychological risk aversion toward location-based social media mobile apps

Eunyoung (christine) Sung*, Montana State University

Nate Roberson, Montana State University

Derek Weitzel, Montana State University

13.3 Effect of mood management on mobile news content preferences

Tuck Siong Chung*, Nanyang Technological University

13.4 Conceptualizing users' intentions to share consumption experiences online via mobile devices

Kyung-Joon Kwon*, University of Westminster

Donna Mai, University of Westminster

Norman Peng, University of Salford

Annie Chen, University of Sheffield

13.5 The effect of mobile phone reminders on medical appointment attendance

Emilie Esterzon*, ULB Université Libre de Bruxelles

13.6 The role of habit and social presence in Web and mobile platforms

Eirini Bazaki*, University of Southampton

Krasonikolakis Ioannis, University of Southampton

Cluster 14: Social responsibility and ethics

14.1 Consumers' reactions to new corporate community initiatives. The role of the type of community and country of origin

Annamaria Tuan*, University of Pisa

Matteo Corciolani, University of Pisa

Daniele Dalli, University of Pisa

14.2 Less is more, more or less - how to deal with mental rebound effects in consumers' mobility behavior

Jan Schikofsky*, University of Göttingen

14.3 Is it good for small firms to engage in cause-related marketing campaigns?

Lola C. Duque*, Carlos III University of Madrid

Laura Rodriguez Soli, Carlos III University of Madrid

Cluster 15: Public sector and nonprofit marketing

15.1 Will the nonprofit get hurt by the sponsorship?

Chen Chen*, University College of Southeast Norway

15.2 Museum shops' role in creating and delivering value: Museum professionals' perspectives

Tanja Komarac*, University of Zagreb

Durdana Ozretic-Dosen, University of Zagreb

Vatroslav Skare, University of Zagreb

15.3 Pricing in nonprofit organizations: A flagship species case

Guilherme Shiraishi*, University of Sao Paulo

Marcelo Campomar, FEA - University of Sao Paulo

Roberto Flores Falcão, FEA - University of Sao Paulo

Adriana Madeira, Universidade Presbiteriana Mackenzie

15.4 Why one does not fit all: Towards an integrative framework of nutrition label formats effectiveness

Seyedeh Setareh Sanjari*, University of Göttingen

Yasemin Boztug, University of Göttingen

Steffen Jahn, University of Göttingen

15.5 Successful partnership processes between businesses and NPOs: The role of partner characteristics and relationship capital

M. Jesus Barroso-Mendez*, University of Extremadura

Clementina Galera Casquet, University of Extremadura

Víctor Valero Amaro, University of Extremadura

María de las Mercedes Galán Ladero, University of Extremadura

Cluster 16: Organic and sustainable consumption

16.1 Cognitive and social factors of intertemporal choice in the context of sustainable consumption

Kristina Ozimec*, University of Ljubljana & Freie Universität Berlin & University of Zagreb

16.2 Consumer suspicion as a communicational opportunity in ethical consumption

Artemis Panigyraki*, Imperial College London

16.3 Labels are not always beneficial: The case of organic wine

Thomas Brunner*, Bern University of Applied Sciences

16.4 Organic food consumption in Poland: Motives and barriers

Pawel Bryła*, University of Lodz

16.5 Organic or wild? European consumers' perceptions of organic fish reveal challenges for communication and marketing

Pirjo Honkanen*, Nofima As
Themis Altintzoglou, Nofima As

16.6 Performance of the 5 most importance nutritional labels: Testing for their perceived completeness, complexity, simplicity, accuracy and coerciveness across 4 countries

George Chrysoschoidis*, University of Kent

16.7 Leveraging green packaging for price premium

Gaganpreet Singh*, National Institute of Industrial Engineering
Neeraj Pandey, National Institute of Industrial Engineering

16.8 Barking up the wrong tree: Sustainability, consumption, and the circuits of power

Carmen Valor*, Universidad Pontificia Comillas

16.9 Building organic as a brand: Experiences of the 'unconverted'

Eiren Tuusjärvi*, Aalto University

16.10 Deciphering sustainable consumption: Understanding, motives and heuristic cues in the context of personal care products

Andrea K. Moser*, Leuphana University Lüneburg & Pforzheim University
Gabriele Naderer, Pforzheim University

Cluster 17: International marketing

17.1 Analysing the international activity of fashion retail firms through a combined embeddedness-dynamic capabilities approach

Teresa Fayos Gardó*, University of Valencia
Marta Frasquet, University of Valencia
Haydeé Calderón, University of Valencia

17.2 The impact of innovation on firms' internationalization and performance

Joan Freixanet*, St. Petersburg University
Aida Galera, Pompeu Fabra University

17.3 The interaction effects of brand globalness and national culture on country brand popularity

Moon-Yong Kim*, Hankuk University of Foreign Studies
Sangkil Moon, University of North Carolina at Charlotte

17.4 Targeting alternatives in international market expansion strategies

Markos Tsogas*, University of Piraeus
Marina Kyriakou, University of Piraeus
Evangelia Chatzopoulou, University of Piraeus
Paulina Papastathopoulou, Athens University of Economics and Business

17.5 A good neighbor or a distant friend? The role of distance and supplier's reputation in international purchasing

Silviu Horia Tiorean*, Erasmus University Rotterdam

17.6 Your final is interfering with my travel plans: Creating student entitlement clusters

Phil Trocchia*, University of South Florida St. Petersburg
Michael G. Luckett, University of South Florida
Mark Noel, University of South Florida
Dan Marlin, University of South Florida

17.7 International marketing strategies of an agribusiness born global company

Pedro Burnier*, Escola Superior de Propaganda e Marketing
Thelma Valeria Rocha, ESPM
Eduardo Spers, ESPM

17.8 Revisiting international marketing performance: Towards a framework

Roberto Falcao*, University of Sao Paulo
Thelma Valéria Rocha, Escola Superior de Propaganda e Marketing
Marcos Cortez Campomar, FEA - University of Sao Paulo

Cluster 18: Marketing in new and emerging markets

18.1 Diversification, industry type and performance of developing country mncs

Lin Yuan*, University of Macau

Nitin Pangarkar, National University of Singapore

18.3 Standardization or adaptation: A case study on Cirque du Soleil's Zaia show in Macau

Joseph Sy-Changco*, University of Macau

Yizhou Yuan, University of Macau

18.4 A framework for analysis of strategy development in the franchising sector in emerging markets

Vanessa Pilla Bretas*, Escola Superior de Propaganda e Marketing

Theлма Valéria Rocha , Escola Superior de Propaganda e Marketing

Frederico Araújo Turolla , Escola Superior de Propaganda e Marketing

Jefferson Ricardo Galetti , UFRJ

Cluster 19: Services marketing

19.1 Intangible possessions? Loss aversion and ownership as explanatory approaches to the endowment effect in service contexts

Martin Paul Fritze*, University of Rostock
Andreas Eisingerich, Imperial College London
Martin Benkenstein Martin Benkenstein, University of Rostock

19.2 Designing emotional customer experience for value co-creation: From a service-dominant logic perspective

Szu-Hsin Wu*, Dublin City University
Yuhui Gao, Dublin City University

19.3 The impact of customer value co-creation activities on wellbeing in services

Qian Wang*, University of Edinburgh
Dahlia El-Manstrly, University of Edinburgh
Jonathan Ansell, University of Edinburgh

19.4 The mediation effect of intercustomer social support on customer subjective well-being: A virtual servicescape study

Cindy Yunhsin Chou*, Yuan Ze University
Shih Chang Huang, Yuan Ze University

19.5 Truths, myths, and lies about internal marketing: Mapping the literature and ways forward

Silvia Sievers*, Universidad Pontificia Comillas
Carmen Valor, Universidad Pontificia Comillas
Lars Groeger, Macquarie University

19.6 Does one strategy fit all? An exploratory investigation of customer acquisition in the context of complex services

Stefan Ruffer*, Technical University of Dortmund
Christoph Dotterweich, Technical University of Dortmund
Sabrina Heix, Technical University of Dortmund

19.7 The drivers of perceived justice in a service termination context

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

19.8 The impact of the type of bank on customers' reactions to their bank: The mediating role of trust

Stephanie Berthaud*, Coactis, University of Lyon
Nathalie Fleck, University of Maine
Isabelle Prim-Allaz, Lumiere University Lyon 2

Cluster 20: Tourism marketing

20.1 Managing of business networks through exchanging customer knowledge: A case study on tourism networks

Kirsi Meriläinen*, Häme University of Applied Sciences

20.2 Impact of wwoofing as an alternative tourism on sustainability

Handan Vicdan*, EMLYON Business School
Soonkwan Hong, Michigan Technological University

20.3 Soap-opera induced tourism to turkey: Contesting the Ottoman post-colonial relationships and nation-brands

Cagri Yalkin*, Brunel University
Georgios Halkias, University of Vienna

20.4 The analysis of the persuasiveness of airline websites: A latent class segmentation

Estrella Diaz*, University of Castilla-La Mancha
David Martin-Consuegra, University of Castilla-La Mancha
Águeda Esteban, University of Castilla-La Mancha

20.5 The role of message strategies in promoting eco-friendly accommodations

Johanna Zanon*, University of Innsbruck
Karin Teichmann, University of Innsbruck

20.6 Tourism destination image management: The case of England as honeymoon destination

Saloomah Tabari*, Cardiff Metropolitan University
Lily Sasiprapha, Cardiff Metropolitan University

Cluster 21: Social media and consumer interactions

21.1 Dress code, virtual: The impact of social media usage patterns in apparel consumption

Lena Cavusoglu*, Izmir University of Economics

Ece Cam, Izmir University of Economics

Melike Demirbag-Kaplan, Izmir University of Economics

21.2 Analysis through eye tracking approach of the way consumers read mixed review pages

Essia Ben-Moussa*, University of Angers

Patrick Legohérel, University of Angers

Christine Ménard, University of Angers

Danielle Erickson, University of Angers

21.3 Employees' voice on professional social networks: A major influence on e-reputation

Celine Fueyo*, University Toulouse 1 Capitole

Jean-Marc Decaudin, UT1, IAE

21.4 Exploring the potential use of internal social networks in higher education

Ana Isabel Amorim*, Universidade Católica do Porto

Joana César Machado, Catholic University of Portugal

21.5 Social media analytics empowering marketing insight: A framework for analyzing affective experiences from social media content

Jari Jussila*, Tampere University of Technology

Mika Boedeker, Tampere University of Applied Sciences

Harri Jalonen, Turku University of Applied Sciences

Nina Helander, Tampere University of Technology

21.6 The efficacy of the internet and social media as medical marketing tools

Efthymios Constantinides*, University of Twente

Kalipso Karantinou, Athens University of Economics and Business

Maria Alexiou, Athens University of Economics and Business

Athanasia Vlachaki, Athens University of Economics and Business

Cluster 22: User-generated content and co-creation

22.1 Consumer engagement with user-generated content

Elena Shevchenko*, Heriot-Watt University

22.2 Negatively experienced co-creation processes via online self-service technologies: Exploring the drivers and consequences

Madleen Moritz*, University of Technology Braunschweig

22.3 Co-created obsession: A new perspective on consumer engagement

Gauri Laud, RMIT University
Linda Robinson*, RMIT University
Emily Chung, RMIT University
Lisa Farrell, RMIT University
Sandy Fitzgerald, RMIT University
Luke Kachersky, Fordham University
Kaleel Rahman, RMIT University
Mike Reid, RMIT University
Natalya Saldanha, RMIT University

22.4 Developing absorptive capacity to leverage user-generated content

Kirsten Mrkwicka*, University of St. Gallen
Marcus Schögel, University of St. Gallen

22.5 The product, the pitch, or the promotor? A conceptual model for investigating consumer response to crowdfunding campaigns

Erlinde Cornelis*, San Diego State University
Mujtaba Ahsan, San Diego State University
Andrew Baker, San Diego State University

22.6 Using online user communities for interactive value creation in innovation

Lina Jacobsen*, Aarhus University
Ana Alina Tudoran, Aarhus University
Liisa Lähteenmäki, Aarhus University



FRIDAY

Friday 27 May, 2016

Invited speaker session: Aradhna Krishna and Charles Spence New methods of data collection for the 21st century

Briefly introduced by **Klemens Knoeferle**, BI Norwegian Business School

Choosing the right method

Aradhna Krishna*, University of Michigan

Many new and technically sophisticated methods are being used by the field of consumer behavior and sensory marketing. I will focus this talk on choosing the right, rather than the most sophisticated method. I will present two examples—focused on process and triangulation.

Massive online testing and multisensory experiential events: New methods for data collection

Charles Spence*, University of Oxford

In this talk, I want to take the view from the psychologist's laboratory on the recent rise of massive online studies (large-scale citizen science) for consumer behaviour and sensory marketing. I will look at how well they stand up relative to more traditional laboratory studies, what are the pitfalls, and how can one work around them. I also want to highlight the emergence of large-scale experiential multisensory events as an excellent alternative source of data collection for those situations involving taste, smell, and touch, the so-called "lower" senses.

Sponsorship-linked marketing in the digital age

Chairs: **Darin White**, Samford University
Christof Backhaus, Newcastle University

The importance of understanding the sponsorship-linked marketing platform as a means of accomplishing organizational objectives cannot be overstated. IEG projects \$57.5 billion in global sports sponsorship spending in 2015, up \$8.9 billion over the past five years, and more than double what it was a decade ago. Global marketers have increased overall sponsorship spending to 23% of their budgets (compared to 16% a decade ago). This special session examines various issues surrounding the activation of sponsorship relationships in the digital age.

#SponsorsOnTwitter: Developing a typology of sponsor-generated Twitter content

Leah Gillooly*, University of Manchester
Christos Anagnostopoulos, Molde University College & University of Central Lancashire
Simon Chadwick, University of Salford

The authors seek to examine sponsorship-linked Twitter content produced by sports events sponsors and assess how these categories relate to user motivations for consuming brand-related social media content. Their findings suggest that sponsors are creating content on Twitter that coheres, to a large extent, with individuals' motivations for consuming social media.

The fine line of sponsorship activation: An experimental investigation of influencing factors of successful sponsorship activations

Jan Dreisbach*, Universität Braunschweig
David M. Woisetschläger, Braunschweig University of Technology

The aim of this study is to identify potentially relevant design-factors of sponsorship activation tactics and to examine their effects on consumers. In particular, the study targets at uncovering activation characteristics that are able to weaken or at best avoid the commercial perception of sponsorship activations and thus help to enhance sponsorship effectiveness.

Using social media fan base brand affinity to measure sponsorship effectiveness

Daniel White*, University of Alabama
Darin White, Samford University

Sponsorship measurement has historically centered on cognitive and behavioral categories (Cornwell, Weeks, Roy 2005). This paper proposes a new approach to measuring sponsorship effectiveness based on actual fan behaviors (as opposed to behavioral intentions) by examining the earned media a sponsor achieves with the team's fan base in the social media environment.

Marketing in a data-rich environment

Chair: **Peter Ebbes**, HEC Paris

This special session focusses on new opportunities for marketing in the context of new data sources. For instance, on the one hand technological advances have made it feasible for companies not only to track multiple customer behaviors, but also to better predict customers' response to marketing actions. On the other hand, new data sources also allow for a better understanding of the role that marketing plays in a firm. The four studies in this special session each consider novel rich data sources that present opportunities for marketing, in particular leveraging the connections between customers amongst each other, the connections between customers and firms, and the connections between firms. The four studies contribute individually to the literature on customer relationship management and (strategic) marketing, in the context of new data sources, and together provide novel insights and opportunities for marketing practice and strategy.

Some Customers Would Rather Leave Without Saying Goodbye

Eva Ascarza, Columbia University
Oded Netzer, Columbia University
Bruce Hardie*, London Business School

This study uses information on how customers can interact with firms to improve CRM. The authors identify two types of churn, one in which the customer decides whether to inform the company that she wishes to terminate her relationship with the firm and one where the customer just silently disappear without saying goodbye. Separating out the two types of churn allows for a better retention strategy which is more effective than a common retention strategy across customers.

Beyond the target customer: Social effects of CRM campaigns

Eva Ascarza, Columbia University
Peter Ebbes*, HEC Paris
Oded Netzer, Columbia University
Matt Danielson, Globys

The present study investigates the social effects of CRM campaigns among connected customers. Using data from a field experiment, the authors show that a CRM campaign that is aimed at changing the behavior of specific customers propagates through the social network, thereby also affecting the behavior of non-targeted customers. These findings suggest that in targeting CRM marketing campaigns, firms should consider not only the profitability of the targeted customer, but also the potential spillover of the campaign to non-targeted but connected customers.

The role of mere closeness — How geographic proximity affects social influence

Jacob Goldenberg*, IDC
Jannik Meyners, Kühne Logistics University
Christian Barrot, Kühne Logistics University
Jan U. Becker, Kühne Logistics University

What is the role of geographic proximity on the likelihood of communication and interactions between customers? In this study, the authors show that geographic proximity strongly moderates the role of social influence. Hence, companies should use distance as input for managing their relations with customers, particularly concerning aspects of customer recommendations and reviews.

Influence of peer firms and board interlocked firms on the importance of marketing in the corporation

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

How important is marketing in an organization? This presentation addresses this question and studies how the importance of marketing in self-defined peer firms and firms with board interlocks influences importance of marketing in the focal firm. This study considers herding effects for CMO presence and compensation, where herding effect emanates from (1) industry groups, (2) peer firms, and (3) interlocked boards.

Anthropomorphism, multitasking and consumer irritation

Chair: **Liselot Hudders**, Ghent University

Brand anthropomorphism: An examination of the process of anthropomorphism and the anthropomorphism effects on advertising and brand outcomes

Kuan-Ju Chen*, National Central University
Jooyoung Kim, University of Georgia

This research examines the process of anthropomorphism and the anthropomorphism effects on consumer responses. An online survey was implemented via Amazon Mechanical Turk. The results validate a conceptual model and show that consumers elicit knowledge related to human agents, which results in anthropomorphism, to process brand personification in advertising. Conceived as an in-process output, anthropomorphism not only leads to positive advertising outcomes but also positive brand outcomes. Findings of this research refine the theoretical constructs regarding anthropomorphism in marketing literature and advance the understanding of the anthropomorphism effects on consumer behavior in consumer psychology. Managerially, the research offers suggestions for marketers' branding strategies to target consumers via brand personification in advertising.

Stop this music! What are the antecedents and impacts of irritation towards advertising music, and how to prevent it

Alice Zoghaib*, Institut Supérieur de Gestion

In a context of advertising clutter, consumers are becoming irritated by advertising. Besides, most television advertisements contain music. It seems important to understand the antecedents and the effects of irritation toward advertising music in order to improve advertising impact. This research explores the audio dimension of ad irritation for the first time thanks to a mixed methodology (qualitative and quantitative – with national representative panels), leading to an exhaustive musicological description of the antecedents of ad music irritation, and to several interesting results: jingles are the most irritating. The effect of ad music repetition on brand attitude follows a wear-in / wear-out pattern, which is attenuated or amplified by the level of ad music stimulation: low (high) ad music stimulation compensates the effect of high (low) ad music repetition. Concrete recommendations are provided to practitioners in order to improve music choice.

The freedom to lose control: Self-regulation difference in heavy vs. light media multitaskers

Liselot Hudders*, Ghent University
Snezhanka Kazakova, Ghent University
Verolien Cauberghe, Ghent University
Patrick De Pelsmacker, University of Antwerp

Heavy media multitaskers (HMMs) perform worse on tasks that require self-regulation compared to light media multitaskers (LMMs). This paper investigates whether these individual differences stem from differences in the ability or motivation to self-regulate by manipulating participants' autonomy of attention allocation. In Study I (n=88) media multitasking behavior negatively predicted Stroop task performance, confirming the link between media multitasking frequency and behavioral response inhibition. In Study II (n=85), HMMs were more inhibited than LMMs after multitasking freely but not after their attention was guided externally by the experimenter. These findings suggest that motivation rather than ability to self-regulate drives the observed performance differences.

The impact of media multitasking on the cognitive and attitudinal responses to television commercials: The moderating role of type of advertising appeal

Christophe Labyt, Ghent University
Snezhanka Kazakova, Ghent University
Verolien Cauberghe, Ghent University
Liselot Hudders*, Ghent University

We explored the effect of media multitasking on viewers' cognitive and attitudinal responses to television commercials and the moderating role of advertising. A first study shows that, in line with previous findings, media multitasking negatively affects cognitive processing. But, has an overall positive effect on attitudinal responses to television commercials. In study two the results suggests that this effect on attitudinal responses is only present for commercials that focus on the desirability (compared to the feasibility) of the product. The results indicate that, in media multitasking contexts, television commercials that rely primarily on appeals stressing the desirability of the product have both a cognitive and an affective advantage compared to those that rely primarily on the feasibility of the appeal.

The social aspects of consumption: Networks, communities and the public context

Chair: **Wolfgang Kotowski**, University of Zurich

The social side of sharing: Shared moments within peer-to-peer hospitality platforms

Katharina Hellwig*, Lausanne University & HEC Lausanne

Russell W. Belk, Schulich School of Business

Felicitas Morhart, HEC Lausanne

While most research on consumption practices in the so-called Sharing Economy looks at how existing resources are redistributed among individuals, the present project examines how shared experiences are created by moments of social togetherness and shaped through the prevailing context. By means of a multi-sited collection of qualitative data, we compare the sociality of shared moments in peer-to-peer hospitality platforms in a market (AirBnB) versus a non-market (CouchSurfing) setting. Our findings suggest that sociability comes closest to the ideal of prototypical sharing whenever it is perceived as autotelic.

The social network antecedents of responding to strangers

Jayson Jia*, University of Hong Kong

Xianchi Dai, Chinese University of Hong Kong

Jianmin Jia, Chinese University of Hong Kong

Combining field experiments with individual-level mobile phone data (N=10,000, ~330,000 alters), we investigate the behavioral and social network drivers of response behavior to strangers. 3 field studies explore the relationship between individuals' social network characteristics and their actual response behavior in pro-social contexts. Individual's social network characteristics reflecting social activity (communications frequency, network size) and social status (e.g., network asymmetry, iPhone owner) predicted pro-social response across numerous contexts. To test causality, a telephone-based field experiment manipulated high- versus low- status accents of solicitors; lower status individuals helped the needy more; higher status individuals helped other high status people more (homophily). We also extend our paradigm of combining field manipulations, social network data, and verifiable behavior to general marketing response and information disclosure behaviors (e.g., phishing).

Creative power of fashion that's unique for yourself yet identifiable for others

San Young Hwang*, Korea University

Nara Youn, Hong-Ik University

Min Jung Koo, Sungkyunkwan University

How does fashion influence the ability of wearers?

Through two studies, we demonstrate that wearing unique clothing can enhance an individual's creativity and this relationship is moderated by extraversion. We also reveal the mediating effect of "feeling right," which explains the moderating role of extraversion in the effect of uniqueness of fashion on wearers' creativity. Study 1 showed that the moderating effect of extraversion was significant only in the context of wearing unique clothing in public. In a private context, uniqueness of fashion had no influence on extraverted wearers' creativity. In addition, Study 1 documented the mediation effect of "feeling right" and showed that introverts did not feel right wearing unique clothing in public, and that not feeling right decreased their creativity. Study 2 showed that introverts' creativity increased when the uniqueness of their fashion was hidden (i.e., subtle) so that it was primarily noticeable to them and not to others.

Dissolving consumer communities

Wolfgang Kotowski*, University of Zurich

Manuela Schäfer, University of Zurich

Commercialization and heterogeneity are common threats to the continuity of consumer communities. Although consumer research has examined how consumers cope with these threats, studies have not sufficiently investigated intergenerational ambivalences and their consequences. These consequences develop to conflicts that can threaten the existence of a community. The relevance of these ambivalences rises, as consumer communities become multigenerational communities. Following consumer culture theory (CCT), we analyze individual processes of members that refer to intergenerational ambivalence and impel the process of dissolution of their consumer community. We describe how these processes jointly reinforce rather than preventing the processes of dissolution of the consumer community. While conducting this mixed-methods analysis, we introduce a framework of sharing as a practice to illustrate intergenerational ambivalences of consumption practices that lead to conflicts in the in-group.

Brands as culprits: (un)fairness, betrayal, and transgressions

Chair: **Eda Sayin**, IE University

What happens when the company is the unfairly treated party in online review?

Cristiane Pizzutti*, Federal University of Rio Grande Do Sul

Maria Alice Pasdiora, Universidade Federal do Rio Grande do Sul

Natália Englert, Universidade Federal do Rio Grande do Sul

Our work provides initial evidence on how consumers react to injustices towards a company (not themselves or other consumers) in online reviews. Results from two experimental studies show that participants who perceive injustice in an online review have less positive opinions towards the reviewer, are less prone to read comments from the unfair reviewer in the future, are less likely to consider the review as helpful and with quality, are more likely to purchase from the company, and present more favorable attitudes towards it. Importantly, we show that empathy is the underlying mechanism through which the perceived unfairness affects attitudes towards company and purchase intentions. Our findings contribute to literature on justice perception, on online reviews impact, and on the role of empathy in consumer-company relationship. In addition, our results provide insights for marketing practice about potential benefits for companies of unfair negative reviews made by consumers.

Customer outrage following service failure: a qualitative research

Ruby Zhang*, Newcastle University

Markus Blut, Newcastle University

Klaus Schoefer, Newcastle University

Chutinida Phalusuk, Newcastle University

Enraged customers have been reported globally in service settings. Customers experiencing intense negative emotions tend to engage in aggressive behaviours. This phenomenon has been examined as customer rage in literatures. However, most studies conceptualized customer rage as a unidimensional construct while the literatures indicated several dimensions might exist. Addressing this issue, the present research develops a conceptual framework differentiating two types of rage emotions from associated rage behaviours and generates new insights into potential intervention strategies. This research uses qualitative interviews for data collection and thematic approach for data analysis. Results reveal two types of rage emotions, i.e. impulsive and forethought rage, and four forms of rage behaviours. Additionally, intervention strategies are found to have different effectiveness depending on the intervening time when the company steps in and the targets which the intervention works on.

Positively useless: Irrelevant negative information enhances positive impressions

Meyrav Shoham*, Technion - Israel Institute of Technology

Sarit Moldovan, Open University of Israel

Yael Steinhart, Tel-Aviv University

This research examines the desirability and impact of irrelevant information in the context of online word of mouth (WOM) communications, focusing on unhelpful user reviews. Consumers and marketers do not usually value reviews that communicate irrelevant information, viewing them as unhelpful at best and sometimes even harmful. We suggest that contrary to these perceptions, irrelevant reviews can have a positive effect – if they are presented as being negative. When an irrelevant negative review appears alongside positive reviews, consumers feel that the information they have about the product is more complete, while also concluding that the product truly is a good one, thus boosting positive evaluations. A series of studies demonstrates this effect in a variety of purchase and decision contexts and provides support for the underlying mechanism of the effect.

Betraying the symbolic brand meaning: Adapting brand evaluations following incongruent brand extensions

Eda Sayin*, IE University

Nilufer Aydinoglu, Koç University

Zeynep Gurhan-Canli, Koç University

Vicarious dissonance theory implies that highly connected consumers will reconcile with discrepant brand behaviors to maintain their brand relationships without discomfort. However, we argue that if consumers perceive a potential threat to self in this discrepant behavior, they may be more inclined to negatively adapt their attitudes toward the brand instead of positively revising their attitudes to the behavior. We focus within the domain of incongruent extensions as the discrepant brand behavior, and explore when consumers show restorative versus disengaging intentions toward the relationship as a response. We argue that the noted threat to self-concept occurs: (i) for consumers with higher self-brand connection since the relationship reflects more on the self-concept; and (ii) when the incongruent brand extension is discrepant with the accepted symbolic meaning of the brand. We propose an underlying mechanism through felt betrayal for the negative attitude change toward the brand.

Creativity

Chair: **Beatrice Parguel**, CNRS

Emotional intelligence and employee creativity: Evidence from high tech firms

Maria Do Céu Colaço*, University of Coimbra

Filipe Coelho, Universidade de Coimbra

Carlos Mp Sousa, Durham University

Employee creativity is key for ensuring organizational growth, and this has generated a great deal of research attempting to uncover the antecedents of creative endeavors. However, the relationship between emotional intelligence and creativity is still poorly understood. Accordingly, this paper aims to contribute to this void by developing and testing a model that advances a number of novel mechanisms for how the effects of emotional intelligence disseminate to affect employee creativity. We obtained the collaboration of over 200 employees in high tech firms, with employee creativity being assessed by supervisors. The results indicate that emotional intelligence relates directly to task conflict and role stress, as well as to self-efficacy. Task conflict, in turn, contributed to role stress, which is related to creative behaviors and self-efficacy. Finally, self-efficacy is also related to employee creativity. These results comprise a set of novel contributions.

Team creativity: Creative self-efficacy, creative collective efficacy and their determinants

Maud Damperat*, INPG - Institut National Polytechnique de Grenoble

Florence Jeannot, INSEEC Business School

Eline Jongmans, Université Grenoble Alpes

Alain Jolibert, INSEEC Business School

This paper presents an integrative model of creative self-efficacy and creative collective efficacy. This model investigates the influence of creative self-efficacy and its determinants (knowledge gained through experience and by observation, verbal encouragements from a third party, and emotional activation) as well as the influence of social proximity on creative collective efficacy. In addition, the predictive validity of creative collective efficacy is studied using perceived originality of teams' creative outcomes. The results confirm the proposed model, including the hypothesized hierarchy of creative self-efficacy determinants. The existence of a quadratic relationship between social proximity and creative collective efficacy is shown.

Nudging creativity: The effect of social labeling on individual ideation

Beatrice Parguel*, CNRS

Marine Agogué, HEC Montréal

Mathieu Cassotti, Paris Descartes University

Sophie Hooge, Center for Management Science, Mines ParisTech, PSL

Creative thinking is not always a flawless process and obstacles can constrain the ability of individuals, teams and firms to formulate innovative proposals. Many methodologies have been proposed to enhance creative capabilities in organizations, yet their efficiency usually requires the investment of many resources. Building on the notion of nudge, this paper aims at exploring frugal strategies to stimulate creative ideation in the early phases of product development. We conducted an experiment to explore the potential nudging of creativity during an ideation session. We show that labelling individuals as being very creative has a performative impact on the type of ideas produced by individuals.

Twitter

Chair: **Alexandra Vignolles**, INSEEC Business School

Tweet or retweet? Interaction utility derived from use-generated content in social media

Jing Zhou*, Peking University
Hansheng Wang, Peking University
Qiaowei Shen, Peking University
Ping Tu, Peking University

With the flourish explosion of online social networks, user-generated content (UGC) is becoming a dominating way for people to communicate with each other on social platforms. Understanding the motivation for contributing content is important for both practitioners and researchers. We propose here a comprehensive utility framework which integrates intrinsic utility, image-related utility and interaction utility together to explain the motivation for generating content. Additionally, we investigate the different mechanisms for generating tweets and retweets. Finally, we distinguish the impact of influential users from those ordinary users. Using the data provided by an online social network platform, we could reveal a set of interesting results. For example, we find a user's content generation is positively related to his friends' generation of tweet. By contrast, friends' retweet negatively affects a user's generation of tweet. We explain this with a reading quality mechanism.

Proposal for a new conceptualization of e-opinion leadership on online social networks

Thomas Ruspil*, Toulouse I Capitole University
Laurent Bertrandias, Toulouse 3 Paul Sabathier University
Eric Vermette, Toulouse I Capitole University

The identification of E-Opinion Leaders on online social networks became a challenge for marketing managers, some companies offer their tools that often are algorithmic metrics (e.g. Klout). These types of methods seem to suffer from a lack of scientific validity and we don't know if they are created based on a conceptualization of E-Opinion Leaders. Academics defined the concept of Opinion Leaders and developed some methods in order to identify them. Unfortunately, to our knowledge, no one offers a clear conceptualization of the E-Opinion Leaders in the specific context of the Online Social Networks (e.g. Twitter or Klout). In this paper, we first develop a new conceptualization of E-Opinion Leadership on online social networks and we create a related specific measure. Secondly, we study the convergence between our scale, Twitter sociometric indicators and the metric Klout.

Impact of firm-created content on user generated content in the spanish Twittersphere

Manuel Ceballos*, Carlos III University of Madrid
Nora Lado Couste, Carlos III University of Madrid
Ángel García-Crespo, Carlos III University of Madrid

Social media, such as Twitter, enable interaction between different groups of users talking about brands. In this project, we focus on the influence of Firm Created Content in terms of volume and, in terms of variety, on different types of User Generated Content. Firstly, we perform content analysis based on seven key types of corporate communication. Secondly, we use "panel data regression setting" to examine about one million tweets about six automobile brands during a five-month study period. We found empirical evidence of the impact of FCC on UGC. More specifically, the volume of FCC impacts on brand engagement. We also found evidence of the impact of topic diversity of the FCC. Furthermore, we present evidence that FCC devoted to traditional corporate communications has not impact on brand engagement. Our research has important implications for automobile CMOs in terms of better understanding and improving corporates' strategy in the social media communication channels.

Twitter opinion leaders: Identification and dynamics

Alexandra Vignolles*, INSEEC Business School
Jean-Philippe Galan, Université de Bordeaux
Andreas Munzel, IAE Toulouse

The literature suggests that identifying online opinion leaders through traditional psychometric methods imposes important limitations in terms of validity and the costs related to access necessary data. Multiple analyses of 1,799 Twitter accounts over a period of four years were performed to use the various types of behavioral data to detect Twitter Opinion Leaders (TOL). The results reveal that the ratio of followers to followees presents an effective, efficient, and actionable indicator for researchers and practitioners. The present research contributes to the literature by combining techniques from social network analysis to assess the relevance of the identified indicator for TOL detection.

Online advertising I

Chair: **Auke Hunnemann**, BI Norwegian Business School

Publisher selection at private ad exchanges

Sila Ada*, WU Vienna University of Economics and Business

Nadia Abou Nabout, WU Vienna University of Economics and Business

Real-time bidding (RTB) is an auction-based ad selling mechanism in real-time and considered to be a revolution for online display advertising: Within milliseconds, single advertising impressions are auctioned off at a so-called ad exchange, the highest bidding advertiser wins the auction, and its ad gets displayed on the website (i.e., publisher) that the impression is generated on. However, many advertisers are still reluctant to buy ad impressions on ad exchanges as they are frequently concerned about the quality of the inventory (e.g., brand safety, viewability of ads, fraudulent traffic). The industry's current solution to these quality concerns is the establishment of so-called private (vs. open) ad exchanges, which rely on rather strict selection of publishers and advertisers. With this study, we aim to support private ad exchanges in deciding, which publishers to select into their portfolio by investigating the factors that drive publisher success.

An empirical investigation of direct-to-consumer campaign effectiveness in the presence of voluntary contact information disclosure

Yashar Bashirzadeh*, Grenoble Ecole de Management

Ivan Guitart, Grenoble Ecole de Management

Corinne Faure, Grenoble Ecole de Management

Marketers increasingly use e-mails as their main Direct-to-Consumer (D2C) channel. Extant research shows that compared to non-disclosers, customers who disclose their contact information are likely to have different behaviors toward the firm. Self-disclosure leads to self-selection, which can lead to biased estimates of the effectiveness of e-mail campaigns. In order to account for self-selection and reach accurate effectiveness estimations, we propose using propensity score matching. We apply this method using behavioral data from an online mobile game. In this setting, we find that disclosers and non-disclosers indeed behave differently and that ignoring the self-selection bias can lead to significant overestimation of the effectiveness of e-mail campaigns.

How user and brand generated content affects the consumer purchase journey: A large-scale study

Anatoli Colicev*, ESSEC Business School

Ashwin Malshe, ESSEC Business School

Peter O'Connor, ESSEC Business School

The aim of this research is to investigate the impact of social media on consumer purchase journey. Although recent literature in marketing has demonstrated the influence of social media on shareholder value, the impact of social media on consumer purchase journey, key process that determines the firms' long-term success, has been overlooked. We develop a theoretical model that relates social media and offline metrics to consumer purchase journey that capture the steps from awareness, through attitude, to purchase decision. Using a unique data set that captures information on volume and valence of brand and user social media content, offline metrics and consumer purchase journey metrics for 120 brands in 20 industries, we empirically test the proposed paths with panel vector auto regression. The study sheds light on the effect of various social media drivers of consumer purchase journey and thus contributes to the current debate in on the effectiveness of social media marketing.

The impact of hard- and soft-floors in real-time advertising auctions on publisher's profit

Steffen Försch*, Goethe University Frankfurt

Marc Heise, Goethe University Frankfurt

Bernd Skiera, Goethe University Frankfurt

In real-time advertising (RTA), publishers sell each ad impression individually and in real-time in sealed-bid second-price auctions. An innovative feature of these auctions are two kinds of floor prices: hard-floors which act as a minimum price below which an ad impression will not be sold, and soft-floors that turn the second-price auction into a first-price auction if the advertiser bids below the soft floor. This paper is the first to analyze how intensively hard- and soft-floors are used as well as how they affect advertisers' bid-ding behavior and consequently publisher's profit. A small conceptual analysis, an extensive empirical analysis of 8.4M auctions and a large field experiment that ran for two weeks and covered more than 630K bids submitted by a major global advertiser show that advertisers do not adapt their bids to floor prices so that the publishers increase their profit by 80% to 201%.

Brand management

Chair: **Marie-Eve Laporte**, Paris I Sorbonne University & IAE Graduate Management School

Avoiding the pains of growth

Adrian Peretz*, Oslo School of Management

Lars Erling Olsen, Oslo School of Management

Brand growth is often achieved by extending the brand into additional product categories. The success of these brand extensions and the overall long-term success of the brand depends on the brand's benefit associations. However, brand benefit associations compete with all other brand associations for accessibility in the minds of consumers, and as brands grow, the number of category associations increases and these interfere with recall of brand benefit associations. Previous research has shown that an increasing number of category associations may reduce accessibility for brand benefit associations. It is proposed that by creating more abstract associations, this challenge may be avoided. Across three studies it is shown that brand extensions can be used to shape parent brand associations and that by strategically extending the brand into product categories that can be subsumed into more abstract categories, interference from category associations can be avoided.

How important is the favourite brand?

Magda Nencyz-Thiel*, University of South Australia

Jaap Wieringa, University of Groningen

Philip Stern, University of Exeter

The aim of this paper is to establish the importance and nature of favourite brands in consumer repertoires. We use two years of individual level panel data from a packaged goods category in the US. We find that heavy buyers are no more loyal to their favourite brand than are medium or light buyers. We also find that the top three brands account for 50% of category requirements and the top three brands are generally the same for light, medium and heavy buyers. Finally, we find that while the repertoire size depends on the number of category purchased it stabilizes after around 20 purchases. We outline implications for brand managers and retailers at the end of the paper.

Love thy enemy – investigating the link between brand rivalry and the distinctiveness of consumers and brands

Johannes Berendt*, German Sports University Cologne

Sebastian Uhrich, German Sports University Cologne

Scholars advise brands to stay away from public rivalries with competitors because previous research reveals a number of potential problems, such as schadenfreude, derogation, and hostility at the consumer level as well as price wars at the brand level. Across four studies (N = 253, 230, 264, 282), we provide evidence that both consumers and brands can also benefit from rivalries. Consumers benefit because an intense rivalry boosts their own perceived distinctiveness, which is a fundamental human need and a crucial element of a positive self-concept. We show that the positive relationship is mediated by identification with the favorite brand. At the brand level, an intense rivalry boosts a unique brand positioning, with the perceived clarity of positioning mediating the positive relationship. The findings help to provide a more balanced view of brand rivalries and may encourage marketing managers to take a more active role in the staging of rivalries.

Is the brand manager system doomed to disappear in the age of data?

Marie-Eve Laporte*, Paris I Sorbonne University & IAE Graduate Management School

Isabelle Aimé, IPAG Business School Paris

Fabienne Berger-Remy, Paris I Sorbonne University & IAE Graduate Management School

Born in the 1930s, the Brand Manager System (BMS) has become a marketing organization standard through institutional isomorphism. Yet, from the 1970s onward, academics and practitioners have criticized its efficacy and even questioned its relevance in the age of data. Accordingly, our goal is to extend the influential work of Low and Fullerton (1994) to make a longitudinal historical analysis of the evolution of the BMS till today. We analyze the brand management literature through the lens of business history – 50 academic papers in top-ranking journals from 1960 to 2015 – and we triangulate these results with expert audits. We highlight three distinct periods which show that the BMS evolution is non-linear, incremental, and multi-path. Moreover, the brand manager is now torn between two diametrically opposed but complementary directions, as he or she should act both as absolute expert and galvanic facilitator.

Health behaviour

Chair: **Irene Vila**, Comillas Pontifical University

Product characteristics and consumer's food decision making: A network analysis of the marketing and business literature

Claudia Iris Symmank*, University of Kiel

Robert Mai, University of Kiel

Stefan Hoffmann, University of Kiel

Marijn Stok, University of Konstanz

Harald Rohm, Dresden University of Technology

The food sector and health-related food consumption are important areas of marketing research, with a large number of studies being published during the last decades. This paper aims to synthesize and organize the existing research on the influence of food product characteristics on the consumers' food decision making. Applying network analysis on a large sample of 189 empirical studies, this work demonstrates how marketing-specific variables are embedded in a network of other determinants that guide food decision making. It becomes apparent that there is still a lack of research on the interplay among the marketing-relevant extrinsic product attributes (e. g., price, brand or labeling) and intrinsic attributes (esp. taste), policy-related influences as well as aspects of the proximal and distal environment. Several gaps are identified that provide interesting starting points for future research and practical implications are developed.

A cross-cultural study on the effects of ambiguity in risk messages

Goldi Tewari*, Ghent University

Veroline Cauberghe, University of Ghent

Liselot Hudders, University of Ghent

An-Sofie Claeys, KU Leuven

The objective of this study is to measure how ambiguity influences the processing of a health risk message in a cross-cultural setting under the moderating influence of Hofstede's cultural dimension of Uncertainty Avoidance (UA). In Belgium and India, which differ greatly on UA, ambiguity was found to have an impact on respondents' perceived severity of the risk and evoked arousal, thus influencing subsequent actioned behaviour. However, the patterns were found to be different in both countries since the effect of ambiguity on actioned behaviour was mediated through two different sub processes. In high-UA culture (Belgium) it was mediated through arousal under a high ambiguity condition and in low-UA culture (India), via perceived severity under low ambiguity condition. This paper also provides the evidence for the Extended Parallel Processing Model. The findings of this study open the door to create more effective risk messages by controlling ambiguity concerns in risk messages.

Complex goals: Implementation intentions' achilles heel in healthy eating

Irene Vila*, Comillas Pontifical University

Carmen Valor, Comillas Pontifical University

Faced with the raising healthy eating problems, it is important to find effective ways so that people can set and attain their health-related goals. One of the most widespread interventions is implementation intentions (II). Yet, there is mixed evidence about the effectiveness of II in healthy eating. One aspect that could explain these differences and have been overlooked in the literature is goal complexity. Complex goals are those for which there is more than one course of action with different degrees of effectiveness and the person lacks the knowledge to identify which one is more appropriate. We hypothesize that complex goals do not meet the conditions for II to work and therefore II are less effective with such goals. We find confirmation for this hypothesis in an experiment. Implications of this result are discussed.

Acquisition and retention

Chair: **Sonja Bidmon**, Klagenfurt University

The power of gift purchases in strengthening customer-company relationships

Carina Witte*, University of Paderborn
Lena Steinhoff, University of Paderborn
Andreas Eggert, University of Paderborn

Gift giving is a universal consumer behavior that serves as a vehicle to maintain social ties. Consequently, consumer spending on gifts represents a considerable percentage of overall retail sales. Extant research has examined the impact of gifts on the relationship between the gift giver and the gift receiver. To date, however, no research has looked at how gift purchases might affect gift givers' relationship with the focal company where they purchased the gift. Our research theoretically establishes and empirically analyzes the effect of gift purchases on gift givers' loyalty. Conducting a field study with an international beauty retailer, we find gift purchases to significantly enhance customers' loyalty. Thereby, we offer a novel perspective on the relationship-building potential of gift purchases. Stimulating gift purchases among customers can serve as a new purposeful relationship marketing instrument that managers can employ to effectively enhance customer relationships.

The effects of monetary incentives on word of mouth generation

Irina Heimbach*, Darmstadt University of Technology
Ju-Young Kim, Karlsruhe Institute of Technology

Word-of-mouth (WOM) contributes in a variety of ways to firm's success. Many online and offline stores set monetary incentives to solicit their customers to generate WOM in form of consumer reviews. Conducting a field experiment, this study analyzes how the offering of a monetary incentive affects the customers' product/service evaluation in form of consumer reviews. Our results indicate that the review rate is much higher in the paid treatment group. We also find that paid reviewers write reviews that are longer, more readable and rather two-sided. Further, reviews written under the paid condition are less emotional and more factual. Finally, we could not find any effect of paying incentives on the review valence and variance.

The role of customer satisfaction and acquisition channel in incentivized referral programs

Delia-Olga Ungureanu*, BI Norwegian Business School
Xenia Pisneacova, BI Norwegian Business School
Rutger Daniel Van Oest, BI Norwegian Business School

Referral programs are becoming increasingly popular for acquiring new customers. We study the role of customer satisfaction and acquisition channel in customer referral activity. We calibrate a hurdle model with random effects in which customers' annual referral incidence is captured by a binary probit component and referral quantity is described by a truncated negative binomial component. Using a unique panel data set containing customer satisfaction, acquisition channel and four years of observed referral activity from an incentivized referral program, we find an inverted-U relationship between the level of satisfaction and referral. Directionally, referred customers have a higher referral activity than customers acquired through traditional marketing, although the effect is not statistically significant.

Customer satisfaction with online banking: effects of personality traits (openness to experience and neuroticism) on the relationship between factor level and overall satisfaction

Sonja Bidmon*, Klagenfurt University
Richard Petz, Klagenfurt University

According to the well-established three-factor theory of customer satisfaction, there are three factor categories that each affect overall customer satisfaction in a different way: basic, performance and excitement factors. Additionally, customer personality plays an increasingly important role in the context of customer satisfaction. Thus, the authors report on an empirical study with 304 online banking customers in Austria that investigates the factor structure of customer satisfaction with online banking according to two of the five dimensions of customer personality: neuroticism and openness to experience. The results emphasise the importance of customer personality as a determinant of identifying value-enhancing service elements of online banking. The findings have implications for theory and practice.

Multichannel retailing

Chair: **Umut Konus**, University of Amsterdam

Do customers use the same touch points when buying a tv or a laptop? A customer touch point analysis reveals significant differences with impact on retailers' sales volume

Felix Weispfenning*, Coburg FH

In recent years, touch points (= point of communication between an organization and an individual customer) are getting more and more important. Many manufacturer and retailer respond to this trend with an increased number of total communication channels. As a consequence, many of the communication channels remain rather basic with regard to content, usability, and individualization although sellers' budgets for touch point management increase dramatically. Sellers may avoid such a principle of indiscriminate all-round communication by analyzing customer touch points first before deciding on which touch points to concentrate on. The results of this empirical touch point analysis indicate that customers' touch points differ in terms of usage, satisfaction and relevance even for popular products in the same category such as laptop and TV which are perceived as being similar with regard to the required marketing mix.

Multi-channel retailing and firm performance: The case of store-based retailers

Hui-Ming Deanna Wang, San Francisco State University
Ralitza Nikolaeva*, Nazarbayev University

This research examines how online and offline effectiveness, separately and interactively, influence the overall firm performance in the context of store-based retailers. The empirical analysis is carried out based on secondary data collected from multiple sources. The sample consists of 258 firm-year observations from 49 store-based retailers during the period of 2006-2013. The findings suggest that the online channel effectiveness has a positive effect on the overall firm performance. In addition, the interplay between online and offline channel effectiveness is found to be positively associated with firm performance.

Which dimensions of multichannel integration are necessary for customer satisfaction?

Maria-Jose Miquel*, University of Valencia
Marta Frasquet, University of Valencia

Brick and mortar retailers have become multichannel companies by adding the online channel to the existing offline channel. One of the main challenges of this new distribution strategy is to integrate the channels so the shopper has a seamless experience and is able to cross-navigate the channels during the shopping process. The objective of our research is to analyze how channel integration affects customer satisfaction. To this end, we design a scale to measure multichannel integration, and we analyse survey data from 398 multichannel apparel shoppers in two countries (UK and Spain). Our findings show internal consistency on the scale developed, three dimensions of multichannel integration (channel reciprocity, offer coordination and image consistency), and by applying fsQCA, that each dimension contributes per se to customer satisfaction/dissatisfaction.

Customer channel migration and firm choice in a competitive environment: The effects of cross-channel competition

Umut Konus*, University of Amsterdam
Jing Li, Eindhoven University of Technology
Fred Langerak, Eindhoven University of Technology

Customers switch among multiple channels offered by various firms while shopping, and customers' channel choice depends on the use of channels offered by the competition. To what extent competitors' channel offerings influential on the use of a new online channel introduced by a firm? This issue remains untapped since it requires an integrated multi-firm transactional data. We focus on the impact of customers' past and current purchases from competitors' online and offline channels on the purchases from a newly introduced online channel of a focal firm. The data contains eight-year transactions from ten multichannel retailers. Our results reveal that customers' previous purchases from competitors' online channels increase the probability of online channel adoption from the focal firm which introduced an online channel after its competitors. This effect is greater for existing customers than new customers who are acquired after the online channel introduction.

Doing good for me and them: Self-focused motivations for other-focused behaviors

Chairs: **Danit Ein-Gar**, Tel-Aviv University & UC Berkeley
Liat Levontin, Technion - Israel Institute of Technology

The objective of the session is to discuss some antecedents of consumers' other-focused behaviors. From a purely economic perspective, people should not want to give away their resources. However, because they often do, researchers have proposed a range of mechanisms to predict and explain others-focused behaviors. The most popular of these is probably related to altruism, the motivation to increase others' well-being. The current session challenges the perception of other-focused behavior as a behavior that only improves society's greater good and shows the self-benefits of such behavior.

How power influences generation of online recommendations

Inbal Stockheim, Tel-Aviv University
Shai Danziger*, Tel-Aviv University
Liat Levontin, Technion - Israel Institute of Technology

We propose that people with power will serve others by posting on-line recommendations to satisfy their need for influence, and that need for influence will mediate the relation between power and on-line recommendations. We further propose that the potential to enhance the self will moderate the effect of power on the likelihood to post recommendations.

Scope (in)sensitivity in valuations of lives and consumer goods

Stephan Dickert*, WU Vienna University of Economics and Business & Linköping University
Enrico Rubaltelli, University of Padova
Bernadette Kamleitner, WU Vienna University of Economics and Business
Daniel Västfjäll, Linköping University
Paul Slovic, University of Oregon

We show that valuations for human lives become progressively scope insensitive as the number of lives at risk increases. Scope sensitivity can be increased depending on the response mode and numerical skill of individuals; however responses do not become perfectly linear. The fact that we found similar curvilinear valuations in the realm of consumer goods as well as lifesaving points towards a general psychophysical explanation underlying scope insensitivity.

Donating life or mourning death: The effects of case framing on the willingness to commit to organ donation

Inbal Harel, Ben-Gurion University
Tehila Kogut*, Ben-Gurion University
Meir Pinchas, Ben-Gurion University

We examine how presentations of organ-donation cases in the media may affect people's willingness to sign organ-donation commitment cards, to donate the organs of a deceased relative and to support the transition to "opt-out" policy. We found that providing identifying information about the receiver (a person that was saved by an organ-donation) increases self-focus and the willingness to commit to organ-donation and to support the transition to "opt-out" policy; while identifying the donor (the deceased) may drive people away from such decisions.

Doing the right thing for the "wrong" reason: A "just enough guilt-relief" effect of confessions on donations

Eyal Pe'er, Bar-Ilan University
Liat Levontin*, Technion - Israel Institute of Technology

Pro-social behavior and confessing to one's transgressions are two strategies through which people can achieve guilt-relief over their wrongdoings. We propose that because of that, people might use these strategies interchangeably, opting to donate to charity instead of confessing. This "just-enough guiltrelief" effect, would thus lead people to donate less to charity if they were given the opportunity to confess to their wrongdoings, and relieve their guilt by doing so.

Customer analytics: Predicting and managing customers across digital markets

Chair: **Koen Pauwels**, Özyeğin University & BI Norwegian Business School

Firms are faced with a multitude of ways in which they manage their customer relations, most prominently driven by the increased amounts of data available to them (Pauwels, 2014). Concerns about data quality, data and methods to use to generate insights, and implementation of the outcomes of these analyses are all topics that have been central to the academic and practical discussion (Blattberg, Kim and Neslin 2009, Verhoef, Kooge and Walk 2016). In this Special Interest Group the authors highlight a set of challenges from the top tier problems formulated by MSI (2014): “What are the next steps in the evolution of marketing mix modeling and predictive analytics?” and “How should engagement be conceptualized, defined, and measured? How do social media and other marketing activities create engagement?”.

That’s the way brand love grows: Role of customer engagement across markets

Shuba Srinivasan*, Boston University

Albert Valenti, Boston University

Koen Pauwels, Özyeğin University & BI Norwegian Business School

Gokhan Yildirim, University of Lancaster

This study investigates how firms should allocate marketing actions (both on- and off-line) in the face of different levels of customer engagement and across different European countries and product categories. Operationalizing engagement through recency (R), frequency (F), monetary value (M) and clumpiness (C) variables (Zhang, Bradlow and Small 2014), this paper demonstrates different short-term and long-term effects of marketing actions across segments and countries. In the remainder of the session, the other authors highlight several aspects in further detail, thereby deepening the discussion.

Tracking customer purchase behavior using control charts

Niels Holtrop*, University of Groningen

Jaap E. Wieringa, University of Groningen

Faas Broersma, Nextail

This study focuses on the operational challenges in managing customer purchase timing and purchase value, two key components of customer lifetime value (Blattberg, Kim and Neslin 2009). The authors derive expressions for variation in RFMC factors, beyond the typical focus on average behavior (Fader, Hardie and Lee 2005; McCarthy et al. 2014). Next, they use this information to develop control charts, based on the statistical quality control literature, of these customer behaviors, which firms can use to track purchase behavior and use as a guide to decided when to target which customers using marketing actions. They illustrate their method in both a field experiment and a model of historical data.

Structural variance in cross-cultural consumer research

Yu Chen*, State University of New York

Ruben Chumpitaz, IESEG School of Management

Nicholas Paparoidamis, IESEG School of Management

The authors zoom in on the cross-cultural aspect of customer management across countries. They categorize countries based on critical cultural dimensions and on action loyalty level to attenuate predictive bias and obtain measurement invariance within the new groups. Based on comparisons among five countries, they illustrate the cultural influence on consumer satisfaction measurement equivalence.

V(CLV): Examining variance in models of customer lifetime value

Dan McCarthy, University of Pennsylvania

Peter Fader*, University of Pennsylvania

McCarthy and Fader examine the Variance in Models of Customer Lifetime Value. While accurate point estimation of customer lifetime value (“CLV”) has been the target of a large body of academic research, few have focused on the variance of CLV (“V(CLV)”), even though academics have long known that V(CLV) affects firms on many fundamental levels. Virtually no formal forward-looking statistical procedures have been

derived to estimate or validate V(CLV). For the first time, they analyze V(CLV) for the Beta Geometric / Beta Binomial (“BG/BB”) model, a well-validated stochastic model for buyer behavior in non-contractual settings.

The Journal of Marketing Behavior session

Chair: **Klaus Werthenbroch**, INSEAD

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

Choice closure increases indulgence (but only once!)

Yangjie Gu, HEC Paris

Anne Klesse, Tilburg University

Simona Botti*, London Business School

David Faro, London Business School

Consumers frequently experience a conflict between options that are highly desirable and allow immediate pleasure (want options) and options that are less immediately appealing but provide more long-term benefits (should options). Literature has shown that choosing want options evokes negative feelings, such as post-choice regret, which may decrease the pleasure derived from the desirable consumption experience. We demonstrate that choice closure—a psychological process by which people come to perceive a decision as resolved and complete—increases the pleasure derived from the selection of a want instead of a should option. Reaching closure with a want option, however, decreases the desire to indulge again in a subsequent decision.

The power of personal

Stijn van Osselaer*, Cornell University

Martin Schreier*, WU Vienna University of Economics and Business

Christoph Fuchs, Technical University of Munich

Ulrike Kaiser, WU Vienna University of Economics and Business

Sarah Lim, Cornell University

Elisa Maira, Erasmus University Rotterdam

Stefano Puntoni, Erasmus University Rotterdam

Joseph Goodman, Washington University in St. Louis

Since the time of the industrial revolution, technology has improved the well-being of both producers, whose incomes could rise through greater productivity, and consumers, e.g., through greater availability and lower prices of consumer goods. However, this has come at the cost of alienation between consumers and producers (and between consumers and production in general). We will discuss some early results from a budding research program investigating the effects of reducing this alienation (e.g., by identifying producers to consumers and vice versa). We will argue that more recent developments in technology can lead to further alienation and objectification of consumers, but may also be used to bring producers and consumers closer together by making business more personal.

Meaning transforms money: How job satisfaction affects consumers' perception and use of their earnings

Quentin Andre, INSEAD

Ziv Carmon, INSEAD

Klaus Werthenbroch*, INSEAD

We propose that differences in consumers' handling of money can be partly attributed to how consumers earn it: across several studies, we show that consumers' satisfaction with their job imbues the money with greater intrinsic value, thereby changing how they perceive and use their paycheck.

Coffee with the IJRM editor

Chair: **Roland Rust**, University of Maryland

Chat with the IJRM editor about your own research and how to get in published in the International Journal of Research in Marketing.

An ecosystem perspective on early-stage commercialization of innovations

Chairs: **Bas Hillebrand**, Radboud University Nijmegen
Paul H. Driessen, Radboud University Nijmegen

This collaboration group aims to kick-start an international research project that was initiated at the Emac Conference in 2015. The research project focuses on early-stage commercialization of university-born innovations and takes an ecosystem (or multi-stakeholder) perspective. The project intends to collect data from a diverse set of countries, thus creating a unique international dataset that provides the possibility for comparison across institutional contexts. The current collaboration group aims to discuss and finalize the data collection procedure to ensure that all participants of the research group follow the same approach when collecting data in their own country. To ensure effective collaboration, access to the collaboration group is limited. Interested researchers should actively participate in (1) acquiring funding for the project and (2) the data collection. Also, such participants need to build or have access to technology transfer offices.

Confirmed collaborators:

Leena Aarikka-Stenroos, Tampere University of Technology
Sourindra Banerjee, University of Warwick
Elina Jaakkola, University of Turku
Tamara Keszey, Corvinus Budapest
Sven Molner, City University London
Jaideep Prabhu, University of Cambridge
Szabolcs Prónay, University of Szeged

Let's get visual: The power of the non-verbal in advertising

Chair: **Magnus Soderlund**, Stockholm School of Economics

Visual metaphors in online advertising: The role of hard-sell versus soft-sell advertising copy

Leonidas Hatzithomas*, Macedonia University
Aikaterini Manolopoulou, Aristotle University
Christina Boutsouki, Aristotle University

The present paper looks into the use of visual metaphors in online advertising. It designates that the execution of advertising copy (hard-sell vs soft-sell) has a moderating effect on the relationship between visual metaphors and consumers' ad and brand evaluations. Two experiments, a laboratory based and a real world based using Google Adwords, are used as the empirical settings of the study. Their findings indicate that visual metaphor increases the positive attitude toward the ad (Aad) and the brand (Ab) as well as click through rate (CTR) when the ad contains a soft-sell rather than a hard-sell copy. Managerial implications are discussed and specific suggestions for the design of effective internet advertising banners are provided.

Symmetrical facial features and the automaticity of the attractiveness halo effect in advertising

Alicia Kulczynski (perkins)*, University of Newcastle
Stacey Baxter, University of Newcastle
Jasmina Ilicic, Monash University

We examine whether facial symmetry influences perceptions of source physical attractiveness. We also investigate the mediating role of source physical attractiveness on attitudinal and behavioral based judgments (attractiveness halo effect), and the automaticity of this phenomena. Results demonstrate that when a spokesperson is pictured with symmetrical facial features, consumers report heightened perceptions of source physical attractiveness. This positive spokesperson-based response is found to mediate the relationship between facial characteristic and advertisement attitude, brand attitude, and purchase intention. We also provide evidence that under conditions of cognitive capacity constraints the attractiveness halo effect is heightened, suggesting the phenomenon is initially automatic but is then corrected when cognitive resources are available.

The power of the bottle: Revisiting the package as a communication tool and its impact on the consumer

Magnus Soderlund*, Stockholm School of Economics
Jonas Colliander, Stockholm School of Economics
John Karsberg, Stockholm School of Economics
Karina Tondevold, Stockholm School of Economics
Nina Akestam, Stockholm School of Economics

The purpose of the studies presented in this paper is to assess the impact of two packaging attributes – perceived attractiveness and perceived effort – on overall product evaluations. We do so in a soft drink context in which we examine if a cheap, low-end orange soft drink would improve its position in consumers' minds if the bottle is made more attractive and if it signals more effort from the manufacturer. The results from two between-subjects experiments (one in which participants tasted the soft drink and one in which they were exposed to a picture of the bottle) show that overall evaluations were indeed enhanced when the orange drink was supplied in an attractive bottle that also signals high effort.

Customer orientation and buying behavior

Chair: **Dag Bennett**, London South Bank University

Enhancing business performance through marketing-sales effective relationship and customer orientation in B2B firms

Konstantinos Lionakis*, Athens University of Economics and Business

George Avlonitis, Athens University of Economics and Business

This paper focuses on the effectiveness of Marketing-Sales relationship in B2B firms. As the body of knowledge on this domain is scarce, the objectives of this paper are to investigate the drivers of effective Marketing-Sales relationship and the consequences of this relationship on company performance, considering the role of customer orientation. Based on quantitative data collected from Marketing and Sales managers of 98 B2B firms, the study shows that when Marketing-Sales interface is characterized by low level of conflict and high level of collaboration, then an effective Marketing-Sales relationship is created which enhances business performance, especially in customer oriented firms.

The effect of customer orientation on the symbolic use of customer information in manufacturing managers' decision making

Silja Korhonen-Sande*, Norwegian University of Life Sciences

An industrial firm's ability to act on information about its customers largely depends on how responsive the manufacturing function is to this information. This study tests the effect of manufacturing function's customer orientation on manufacturing managers' symbolic (i.e., distortive and selective) use of customer information received from their sales and marketing contact persons. By using survey data of 149 manufacturing managers and 2Sls regression, this paper shows that customer orientation increases symbolic use of customer information. The findings imply that in order to understand how customer orientation affects responsiveness to customers and performance at the organizational level, we need to examine what type of information use customer orientation triggers at the individual level and why.

Virtual trade fairs receptiveness in B2B markets: An exploratory study

Maria Sarmiento*, ISCAP - Instituto Superior De Contabilidade Do Porto

Cláudia Simões, Open University & Minho University

Luis Lages, NOVA School of Business & Economics

The purpose of this study is to gain a deeper understanding regarding visitors' attitudes towards the trade fair in the future, realizing whether the virtual trade fair is a possible substitute for conventional face-to-face trade fairs. The nature of the study is exploratory and combines sixteen qualitative interviews with trade fair organizers, experts and trade fair participants, and a survey comprised of open-ended questions administered to visitors of a business-to-business international trade fair from the construction industry held in Portugal. Findings suggest that, globally, visitors are not receptive to virtual trade fairs and the most experienced visitors are the least interested in this type of fair. Nonetheless, virtual trade fairs are an excellent tool to capitalize on the traditional trade fair being particularly relevant in developing trade fair strategies before and after the conventional trade fair.

An empirical study of industrial consumer buying behaviour: How airlines buy airplanes

Dag Bennett*, London South Bank University

We show that commercial aircraft customers buy aircraft brands probabilistically and that their aggregate buying patterns conform to the well-known double jeopardy and duplication of purchase laws. This is a major conceptual contribution to the analysis of industrial buyer behavior with important implications for industrial marketing management. Analysis using stochastic models of brand choice with consumer panel data is the norm in fmcg categories, but the lack of such data in industrial markets should not be seen as insuperable; a variety of data gathering techniques make it possible to assemble sufficient data even in markets where purchases are spread out over many years. Thus our second contribution is to show that competitive market structure can be revealed by data readily available to marketing managers that can be analyzed simply, with basic analysis tool, but with profound managerial implications.

External influences on decision making and choices

Chair: **Zachary Estes**, Bocconi University

Absinthe + brandy = champagne: How dyads moderate choice overload

Nuno Jose Lopes*, University of Navarra
Elena Reutskaja, University of Navarra
Mario Capizzani, University of Navarra
Sheena Iyengar, Columbia University

Choosing from a large set of alternatives can negatively affect the decision, a phenomenon known as choice overload. Our paper is the first to investigate this phenomenon in a group setting. Four studies demonstrate that the negative effects arising from a large number of alternatives (measured by decision process difficulty, buying rate, and sampling rate) significantly diminish when decisions are made collectively by two people. This has to do with the fact that, in order to maintain the harmony within the dyad, its members frequently prefer to forego his or her own favorite alternative and focus their discussion on those alternatives liked by both dyad members. This process of preferences' convergence into a common ground (Schelling point) reduces the consideration set of the dyad, and offers an explanation for the diminishment of choice overload in a collective setting.

Deciding without reflecting is like thinking without concluding – the impact of contextual experiences on consumer decision making

Daniel Boller*, University of St. Gallen
Tobias Schlager, University of St. Gallen

Human decision making does not exist in isolation, but is determined by consumers' prior experiences expressed by the notion of "context-dependent choice" (Schwarz 2004). Few research has examined the effect of contextual factors on consumer decision making and there is a specific lack regarding how pre-shopping factors affect consumer decision making (Shankar 2010; Bell et al. 2011). The present research examines how consumers' fluency experiences (e.g., experienced prior visiting a website) on their path to purchase affects their decision confidence. We provide novel insights into how fluency affects decision making by showing how predecisional fluency and subsequent fluency affect subsequent decision confidence. The insights of this research inform marketing practitioners about how to use referrer information to determine consumers' experiences.

Say 'grocery shopping' and some consumers non-consciously fall for pleasure: Dieting, priming, food meanings and (un)healthy choices

Harri Luomala*, University of Vaasa
Katarina Hellén, University of Vaasa
Majastiina Jokitalo, University of Vaasa

Consumers vary in terms how vulnerable they are to subtle palatable food cues. A multi-method approach is employed to better understand the psychology underlying this phenomenon. First, the experimental data indicate that the grocery shop-prime made consumers high in dieting status fall for temptation while after being exposed to the control-prime they were able to choose in line with their health goals. Second, in order to form a more nuanced understanding as regards to why the grocery shopping-prime influenced (non) dieting consumers' choice of (un)healthy foods in the way Study 1 suggested, a qualitative exploration into food meanings was conducted. This novel research contributes to food consumption literature, offers societal implications and lays down an avenue for future academic endeavors.

Shopping to and fro: Ideomotor compatibility of arm posture and product choice

Zachary Estes*, Bocconi University
Mathias Streicher, University of Innsbruck

Consumption often requires flexing arms towards the body and merely inducing such activities has been shown to influence consumption. In three studies we show that the consumption effects from lateral arm movements arise from the fit between cognitions and motor activity. When a shopping situation conceptualizes product acquisition as movement away from the body the effects from priming arm flexion and extension are reversed. The findings prefer an ideomotor compatibility account rather than suggesting hardwired and unmalleable association between arm posture and consumption. The implications of these results for ideomotor research and management practice are discussed.

The influence of anticipating and controlling the future on judgments and decisions

Chair: **Alexander Bleier**, Boston College

The effect of having more vs. less information on anticipated satisfaction with experiences

Samuel Franssens*, London Business School

Simona Botti, London Business School

Research has shown that consumers benefit from having more (vs. less) information about upcoming experiences because information gives consumers a sense of control. In this research, we challenge this conclusion by investigating situations in which decreased control over upcoming experiences as a consequence of having less (vs. more) information about those experiences does not negatively affect consumers' anticipated liking of those experiences. Three experiments show that the effect of information about upcoming experiences on anticipated liking of those experiences is less positive or negative when participants imagine the experience first, because imagination decreases consumers' need to be in control.

How curiosity and curiosity-induced feelings affect product evaluations

Jana Daume*, University of Hohenheim

Verena Huettl-Maack, University of Hohenheim

Curiosity is often said to exert an important influence on consumer behavior. However, research in consumer contexts is scarce. This paper presents an empirical study that investigates the impact of curiosity on product evaluation and purchase intention. Since we use a product from the food and beverage category, we do not only investigate how product attitude is affected, but also the taste perception of consumers. The results show that curiosity positively affects the consumer reactions toward the product and elicits the feelings of pride and enthusiasm. These elicited feelings mediate the effect of curiosity. Interestingly, pride mediates the effect of curiosity on the rather cognitively derived dependent variables attitude and purchase intention. Enthusiasm, however, mediates its influence on taste perception, which is more closely related to bodily sensations.

Brands as stewards: The role of brand leadership in the process of restoring control

Alexander Bleier*, Boston College

Joshua T. Beck, University of Oregon

Ryan Rahinel, University of Cincinnati

The world can sometimes seem chaotic, and achieving and maintaining control in one's life to reduce the threat of randomness is a fundamental human motivation. Previous work has demonstrated that when control is threatened or lost, consumers pursue brands that restore personal agency or provide evidence that the world is predictable. In this research, the authors explore brand leadership as a novel attribute that is desired more when consumers lack control. Two experiments demonstrate that (1) lack of control increases preference for leader (vs. non-leader) brands, and (2) this effect is mediated by motivated judgments: consumers who lack control view brand leaders as having greater controlling capabilities. A third study in the field reveals that crime, which correlates with feelings of low control, predicts brand leader performance across the United States.

Paradoxes in postmodern consumption (repetition)

Follow me on dead media

Joonas Rokka*, EMLYON Business School

Pekka Rousi, Rousi Visions Ky

Vessi Hämäläinen, photographer

“Follow me on dead media” is a study into an unexpected tendency: while the digital media has become omnipresent in the contemporary society, why some people and subcultures turn back to analog media instead? According to this videography, the digital media counter-trend cannot be explained simply through nostalgia but rather it seems that the analog media offers a new creative space in a world increasingly dominated by digital media. Insights are offered from an unlikely context: alternative skateboarding scene in Helsinki.

Paradoxes in postmodern consumption

Alain Decrop*, University of Namur

Postmodernity has brought new consumption trends juxtaposing opposites. This film presents a number of such paradoxes of postmodern consumers, i.e., alone and together, real and virtual, fast and slow, nomadic and sedentary, masculine and feminine, producer and consumer, profane and sacred. We show how a bunch of products and activities have developed around these paradoxes.

New product adoption

Chair: **Torsten Bornemann**, University of Stuttgart

A theoretical model incorporating social influence and cognitive processes to explain the adoption of the internet of things and smart connected objects

Elodie Attié*, Toulouse I Capitole University
Lars Meyer-Waarden, University Toulouse I Capitole,
CRM CNRS, IAE School of Management & EM Strasbourg
Business School

This investigation examines consumers' acceptance of the Internet of Things (IoT) and associated smart connected objects (SCO). We analyzed surveys performed in France by using an extended IoT/SCO Technology Acceptance Model (TAM) in which we add the following complementary variables: social image, communication and relationship, privacy concern, and well-being. Social image plays a key role in the adoption process and has even more impact on intention to use (IU) than perceived ease of use (PEU) and perceived usefulness (PU). Perceived hedonism and well-being benefits enhance PEU and PU of the IoT and SCO. The utilitarian and primary usage of smart connected objects, communication and relationship, has a direct impact on PU but influences more the IU the IoT technology and SCO. The main reticence of using the IoT is privacy concern, which directly influences the communication/relationship variable and is an indirect antecedent of IU.

Effectiveness of different launch approaches for incremental product innovations

Cornelia Hattula, University of Mannheim
Torsten Bornemann*, University of Stuttgart
Stefan Hattula, University of Stuttgart
Florian Kraus, University of Mannheim

A widespread view in management research and practice holds that organizational changes should be attuned to changes in the environment, which is why many firms launch product generations at irregular intervals, in response to shifts in technology, new customer demands, or competitors' introductions. However, the financial performance implications of product release rhythms remain insufficiently explored. This article proposes a longitudinal model to examine the relationship between regularity in release rhythm and firms' financial performance. Contrary to the traditional view, the results show that launching product generations in a regular (cf. irregular) manner increases firms' financial performance. This implies a need for organizational processes that work toward fixed regular deadlines. Regular releases are even more effective at higher levels of demand- and competition-related environmental dynamism.

Engagement and value

Chair: **Kristian Möller**, Aalto University

From customer to actor engagement: Exploring a broadened conceptual domain

Roderick Brodie*, University of Auckland

Julia Fehrer, University of Auckland

Elina Jaakkola, University of Turku

Linda Hollebeek, University of Auckland

Jodie Conduit, University of Adelaide

During the past decade, ‘customer engagement’ (CE) has developed into a key area of interest for scholars and practitioners alike. Recent service literature has recognised that not only customers, but also other key ‘stakeholders’ or ‘actors’ may engage with focal agents, including individuals, groups, networks and machines, thereby generating important implications for engagement within broader service systems. To reflect recent advancements, this paper introduces the concept of Actor Engagement (AE) and delineates its conceptual domain through five fundamental propositions. The paper contributes to the emerging body of literature on engagement by extending scholarly understanding of engagement, with specific application to the emerging AE concept. By broadening the conceptual ambit of CE to AE, we allow for the emergence of more explicit insight regarding the important role of service systems and permit the theoretical expansion of engagement to extend beyond dyadic interactions.

Engagement patterns bridging service-dominant logic and platform business models

Julia Fehrer*, University of Bayreuth

Herbert Woratschek, University of Bayreuth

As technologies are evolving businesses operating as platforms and in their associated ecosystems constitute the majority of the fastest growing organizations in the global economy. In today's networked age, strategic benefits are increasingly generated over platforms, allowing various actors to engage in and benefit from value co-creation through their resource integration. This paper represents one of the first attempts in marketing literature to bridge Service-Dominant Logic (SDL) with business models, using a microfoundational approach for multi-level theorizing. We introduce engagement patterns as a microfoundation that can be derived from SDL-based axioms and contextualized in managerial environments. Our concept of engagement patterns allows for new value creation logics applicable for actor networks collaborating in service ecosystems and pins down a portfolio of generic platform business models, including three value configurations: Match-Maker, Accelerator and Expert.

Value co-creation in complex projects: Opening the time-value box

Fred Lemke*, Newcastle University

Mark Toon, Cardiff University

The concept of value has evolved in the marketing literature in recent years. However there remains a lack of consensus on how value is defined. Context is an essential platform in addressing this and we consider that the conceptual evolution is pegged to both the context and use within which value is to be determined. In this paper, we further evaluate the conceptual evolution across complex urban regeneration projects in which both context and use continually evolve. We identify time as a missing link in the conceptualisation of value and explore the way that value is both the product of, and the driver of the co-creation process. We present three propositions: 1) value exists as a social construct in early project phases; 2) post-construction, multiple agents continue value co-creation in a value-in-use setting; and 3) a ‘time-value box’ can be identified within which value changes over time to serve as an input for the next phase of co-creation.

Valuable zombies – how customers contribute to CLV after their death

Joséphine Süptitz*, WHU - Otto Beisheim School of Management

Christian Schlereth, WHU - Otto Beisheim School of Management

Christina Hofmann-Stoelting, HAW - Hamburg

Since customer relationship management has become the magic cure for marketing strategy, customer lifetime value (CLV) as one of the core metrics of customer relationship management has gained wide interest among researchers and practitioners. Key assumption of this metric is that customers have only one life. This paper challenges that assumption and examines CLV beyond customers' first life. Looking at contractual subscription data, we find that a large proportion of customers exhibit a zombie-like behaviour, meaning that some of them may come back to life after some time. In addition, we look deeper into the effect of different contract lengths on CLV. We develop a comprehensive CLV model including multiple customer lives and the return probability of a ceased customer. Preliminary results show that CLV suffers from underestimation between 17.25% and 54.28%. The amount of underestimation is driven by customers switching between different contract lengths in their multiple lives.

Domain-specific marketing journals

Chair: **Erik Olson**, BI Norwegian Business School

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

Journal of Public Policy and Marketing

Shintaro Okazaki*, King's College London

Journal of International Marketing

Constantine Katsikeas*, Leeds University

Journal of Services Marketing

Rebekah Russell-Bennett*, Queensland University of Technology

Journal of Service Research

Anders Gustafsson*, Karlstad University

Journal of Business Research

Anders Gustafsson*, Karlstad University

Journal of Product Innovation Management

Angela Paladino*, University of Melbourne

Online advertising II

Chair: **Lisa-Charlotte Wolter**, University of the Federal Armed Forces Hamburg

Measuring the quality of online advertising

David Crete*, Université du Québec à Trois-Rivières
Sylvain Senecal, HEC Montréal

Online advertising is growing annually. In the United States, revenue generated by this form of advertising neared \$50 billion in 2014. Forecasts for 2015 are even higher (IAB, 2014). It is thus important to grasp the factors leading to the development of attitude toward advertising. We propose a complete measurement scale evaluating the quality of online advertising, which researchers, managers and others should find useful. This new reliable and valid scale includes five dimensions and 17 items, and construes quality as an antecedent to attitude.

An analysis of ad visibility as a proxy for ad effectiveness in online display advertising

Marc Heise*, Goethe University Frankfurt
Bernd Skiera, Goethe University Frankfurt

In 2013, a study by comScore revealed that only 46% of ads delivered (i.e., impressions) had a realistic chance to be seen by users, which urged advertisers to measure the visibility of their ads. To standardize ad visibility measurement, the IAB defined that an ad is visible if 50% of its pixels appear for 1 second on a user's screen. In an empirical study, based on 700 million impressions, we analyze if the IAB ad visibility measurement is a good proxy for ad effectiveness in terms of click-through rates. While we find a positive correlation between measured ad visibility and click-through rates ($r=0.42$), we also show that the IAB measurement can be misleading, as it favors smaller ad sizes and positions at the top of a website, which not necessarily indicate higher click-through rates.

Threshold free shipping policy: Factors affecting the acceptance of shipping charge for online shopping

Wen-Hsien Huang*, National Chung Hsing University
George C. Shen, National Chiayi University

This paper examines how characteristics of a threshold free shipping (TFS) policy and the individual differences may influence consumers' fairness perceptions, and consequently, their intentions to pay for delivery when a threshold is out of reach. The results demonstrate that perceived threshold is positively related to inferred motive, shipping fees as profit generator, and willingness to pay. However, there is a negative relationship between perceived threshold and TFS policy fairness. In addition, sensitivity to shipping charge is positively related to inferred motive and negatively related to willingness to pay. The data also show that delivery time and satisfaction with price contribute to fairness perceptions. Unfortunately, the positive relationship between delivery time and shipping fees as profit generator is not supported. Finally, perceptions of fairness have a positive influence on willingness to pay.

Brand engagement effects of native ads on digital news sites

Lisa-Charlotte Wolter*, University of the Federal Armed Forces Hamburg
Sylvia Chan-Olmsted, University of Florida

Online advertising avoidance behavior of consumers like the rising use of advertising blocker is driving the demand for innovative brand communication solutions. Native advertising (NA) promises to overcome different challenges of advertising in the digital age. By matching the design of the content site and delivering a natural user experience, NA are believed to deliver positive effects for the advertised brand. But what is the relationship between consumer responses to different NA and brand outcome? This study examines NA from three perspectives: the influence of attitude towards the NA (ANA) on brand engagement, the effects of certain NA design and the relationship between emotions and ANA. It aims at providing insights about the content and effects of NA, a marketing communication format with increasing importance but limited empirical investigations. Data was gathered through the usage of an online questionnaire combined by neurophysiological tool to a sample of 107 consumers.

Revenue models

Chair: **Giampaolo Viglia**, Bournemouth University

Empower your customers: The impact of cognitions on willingness to pay and attitudinal outcomes in participative pricing

Mirja Bues*, University of Münster

Laura K. Kraus, University of Münster

Manuel Stegemann, University of Münster

Wayne D. Hoyer, University of Texas at Austin

Participative pricing, and Pay-What-You-Want as the most progressive form of these mechanisms, has gained increased interest from academia and practice. While there is initial evidence that customers' willingness to pay increases if they get more control over the price determination process, it remains unclear which factors cause favorable monetary and attitudinal outcomes in participative pricing. Thus, this study focuses on the underlying cognitive processes within customers' minds in the price determination process. Moreover, this study is the first to compare participative pricing with traditional fixed pricing mechanisms in a consumption situation. The authors show that the pricing mechanism has an impact on customers' price determination process and that, among other cognitive factors, perceived empowerment is a strong driver of customers' willingness to pay a higher price in participative pricing than in fixed pricing situations.

The influence of zero-priced offers on consumers' non-monetary cost perceptions

Björn Hüttel*, University of Passau

Christian J. Wagner, University of Passau

Jan H. Schumann, University of Passau

Martin Mende, Florida State University

Maura Scott, Florida State University

Research shows that free offers lead to positive affective consumer reactions which result in an irrationally high demand. Prior research argues based on the assumption of constant costs that this zero-price effect occurs because consumers attribute extra benefits to free offers. Yet, so far there is no empirical evidence for this claim. This research tests this assumption but also challenges the assumption of constant costs by taking non-monetary costs into account. In the context of free e-services we show that consumers actually overemphasize the benefits of a free e-service but also judge their non-monetary costs (i.e. advertising intrusiveness) as lower. Mediation analysis shows this lower judgment of non-monetary costs as an additional explanation for the zero-price effect. The results are relevant for marketing practitioners currently offering free services or products or considering switching to a free business model.

Expectations and reciprocity in a pay-what-you-want environment: Evidence from the field

Giampaolo Viglia*, Bournemouth University

Marta Maras, Gettysburg College

Daniel Navarro, Pompeu Fabra University

Pay what you want (PWYW) is a pricing mechanism in which consumers have full control over the price they pay. Previous research on PWYW has shown that the effectiveness of this mechanism depends on factors such as product value and social distance between buyer and seller. In this paper we investigate the effects of whether people decide what to pay before or after consumption. Apart from the practical implications, this variable is of particular relevance because it can shed light on the role of two crucial elements in PWYW situations: expectations and reciprocity. We test the effects of paying before or after consumption in two field experiments. Our results show that the time of payment makes a difference in terms of PWYW and, consequently, also in terms of profitability for the seller. The effects are explained by expectations and by positive reciprocity towards the seller, and they disappear when there is limited room for varying expectations and reciprocity.

Brand scent and brand design

Chair: **Marie-Cécile Cervellon**, EDHEC Business School

Assessment of implicit consumer perception of fragrance as a way to better understand attitudes toward perfume brand

Marina Sheresheva*, Moscow State University

Natalia Galkina, Neurotrend

Alexander Luzhin, Neurotrend

Ksenia, Kolkova, National Research University Higher School of Economics

Marina Koroleva, Neurotrend

In recent years, there is a growing interest of academics and practitioners in applying neuromarketing tools to identify consumer perceptions and preferences. The paper aims to unveil implicit consumer perceptions of fragrance in the blind tasting, and to compare the results with consumer expectations caused by commercials of perfume. Combined use of psychophysiological and sociological methods demonstrated different perception of aromas when tasting (i) on the basis of subjective assessments, and (ii) on the basis of the non-verbal level. The obtained results suggest that matching consumer expectations, based on brand advertising, with physiological fragrance perception is of high importance. Moreover, the dissonance between subjective expectations and implicit reaction to the odor leads to deterioration of brand perceptions.

Putting product design in context: Consumer responses to design fluency as a function of presentation context

Laura K. M. Graf*, Goethe University Frankfurt

Jan R. Landwehr, Goethe University Frankfurt

Existing research has well established that the fluency of mentally processing a design is an important determinant of consumers' aesthetic liking. Yet, to date, most studies have assessed consumers' reactions to design fluency in isolation, i.e., irrespective of the context in which the design is presented. In reality, however, consumers usually perceive a design in a context. Against this background, this research examines how a design's fluency and the visual context in which it is presented interact to affect aesthetic liking of bikes, chairs and lamps. To this end, we experimentally manipulate design typicality as an operationalization of design fluency and the usualness of an advertisement's background as an operationalization of presentation context. The pattern of results suggests that the effect of design fluency on aesthetic liking differs in unusual versus usual presentation contexts, which is in accordance with a dual process model of fluency-based aesthetic preferences.

Investigating the effects of brand-self and design-self congruence on consumer behavior

Christian Homburg*, University of Mannheim

Martin Schwemmler, University of Mannheim

Kuehnl Christina, University of Mannheim

As consumers prefer to buy products with brands and designs that fit their self-image, prior research reflects this preference in analyzing the consumer behavior effects of congruence between the brand and the consumer's self. However, studies so far have neglected the congruence between the product's design and the consumer's self. Analyzing data from European and U.S. customers, the authors empirically show that while brand-self congruence and the newly introduced design-self congruence both positively influence purchase intention and word-of-mouth, design-self congruence exerts the greater influence. In addition, the authors distinguish the two congruence effects in terms of their underlying theories—self-consistency theory and processing fluency theory—and derive implications for research and practice.

The smell of words: Stimulating narrative transportation with perfume names

Marie-Cécile Cervellon*, EDHEC Business School

Marie Mailhos, EDHEC Business School

This paper explores the possibility of creating narrative transportation with perfume names. Current trends in the perfume industry emphasize names suggestive of smell through synesthesia or through narrative structures inviting imagery transportation. This study conducted among fifty French women indicates that creating literal correspondence between a perfume name and its smell is not necessarily the best road to narrative transportation and persuasion. Brand engagement and appeal are higher when consumers are able to project themselves in a rich narrative and imagine living the experience proposed by the brand.

Pricing and spending

Chair: **Bert Weijters**, Ghent University

The effect of surcharge expectations on retailer evaluation and choice

Thomas Robbert*, Kaiserslautern University

Stefan Roth, University of Kaiserslautern

Harmen Oppewal, Monash University

Online retailers often hide surcharge information such as credit card fees when they advertise their products. The surcharges are only revealed after the consumer has already gone through almost the entire purchase process. As a consequence a consumer might end up with a retailer that he would otherwise not have chosen, so that “honest retailers are losing out”. We argue that in these situations preference for retailers is heavily influenced by surcharge expectations. With data of an experimental study we show that surcharge expectations are not only influenced by previous experiences but rather by advertised surcharges of direct competitors. As a consequence we show that retailers who display fees upfront are surprisingly better off advertising higher surcharges compared to lower ones.

„Parmesan cheese by the kilogram!” Empirical evidence for effects of unit price format

Stefan Roth*, Kaiserslautern Technical University

André Fecher, University of Kaiserslautern

Thomas Robbert, University of Kaiserslautern

Displaying unit prices is in many markets mandatory. Previous research on unit pricing focus on consumers’ unit price awareness, comprehension and usage. Moreover, effects of unit pricing on consumers’ product choice is another central aspect in literature. Yet, research on the influence of unit price format is scarce. This paper analyzes the effect of the measurement unit in unit pricing on purchase intentions. We find that the use of larger units of measure (e.g. per kg vs. per 100g) leads to higher perceived prices. Subsequently, price perception influences purchase intentions negatively directly and positively through quality perceptions. The effect of price-level perception on purchase intention is moderated by product-specific price quality beliefs. Moreover, we find evidence for differences in price perception resulting from packaging: unpackaged groceries are perceived more expensive than pre-packaged groceries and for pre-packaged goods the unit of measure effect is mitigated.

Save or (over-)spend? How shopping-pattern choice affects consumer grocery spending

Mark Vroegrijk*, KU Leuven

Katia Campo, KU Leuven

Els Gijbrecchts, Tilburg University

Many consumers have become increasingly “promiscuous” in their grocery shopping, and systematically allocate purchases across multiple supermarkets. Such shopping patterns provide consumers with ample saving opportunities. However, they also influence consumers’ ability to spot these opportunities, and motivation to capitalize on them. The authors propose a framework on how multiple-store shopping affects consumers’ actual spending, which is empirically tested using a household-level model, calibrated on monthly panel data. Even after controlling for household heterogeneity and endogeneity of pattern choice, the authors find that the way households shop affects their grocery outlay. The results show that multiple-store shopping consumers do not save, but rather spend more. This occurs even when the store set involves a low-priced hard-discounter, and especially when the stores are jointly visited on combined trips. Implications for consumer welfare and retail performance are discussed.

The effect of the displayed product assortment price range on perceived discount value

Frank Goedertier, Vlerick Business School

Bert Weijters*, Ghent University

Kristof Geskens, Medialaan

Starting from a range theory and reference price perspective, we suggest that the perceived value of identical price discounts on identical items may change depending on the context provided by the displayed product assortment. Specifically, we argue that the perceived value of a discount changes depending on the distance of the original price of the discounted item from the price boundaries of the assortment price range that is displayed. In support of this argument, we demonstrate that a \$4 discount on a \$50 item is perceived as more attractive when the \$50 item is near the lower-bound of the price range of all displayed products in the assortment (e.g., prices range from \$45 to \$75), but less attractive when the same item is near the upper-bound of the displayed assortment’s price range (e.g., prices range from \$25 to \$55). We report three empirical studies that provide support for this phenomenon and introduce a boundary condition. We also reflect on managerial implications.

Service employees

Chair: **Margot Loewenberg**, University of Zurich

Employee friendliness in service settings: A conceptual model and an agenda for future research

Melanie Boninsegni*, University of Fribourg

Olivier Furrer, University of Fribourg

The purpose of this paper is to explore employee friendliness, identified as a critical component of customer service experience. Based on relevant literature, we differentiate friendliness from closely related constructs, and propose a conceptual framework synthesizing key antecedents and outcomes. Finally, we discuss implications for future research. In this course, we propose additional variables to integrate into the framework, recommend research methods to further validate the construct, and present possible tools to better manage employee selection and training. From a theoretical perspective, our literature review suggests that depending on the business context, friendliness can have positive or negative consequences on customer perceived relationship quality, loyalty, and employee job satisfaction. From a managerial point of view, this paper helps service firms to better identify favorable situations to promote friendliness and enhance the overall customer service experience.

The service conspiracy uncovered - supervisors' influence on their employees' service sweetheating behavior

Elias Ertz*, University of Hohenheim

Laura Oesterle, University of Hohenheim

Marion Büttgen, University of Hohenheim

Service sweetheating, an unauthorized behavior of frontline workers, is characterized by giving away free or discounted goods and services to conspirator customers. It is the most common type of employee theft. Since sweetheating is hard to detect, firms use costly surveillance systems to disclose it. Therefore, it is crucial to find further measures to reduce service sweetheating. Reflecting imitation theory and need-to-belong theory, our research investigates the influence of the supervisor on employees' sweetheating behavior. Our results show that on the one hand employees imitate their supervisors' behavior, that is, if the manager sweethearts the employee, the employee sweethearts his or her customers. On the other hand, a high quality relationship between supervisor and employee reduces the frequency of service sweetheating. We therefore conclude, that a positive relationship between supervisor and employee that is based on ethical values, can reduce service sweetheating.

Mindfulness and the creativity of frontline service employees

Miguel Machado*, University of Coimbra

Filipe Coelho, University of Coimbra

Greg Oldham, Tulane University

Miguel Pina E Cunha, NOVA School of Business & Economics

Studies on the drivers of employee creativity in service settings are scarce, and this is unfortunate since creative frontline employees appear to play a key role in delivering customer satisfaction and in developing valuable customer relationships. Hence, the purpose of this study was to address this void in the literature by investigating how one personal characteristic - mindfulness - affects employee creativity in retail settings. Specifically, we developed a model that advances a number of mechanisms for how mindfulness disseminates to affect employee creativity. The findings provide support for the model and reveal that employees' organizational commitment and emotional strategies partially mediate the effects of mindfulness on creativity. The results also suggest that emotional labor strategies partially mediate the relationship between employee commitment and creativity. Accordingly, this study offers meaningful insights both in theory and practice.

The dynamic effects of relational and transactional marketing efforts on salesperson performance

Margot Loewenberg*, University of Zurich

Markus Meierer, University of Zurich

René Algesheimer, University of Zurich

Many firms rely heavily on the success of their salespersons. Hence, analyzing the drivers of salesperson performance has gained considerable attention in literature. Previous studies mainly focused on static attitudinal data rather than on salespersons' actual behavior. Widely neglected so far, this study disentangles the dynamic effects of building long-term salesperson-customer relationships and leveraging transactional marketing elements. Building up on a unique dataset covering 8.5 years of monthly sales records, sales trajectories of 812 salespersons are examined. The study reports the following results: (1) the importance of relational marketing efforts for performance increases with time; (2) price specialization enhances performance, but its importance decreases with time; (3) product specialization and (4) selling more in advance both increase performance and the importance of both effects increases with time; (5) geographic proximity enhances performance regardless of time.

Influence of packaging and price on sustainable consumption

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

Trusting appearances: Packaging eco-friendliness and perceived quality of food products

Lise Magnier*, Delft University of Technology
Jan Schoormans, TU Delft

This research aims at determining the influence of packaging eco-friendliness on perceived quality of food products. Two experimental studies were performed within three product categories and 259 French consumers participated in these studies. Study 1 demonstrates that an eco-friendly package positively influences the perception of quality of both vice and virtue foods. Study 2 sheds light on the mitigating effect of product eco-friendliness and reveals that the perception of product naturalness explains the perception of food products quality.

With or without you: Is it worthwhile for a brand to eliminate overpackaging? New insights from context effects

Elisa Monnot*, Cergy-Pontoise University
Fanny Reniou, Paris-Est Créteil University
Béatrice Parguel, Paris-Dauphine University
Leila Elgaaied, Cergy-Pontoise University

Previous experiments underlined the impact overpackaging elimination on brand image and purchase intention. However, these experiments did not consider the potential effects of competitors' strategies in terms of overpackaging when evaluating the impact of a target brand decision to eliminate overpackaging. Based on context effects and attribution theory, the present paper shows that the influence of overpackaging elimination on consumers' response may depend on the absence vs. presence of overpackaging on the competing product. An experiment conducted among 218 consumers reveals that eliminating overpackaging can lead to a decrease in consumers' intention to buy the product but this negative impact is no longer true: (1) when competitors are also getting rid of overpackaging; (2) among consumers that are highly concerned about the environment.

The role of package design and regulatory focus framed messages in promoting sustainable products

Karin Teichmann*, University of Innsbruck
Lisa Schatz, University of Innsbruck

With the rise of consumers' increased interest in sustainable products, companies are encouraged to produce and promote sustainable products. The present research examines the interplay of regulatory focus framed messages and package design for sustainable products. Results of an experimental study reveal that consumers' purchase intention for a sustainable product with a promotion framed message is reinforced by an atypical package design. Moreover, a high level of perceived risk is found to strengthen the effect of an atypical product design on consumers' purchase intentions. This study extends current literature on promoting sustainable products and advises companies how to successfully design and promote sustainable products.

Consumer response to price levels of organic foods

Katharina Petra Zeugner-Roth*, Lille Catholic University
Bert Weijters, Ghent University

Whereas some studies suggest that higher prices of organic foods inhibit further growth of the category, other research implies that higher prices for organic food might increase its social-psychological signalling function, thus making it more attractive. In the current study, we investigate consumers' responses to prices of organic foods (relative to other organic and/or non-organic foods in the same assortment). We test effects of different pricing strategies on organic shoppers in a simulated online grocery shopping environment. We find effects on perceived ease of choice, assortment satisfaction and price satisfaction, as well as on the number of organic products that shoppers purchase. For organic shoppers, we find that price merely acts as a tie-breaker: shoppers like price differences when facing two organic options, but dislike the price premium for organic when compared to non-organic products (i.e. price and assortment satisfaction is lower in the latter situation).

Shopping and the tourism experience

Chair: **Rebecca Pera**, Università degli Studi del Piemonte Orientale

The relationships between memorable tourism experiences to subjective well-being

Erose Sthapit*, University of Vaasa

Dafnis Coudounaris, University of Vaasa

The purpose of this study is to develop and test a model describing how past memories associated with specific experiences of a travel trip influence subjective well-being (SWB). The study identifies the specific dimensions of Kim, Ritchie & McCormick's (2012) memorable tourism experience scale (MTEs) that affect tourists' SWB. SWB is conceptualized using happiness and life satisfaction, as a socio-psychological benefit that people receive from travel experiences. A web-based questionnaire survey was conducted among tourists to Rovaniemi, Finland, and a valid sample of 202 tourists was used for data analysis. Only two factors, hedonism and meaningfulness, were found to significantly influence visitors' subjective well-being.

Unveiling the (biased?) nature of mystery shopping in the tourism service sector

Laura Grazzini*, Polytechnical University of Marche

Sarah Oufan, Cardiff University

Luigi M. De Luca, Cardiff University

Mystery shopping is the practice of using trained shoppers to anonymously evaluate customer service, operations, employee integrity, merchandising, and product quality. This paper contributes with new insights on the role of mystery shoppers and the potential biases that can characterize their incognito reviews of services. The study is set in the context of tourism services, and uses an interpretative phenomenological approach. Prior studies raised issues about the reliability and validity of the mystery shopping technique, but failed to address this problem from the perspective of the mystery shoppers themselves. In this exploratory paper we address this lacuna, and offer a series of insights for both theory and practice. First, we develop a phenomenological definition of the mystery shopping experience. Second, we describe and classify seven distinct biases recognized by mystery shoppers during their work. We conclude with implications for theory, practice and future research.

Value co-creation in multi-stakeholders ecosystems: The Expo2015 mega-event

Rebecca Pera*, Università degli Studi del Piemonte Orientale

Giampaolo Viglia, Bournemouth University

This paper reflects the current interest in marketing literature into stakeholder value cocreation. While value cocreation is more common among consumers, a new discussion emphasizes the concept of value cocreation across non-consumers within an ecosystem. Using the context of the Universal Expo2015, this case study research proposes a framework to understand the main characteristics of multi-stakeholder value cocreation. The findings break down the concept of value cocreation in five kinds of value: social value, reputational value, intellectual value, innovation value, and cultural value. The practical implications offer specific suggestions for harnessing online and offline value cocreation in multi-stakeholder ecosystems.

Invited speaker session: Ming Hsu Neuroscientific data in marketing research

Briefly introduced by Mehrad Moeini-Jazani, BI Norwegian Business School

Inside the mind of the consumer: Thoughts, feelings and experiences

Ming Hsu*, University of California, Berkeley

Researchers and practitioners have long relied on self-report methods to understand how consumers evaluate, choose, and experience different product offerings. These methods, however, have remained largely unchanged since their introduction decades ago and have a number of well-known limitations. As a result, there is growing interest in brain-based approaches that may enable consumer researchers and managers to directly probe customers' underlying thoughts, feelings, and experiences. Here I will describe recent progress and open questions in using such methods in understanding customer mindsets.

Introducing microfoundational theorizing into the marketing discipline

Chair: **Roderick Brodie**, University of Auckland

In the last decade the microfoundations movement (e.g., Barney & Felin 2013; Foss, 2011; Felin & Foss, 2005; Gavetti, 2005; Teece, 2007) has grown in momentum and has become a major research stream in strategy and organisational theory. This has led to microfoundational explanations about macro concepts such as about routines, institutional logics, performance, absorptive capacity, firm R&D, stakeholder management, innovation, ambidexterity, networks, the RBV, organizational capabilities, R&D capabilities, HR capabilities, and dynamic capabilities (Felin, Foss, & Ployhart, 2015). Apart from providing deeper theoretical explanation, the microfoundations research provides the bridge for empirical investigation thus anchoring the more abstract macro concepts in strategy and organisational theory. The purpose of this Special Session is to introduce microfoundational theorizing to academic research in Marketing. To demonstrate this the four papers develop microfoundation explanations for the macro constructs provided in the general theoretic framework of Service Dominant Logic. In doing so the papers illustrate a multi-level research approach that combines top-down theorizing framed by macro constructs of Service Dominant Logic with bottom-up theorizing based the microfoundations. In doing so, stronger connections are made between theory and empirical research which in turn advances knowledge in the marketing discipline.

Actor engagement as the microfoundation for service system emergence

Suvi Nenonen*, University of Auckland
Kaj Storbacka, University of Auckland
Roderick Brodie, University of Auckland

The role of actor engagement as a micro-foundation for service ecosystem emergence is explored.

Investigating the nature of “value-in-use”: A microfoundational approach

Lucas Pfisterer*, University of Kaiserslautern
Stefan Roth, University of Kaiserslautern

This paper explores how the abstract idea of value co-creation and value-in-use can be investigated empirically by applying a comprehensive bridging theory that establishes microfoundations.

Resource integration readiness and psychological ownership as microfoundations of value cocreation

Ilias Danatzis*, Free University of Berlin
Ingo Karpen, RMIT University
Michael Kleinaltenkamp, Free University of Berlin
Jingshu Li, Free University of Berlin

The role of resource integration readiness as well as of psychological ownership in providing solid microfoundations of value co-creation is explored.

Corpus-linguistic: A new methodological framework for microfoundational theorizing

Julia A. Fehrer*, University of Bayreuth
Roderick Brodie, University of Auckland
Sandra D. Smith, University of Auckland

This paper clarifies the meaning, conceptualization and underlying lexical relationship of engagement and co-creation. It explores how a methodological framework, using corpuslinguistic techniques, can be embedded in a microfoundational theorizing process.

The impact of design on marketing-related concepts

Chairs: **Tore Kristensen**, Copenhagen Business School
Isa Moll de Alba Mendoza, ESADE Business School

Design and marketing are naturally strongly connected in communication, products, branding, and other marketing related concepts, but often less well integrated. There are many ways in which design impacts the market's response to the marketing strategies. The goal of this SIG is to cover such studies. Approaches are economic, cognitive, multidimensional, and in some cases include an experimental methodology. The results are very insightful in how marketing and design interact and the contributions relevant to improve marketing practice as well as new conceptual issues. Finally, we expect the presentations and discussions to lead to a joint framework and possibly an application to EU or other funding.

Discussant: **Judith Zaichkowsky**, Beedie School of Management

The culturally heterogeneous consumer's experience of design influences markets

Tore Kristensen*, Copenhagen Business School
Gorm Gabrielsen, Copenhagen Business School

Impact of a successful brand based on a design oriented business model

Isa Moll de Alba Mendoza*, ESADE Business School
Jordi Montaña, ESADE Business School & University of Vic
Katarzyna Bachnik, Warsaw School of Economics
Eliane Cristine Francisco Maffezzolli, Pontificia Universidade Católica do Paraná

Voluntary design by audiences: User-generated internet memes as brand communication

Dóra Horváth*, Corvinus University
Ariel Mitev, Corvinus University

From slow food toward digital fabrication: Raising design options in kitchen production

Julianna Gingerina*, Corvinus University

The European retail scene: A fertile ground for research opportunities

Chair: **Marnik Dekimpe**, Tilburg University

The European retail scene is often at the forefront of key developments, such as (i) the growing internationalization of retailers' operations, (ii) the emergence and rapid growth of the hard-discount format, and (iii) the development of multi-tiered private-label portfolios. The availability of multiple (often quasi-public) data sources on the sector offers great research opportunities to academic researchers, while managers can infer early on what may be in store for the rest of the world. In this presentation, we review some recent evolutions, and elaborate on a number of ongoing and expected research opportunities in each of the three aforementioned domains.

Evolution of customer relationships in loyalty programs

Chairs: **Matilda Dorotic**, BI Norwegian Business School
Tammo H. A. Bijmolt, University of Groningen
Els Breugelmans, KU Leuven

Loyalty programs (LPs) have become ubiquitous in practice, and despite an existing large user base, LP memberships are still growing steadily. While LP-related research has substantially increased over the past two decades, it primarily focused on how to design an effective LP, who joins LPs, and what incremental effects LPs can have on providers' performance (Breugelmans et al., 2015; Dorotic, Bijmolt, Verhoef, 2012). With LPs having been in the marketplace for years, researchers now have come to the point where they recognize the need and opportunities to analyze the long-term, dynamic effects of LPs on customer and firm behavior. The time is now ripe for an examination of the evolution of customer relationship within an LP and the factors that drive the dynamics of customer-LP relationship over time. This Special Interest Group explores from different perspectives the evolution of customer relationships within loyalty programs and thus addresses the long-term implications of LPs as a customer relationship management tool. Three studies show a concerted effort to investigate the long-term evolution of customer relationships in an LP context. In a subsequent discussion, we will focus on this previously neglected dimension of LP management, which goes beyond analyzing mere incremental effects of LPs.

Loyalty programs and habit development: The effects of individual and program design factors

Yuping Liu-Thompkins*, Old Dominion University
Tim Manoles, The Lacek Group

The authors investigate how the purchase habit of customers evolve under LPs, and identifies program and individual factors that may facilitate or inhibit this development. They find that LPs initially disrupt consumer purchase habit but over the long run have positive effects on habit strength. These findings demonstrate that LPs can be a powerful instrument for developing long-term habitual purchases, not just incremental sales.

Understanding the ups and downs of status in loyalty programs – a markov chain analysis

Tammo H. A. Bijmolt, University of Groningen
Manfred Krafft, University of Münster
F. Javier Sese*, University Of Zaragoza
Vijay Viswanathan, Northwestern University

Bijmolt and colleagues analyze the evolution of customer status in an LP and the impact of status changes over time on long-term customer behavior. LP members can increase their status to a higher status tier, and they can also get demoted to a lower status level or remain in the same status tier over time. Examining the evolution of status dynamics (or the lack thereof) allows a better understanding of how (business-to-business) customers move between status tiers, which factors drive the change, and what consequences this evolution has for firm performance.

Should we be together? Partnership effects for firms participating in a joint loyalty program

Matilda Dorotic, BI Norwegian Business School
Dennis Fok*, Erasmus University Rotterdam
Peter Verhoef, University of Groningen
Tammo H. A. Bijmolt, University of Groningen

Dorotic and colleagues explore the evolution of multi-vendor patronage in an LP alliance that features more than one firm. This study analyzes how customer relationships develop across different firms within the alliance and whether some cross-vendor effects occur over time. This study shows that with the evolution of their program participation after LP enrollment, customers start to cross-patronize new firms from the LP, and these partnership effects are driven both by customer purchases and rewards received from the LP.

Discussion: How do customer relationships evolve in loyalty programs, and how can future research assess the long-term implications of loyalty programs?

Matilda Dorotic, BI Norwegian Business School
Tammo Bijmolt, University of Groningen
Els Breugelmans, KU Leuven

and the remaining presenters in the SIG.

100 meters: Sports and metrics in advertising

Chair: **Teresa Recio**, IE University

Marketing metrics practices: Insights from Irish firms

Yuhui Gao*, Dublin City University

Xiaoning Liang, Dublin City University

Marketing accountability and measurement of marketing performance continue to be major concerns for practitioners and scholars. However, there is a dearth of research on how firms design and use marketing measures in a manner that reflects the organizational and environmental context. To fill in the gap, this study examines both internal and external factors and their impact on how firms monitor marketing performance. Using survey data from 209 Irish-based companies, the study shows that certain factors (e.g., CMO presence, the use of marketing dashboard) significantly influence how marketing performance is tracked. This study provides empirical evidence on the contingent nature of marketing metrics practices.

Drivers of employees' organizational identification and commitment in the context of sport sponsorship

Katharina Maria Hofer*, Johannes Kepler University Linz

Reinhard Grohs, Seeburg Castle University

Employees are a key stakeholder group within organizations and have been target groups for sponsorships for a long time. Although researchers identified a range of positive effects of sport sponsorship on employees, surprisingly little is known under which conditions such effects are more or less likely to occur. Literature streams related to organizational identification, internal marketing, and sponsorship effects on consumers help to identify drivers of sponsorship effectiveness for employees. Results from an empirical study show that organizational identification mediates the positive effects of employees' general attitudes towards sponsorship and of perceived altruistic company motives and the negative effects of perceived self-serving company motives on their organizational commitment. Employees' perceptions of the company's specific sport sponsorship have no significant effect. Implications, limitations and further research areas are discussed.

Does the industry matter? Public announcements of sport sponsorships and shareholder wealth

Teresa Recio*, IE University

Carmen Abril, Universidad Complutense de Madrid

Joaquín Sánchez Herrera, Universidad Complutense de Madrid

This study aims to further understand the effect of the public communication of a global sports sponsorship on the value of the firm, thus helping brands make better decisions in terms of allocating their limited marketing resources. The announcement of a sports sponsorship is generally considered to have a positive impact on the market value of the sponsoring firm. However, recent research has raised a warning flag indicating that financial investors are getting more skeptical about this communication tool. It has already been shown that the market's reaction depends on the characteristics of the sponsored event, such as the type of sport. Analyzing ten years of market data, we have now found that the industry of the sponsoring firm also plays a role in the behavior of the stock price, suggesting that investors are more demanding about sponsorship announcements from consumer brands, and are more willing to reward sponsoring firms in the telecommunications and technology industries.

B2B networks

Chair: **Margherita Pagani**, EMLYON Business School

Dependence balancing strategies for weaker channel partners: The role of network embeddedness

Maggie Dong*, City University of Hong Kong

Chenting Su, City University of Hong Kong

Fue Zeng, Wuhan University

Despite the prevalence of channel relationships with dependence asymmetry, few studies have suggested how the weaker partners can cope with such disadvantages and benefit from the imbalanced relationships. To fill with this research void, we bring focus to the weaker player. Adopting network embeddedness theory, we postulate that weaker players can rely on their embeddedness in business and government networks to achieve dependence balancing. We also examine how the effects of embeddedness in business and government networks are contingent on dependence asymmetry. Using a dyadic survey of buyer-supplier pairs in China, our results suggest that a weaker partner's embeddedness in business and government networks increases its counterpart's relationship-specific investments and decreases the counterpart's use of coercive power, which in turn enhance the weaker one's channel performance. Moreover, the effects of embeddedness in business networks are weakened while the effects of embeddedness

Shaping markets – moving beyond the dyad

Per Carlborg*, Linköping University

Daniel Kindström, Linköping University

This study explores factors that influence market shaping in a B2B market channel. Through a case study from the Swedish steel industry insights in how actors connect to each other in order to shape markets and to enable new innovations are drawn. This study finds that by approaching downstream actors a supplier can influence, and even shape, the development of the market in a favorable direction. The shaping of new markets is dependent on both the power of the supplier, and the characteristics of the market. For suppliers who find their customer to be a barrier for the development of a market, finding new ways to interact with downstream actors might be a valid market opportunity and mutually beneficial to the entire market channel. By leveraging its knowledge, the supplier can develop innovative paths to shape a new market. This study contributes to understand market innovation and how the supplier can influence downstream actors to build markets and to increase competitiveness.

How does digitalization change business networks?

Catherine Pardo, EMLYON Business School

Margherita Pagani*, EMLYON Business School

This paper examines the impact of digitalization (adoption of digital technologies) on B2B exchanges. While B2C exchanges are the subject of numerous studies on the transformations brought by the digital technologies, B2B exchanges are far less analysed. Building on a conceptualization of exchanges between companies as made of activity links, resource ties and actor bonds, this paper offers to identify three types of “digitalization” according to the nature of the most deeply impacted link. 4 cases of digitization in 4 different industrial sectors illustrate these three types. This typology provides an alternative to analyses based on the nature of digital systems used by B2B companies.

Hedonism and the consumer

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

Virtue in vice: Benefits of conspicuous consumption for the powerless

Sumaya Albaloooshi*, BI Norwegian Business School
Mehrad Moeini-Jazani, BI Norwegian Business School
Bob M. Fennis, University of Groningen
Luk Warlop, KU Leuven & BI Norwegian Business School

Research has elucidated that lack of power in an individual drives one to seek conspicuous products as means of signalling status. As a variant of status-signalling account, we contend that the powerless seek status products as means of restoring the self, which ultimately influences ones cognitive abilities. In Study 1, we show that conspicuous consumption has affirmational qualities for those who lack power. Having established conspicuous consumption is an affirmational commodity for the powerless in Study 1, Study 2 addresses the benefits of conspicuous consumption for the powerless, such that we show that among those who lack power, conspicuous consumption improves performance on Stroop task, a test designed to assess the extent to which individuals can control overlearned automatic and habitual responding.

Measuring immersion in real time: Use of CRDI tool

Aline Degorre*, University of Toulouse I Capitole

Immersion became one of the stakes of experiential marketing to improve customer satisfaction in the consumption experience. Its study was mainly made of post-exposure measures both qualitatively and quantitatively. We propose to study the concept of immersion in real time, through the CRDI tool (Continuous Response Digital Interface), to capture the different variations of emotions felt by consumer during the exposure phase. The objective of this study is to present the CRDI tool and its possible application in the field of management science.

Bringing the virtue out of vice – using heuristics to promote virtuous choices for consumers in impulsive states who lack self-control

Tracy Cheung*, Utrecht University
Floor Kroese, Utrecht University
Bob Fennis, University of Groningen
Denise De Ridder, Utrecht University

Current research demonstrates that even consumers in an impulsive state who lack self-control would make virtuous choices favoring long-term goals if the choice setting offers suitable heuristics promoting them. Study 1 showed that indeed impulsive consumers who were hungry chose more utilitarian (vs. hedonic) products when they were promoted by a social proof heuristic. In Study 2, a demand scarcity heuristic implying a product was scarce due to popularity, and thereby conveying social proof, was most successful in promoting utilitarian products for impulsive consumers who had previously exerted self-control. Study 3 showed the use of social proof heuristics to promote healthy food to be most potent for impulsive consumers under a high cognitive load who had a low extent of healthy eating. Findings posit heuristics as a promising tactic to guide consumers' impulsive choices towards more advantageous outcomes and shed insight on the circumstances that optimize their effectiveness.

How pleasure and meaning affect life satisfaction and consumer happiness

Josko Brakus*, University of Leeds
Weifeng Chen, Brunel University
Bernd Schmitt, Columbia University
Lia Zarantonello, University of Bath

We investigate how everyday consumption experiences can trigger pleasure and meaning and result in satisfaction in life and consumer happiness. Results show that personal fulfilment (or meaning) directly and positively affects subjective happiness. Pleasure also directly affects subjective happiness, albeit in a negative way. Results also indicate significant gender differences: men seem to derive more satisfaction with life (a key antecedent of subjective happiness) from pleasurable consumption, while women derive more satisfaction with life from personally fulfilling (or meaningful) consumption. The study provides strong evidence for the distinction between pleasure and meaning in a consumption context.

The influence of product types consumer attitudes and self-identity

Chair: **Gerald Haubl**, University of Alberta

The effect of touch on consumer attitude towards autotelic and instrumental products

Giovanni Pino*, University of Salento

Amatulli Cesare, LUISS Guido Carli

Matteo De Angelis, LUISS Guido Carli

Alessandro M. Peluso, University of Salento

Gianluigi Guido, University of Salento

This research examines the effect of touch on consumers' attitudes toward products being touched. Results of two studies show that allowing consumers to touch products increases their attitudes toward them through two alternative mechanisms, depending on the type of product. For instrumental products, i.e., those that might be touched for diagnostic reasons, touch increases the perceived ease of using them, and, in so doing improves attitude. For autotelic products, i.e., those that might be touched to experience pleasing sensations, touch increases sensory enjoyment, and thus attitude. These effects are particularly stronger for consumers with a chronically high instrumental and autotelic need for touch, respectively. In addition to adding to the growing literature on touch, this research has practical implications for marketers of these two types of products.

Vintage wine or vegetables: Sex-specific mating tactics in drinking and dining

Tobias Otterbring*, Karlstad University

Hunger, thirst, and sexual desire are among the most central of human needs. Yet, surprisingly few studies have examined if mating motives, such as mate attraction or mate competition, can alter people's consumption preferences for certain foods and beverages. The present study investigates whether a mating motive leads to gender-specific consumption preferences linked to drinking and dining. A laboratory-based experiment on 220 undergraduates (59% female) revealed that exposure to an attractive-looking (versus ordinary-looking) male employee made women more willing to consume healthy foods, but not expensive foods and beverages; whereas men became increasingly motivated to consume expensive drinking and dining options, but not healthy foods. These findings provide strong support for the claim that mating motives fundamentally influence people's consumption preferences in a way that is consistent with how men and women communicate their mate value.

Sampling traps: How the opportunity to sample experiential products reduces hedonic value

Gerald Haubl*, University of Alberta

Sarah Wei, University of Alberta

Intuitively, sampling multiple experiential products before selecting one of them should be beneficial to consumers. By contrast, we show that the opportunity to sample tends to trap consumers in a mental state characterized by an exploration mindset, which undermines their motivation to consume any of the products in its entirety, ultimately resulting in a less enjoyable consumption experience. Evidence from four experiments demonstrates this paradoxical effect and sheds light on the underlying psychological mechanism. The findings identify the divisibility of experiential products and the partitioning of consumption experiences (into a pre- and post-commitment phase) as key moderators of the effect.

Subcultures of consumption (repetition)

A Sunday at the car boot sale: A different kind of exploration of the second-hand item consumption

Aurélie Dehling*, SKEMA Business School

Baptiste Cléret, IUT Evreux – NIMEC

The research objective was to explore the second-hand realm through the eyes of used item consumers. Six consumers have revealed to us their motivations, practices, and know-how. One element above all nevertheless attracted our attention: the presence of an underlying tension between discourse and practice that is more divergent than convergent.

Walking with zombies – insights into the subculture of the undead

Sascha Steinmann, University of Siegen

Frederic Nimmermann*, University of Siegen

Hanna Schramm-Klein, University of Siegen

Andreas Rauscher, University of Siegen

Judith Ackermann, University of Siegen

We used videography to gain insights into the subculture of the “zombie community” – a specific “subculture of consumption” – by analysing visual material that was collected during the urban performance of the community members during the “Zombie Walk” in Cologne, Germany in May 2015. Our analysis includes naturalistic observations of the performance of the participants in the urban space and it further includes interviews with both the community members as well as with spectators of the zombie walk. In doing so, we show how zombie archetypes have evolved in media over time, especially in movies and computer games. Furthermore, we show how the archetypes have influenced they way community members dress and perform during the zombie walk. Finally, based on our findings implications for marketing are discussed.

Yoga and fashion

Maria Kniazeva*, University of San Diego

A former investment banker from Singapore, a pornographer from Los Angeles, a University student from Washington D.C., and a former project manager from Tokyo help the author explore how they marry yoga and fashion. While yoga has traditionally emphasized the inner world of its practitioners, its modern devotees place a heavy emphasis on their outer appearance. Not only do many of them turn to yoga because of the expected benefits of a lean body, but they also spend heavily on trendy yoga clothes and mats. Female practitioners, who make up eighty percent of yoga enthusiasts today, drive these tendencies.

Capabilities

Chair: **Ravi Sohi**, University of Nebraska-Lincoln

Capabilities and performance in global new product development

Ulrike De Brentani*, Concordia University

Elko J. Kleinschmidt, McMaster University

Three groups of dynamic capabilities, including global NPD process, global NPD strategy and IT/communication, are relevant for global NPD. Seven capabilities comprise these sets and each has been shown, in previous analyses, to have a significant and positive impact on the performance of the global NPD program of firms. Because performance objectives can differ depending on the firm and on the economic/competitive/technological environment, a key question is: what is the relative importance of these capabilities, depending on the performance objective of the firm? Based on a major empirical study of internationally active firms, research results indicate that, while all seven dynamic capabilities are significant, which subset companies must focus on differs significantly, depending on whether the objective is: (1) Financial Performance, (2) Windows of Opportunity or (3) Time Efficiency.

New product development capability and performance under institutional pressures: The role of the top management team

Hamed Mehrabi*, Wilfrid Laurier University

Nicole Coviello, Wilfrid Laurier University

Chatura Ranaweera, Wilfrid Laurier University

Firms invest in new product development (NPD) capability to enhance their performance. To have performance advantage, it is generally recommended that they invest in both dimensions of the NPD capability: exploitation and exploration. However, many firms fail to do so. In this study, we draw on institutional theory and upper echelon theory to conceptualize and examine: 1) how top management team (TMT) heterogeneity impacts the combination of exploration and exploitation within the firm's NPD capability and accordingly, performance; and 2) how these relationships are moderated by coercive and mimetic institutional pressures. This offers new insights on the antecedents of NPD capability. It also provides an explanation for the past mixed findings regarding the impact of institutional pressures on performance. In addition, it provides some insights into the controversy surrounding the impact of TMT heterogeneity on performance.

The market's siren call – market entrapments in early stage technology commercialization

Sven Molner*, City University London

Early stage technologies are distinguished by high market ambiguity, i.e., they can be employed in various potential market domains. This gives rise to market entrapments which denote individuals' premature commitments to unsuited market domains in response to positive market cues, i.e., expressions of interest from potential technology users. This research employs a grounded-theoretical research design to derive a first theoretical framework that identifies the conceptual properties, antecedent factors, and commercial consequences of market entrapments in early stage technology commercialization. The derived framework is based on objective archival and email records of six technology commercialization projects carried out by the technology transfer organization of the University of Cambridge, covering a total observation period of 333 months. The findings challenge user-centric perspectives that dominate much of the research literature in marketing and innovation management.

Developing better products by leveraging an organization's learning capacity

Ravi Sohi*, University of Nebraska-Lincoln

Avinash Malshe, University of St. Thomas

This paper examines the role of an organization's learning capacity in driving new product outcomes. Three research questions guide this empirical study: (a) what are the components of learning capacity, (b) how can an organization improve its learning capacity in the context of new products, and (c) what is the impact of learning capacity on new product creativity, new product timeliness, and new product advantage. The results support most of the hypothesized relationships and show that learning capacity is a significant precursor to achieving new product-related strategic outcomes.

Marketing and performance

Chair: **Simone Regina Didonet**, Federal University of Paraná

Does market share matter? Insights from 40 years of empirical research

Alexander Edeling*, University of Cologne

The impact of market share on firm profitability is one of the most widely studied and discussed relationships in marketing strategy and management-related research fields. Since the first meta-analysis by Szymanski, Bharadwaj, and Varadarajan (1993), substantial environmental (e.g., emergence of the Internet) and methodological (e.g., accounting for endogeneity) developments have occurred. This updated meta-analysis based on 635 elasticities drawn from 65 studies provides the following new empirical generalizations: (1) The average market-share profitability elasticity is .159. Strikingly, if method-induced biases are cancelled out, the mean elasticity is slightly negative at $-.052$, indicating that market share has a profit-reducing effect. (2) Elasticities are found to be lower for B2B than B2C firms, for services than manufacturing firms, for US markets than emerging and Western European markets, for recessionary periods, and for the post-1993 (Internet) period.

Impact of new service introduction on B2B manufacturers' firm value

Mehdi Nezami*, HEC Paris

Stefan Worm, BI Norwegian Business School

Robert Palmatier, University of Washington

In the face of growing competition, many B2B manufacturing firms transition toward offering services in addition to their tangible offerings. However, it is unclear when introducing services is beneficial for B2B firms. We investigate under which conditions service innovation on B2B manufacturer's firm value using an event-study method. The results show that, on average, service innovation has a positive effect on firm value. However, we find that the impact of service innovation is contingent on the type of the service, as well as on firm- and industry-level factors. Process delegation services have the largest positive impact. Moreover, at initial stages of service transition, the firm value impact of new service introduction is negative. It is only beyond a critical stage that the effect becomes increasingly positive. The results also show that the firm value impact of new service introduction is more favorable for manufacturers operating in small markets.

The mediating role of marketing strategy process in the SME's innovativeness-performance relationship

Simone Regina Didonet*, Federal University of Paraná

Lucas Finoti, Federal University of Paraná

Tomas Martins, Federal University of Paraná

Ana Maria Toaldo, Federal University of Paraná

This article seeks to explain how the activities of marketing strategy process impact on performance in a SME innovative context. Both formulation and implementation of marketing strategies are explored as mediators of the innovativeness-performance relationship. Using survey data collected from the software sector, the results reveal that the mediating role of the marketing strategy process is stronger when considering the formulation-implementation path than when considering the activities of formulation and implementation separately. The innovativeness does not influence performance directly. Thus, the best combination to achieve high performance in an SME innovative context is to formulate and implement marketing strategies as a process. This is one of the first works that consider the mediation of the activities of marketing strategy process in the innovativeness-performance relationship and explore the sequence in which this happens.

Theorizing and linguistics

Chair: **Ajay Kohli**, Georgia Tech

Core or periphery? Exploring the role of theory in marketing scholarship, 2000-2014

Bastian Kindermann*, RWTH Aachen University
David Antons, RWTH Aachen University
Torsten-Oliver Salge, RWTH Aachen University
Daniel Wentzel, RWTH Aachen University

This paper explores the role and evolution of theory in marketing scholarship. We employ a text mining method known as topic modeling to analyse the full-text corpus of 3,937 articles published in the five FT45-listed marketing journals (Journal of Consumer Psychology, Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Marketing Science) between 2000 and 2014. Our initial analyses uncover at least eight explicit theory topics among the 148 topics that form the topic landscape of marketing research. The evolution of these theory topics as evidenced in the number of articles published per year that are associated with the respective theory reveals two major patterns – a life-cycle pattern (e.g., regulatory focus) and a linear pattern (e.g., persuasion knowledge). However, individual articles exhibit below-average associations with these theory topics. This might indicate that theory is at the periphery rather than the core of marketing scholarship.

Below the tip of the iceberg: A corpus linguistics analysis of marketing capabilities

Greg Tanguay*, Wilfrid Laurier University
Nicole Coviello, Wilfrid Laurier University

Marketing capabilities are defined and studied in many ways. This has led to an ambiguous understanding of the construct that hinders our knowledge of its empirical impact. To help address this problem, we employ corpus linguistics methods to study the language of marketing capabilities. Our analysis is based on a rich dataset including more than 230 million words from over 24,000 journal articles published in the management literature. This novel method allows us to explore how scholars describe and use the marketing capabilities construct (and variations thereof), and extricate facets of it that may not be explicit. Our results offer a refined description and classification of marketing capabilities, and implications for future research and measurement.

How technology intensive B2B firms customize through modularity

Maren Vos*, Eindhoven University of Technology
Michel Van Der Borgh, Eindhoven University of Technology
Néomie Raassens, Eindhoven University of Technology
Edwin Nijssen, Eindhoven University of Technology

Technology Intensive (TI) firms often customize their offerings through engineer-to-order projects. However, intensified competition and technological developments drive them to become more efficient. Following trends in consumer markets, many TI firms turn to modularity. Yet, while previous research has examined customization in consumer settings, it remains unclear what the impact of customizing through modularity is for TI firms in business-to-business markets. This study synthesizes the various types of customization proposed in the literature with respect to modularity and complements these with findings from a qualitative field study. A grounded typology of four offerings demonstrates that these represent different levels of combining customization and modularity. Important antecedents add to our understanding why TI firms increasingly follow a specific approach. We extend this through identifying managerially relevant challenges.

Marketing mix

Chair: **Andre Bonfrer**, University of Queensland

How much do product portfolio and expected risk exposure inform firm performance?

Prakash Satyavageswaran*, Indian School of Business

Ashish Galande, Indian School of Business

Sudhir Voleti, Indian School of Business

We develop an approach to empirically measure the existence and impact of stated product-market strategy on firm performance by (i) extracting strategic content from textual descriptions of firm actions, perceptions and expectations, (ii) transforming this content into economic measures of firm strategy, and (iii) combining latent space modeling with spatial econometrics for estimation, inference and interpretation. Our data comprise the Fortune 1000 firms whose strategic content comes from their 10-K filings with the SEC. Our 'textspatial' approach uncovers insight into cross-firm strategy externalities and finds a statistically significant performance differential attributable to elements of firm strategy.

Geographically weighted regression as a tool for exploring spatial heterogeneity of product innovation in mobile game industry

Seongsoo Jang*, ESC Rennes School of Business

Jinwon Kim, Antalya International University

Investigating how firms' product innovation activities influence firm performance is an important responsibility of product and marketing managers. Prior researchers use multivariate regression methods to analyze the innovation-performance relationship. However, traditional research methods such as ordinary least squares (OLS) cannot explore important local variations in the model parameters that are caused by spatial effects such as spatial dependence and spatial heterogeneity. This study demonstrated the utility of geographically weighted regression (GWR) in an analysis of product innovation activities and market-based performance of mobile game developers. The results indicated that the GWR model reveals the local variations in relationships among variables previously ignored by OLS models, and substantially improves the model performance over the OLS model.

Empirically confirming the bidirectional link between advertising and aggregate consumption with a nonlinear causality test

Florian Dost*, European University Viadrina

This research uses Granger causality and a new nonlinear method (convergence cross-mapping) to test the causal links between television or digital advertising and three types of aggregate consumption—durables, non-durables, and service consumption. The novel test, unlike the Granger causality test, confirms the general existence of a bidirectional causal link between advertising and aggregate goods consumption. Specifically, and similar to the brand level, advertising effects on consumption are stronger for durable than for non-durable goods.

Does economic growth lead to consumers purchasing more energy efficient appliances?

Andre Bonfrer*, University of Queensland

Anirban Mukherjee, Singapore Management University

Conventional wisdom suggests that economic growth profoundly impacts consumer behavior. Recent research, in support of this conjecture, has shown that economic growth changes household expenditure allocations. Surprisingly, little evidence exists on how household preferences for product attributes vary with economic growth. Specifically, how do preferences for energy efficiency change with economic growth, and how does this translate into demand for energy efficient products? In this study, we conduct a systematic investigation of the evolution of preferences in two categories of major domestic appliances. We find that the net impact on the demand for appliances depends on the evolution of preference for energy efficiency and for the size and price of appliances. Our findings suggest that taking an attribute-level view is critical for quantifying the evolution of the market for durables.

Branding

Chair: **Hsin-Hsuan Meg Lee**, ESCP Europe

Analyzing interactions and identifying social roles in a brand community on social networks

Christine Balague*, Institut Mines-Telecom

Lamya Benamar, Telecom School of management-IMT

Mohamad Ghassany, Telecom School of management-IMT

This research focuses on the understanding of brand communities on social networks, by identifying the social roles of the members. Using an interactionist approach we coded 1150 posts to provide a content analysis in order to bring up eight social roles. In a second step, we build the social graph of the members and using a structural analysis, we show that network structure variables provide valuable insights for better understanding the interactions between members and their roles.

Why are people interacting with brands on Facebook?

Marijke De Veirman*, Ghent University

Verolien Cauberghe, Ghent University

Liselot Hudders, Ghent University

Facebook brand communities allow consumers to interact with brands in various ways differing in level of activeness and public visibility, ranging from rather passive and less publicly visible (or lurking) to active and highly visible (or posting) behaviors. For brands, posting behavior is particularly desirable as consumers' publicly visible interactions may strengthen the brand's online visibility and thus brand awareness. The current paper investigates individuals' motivations that may drive lurking and posting behavior on Facebook brand pages by a survey study (N = 187). Results show that while both behaviors are driven by social interaction motives, the former is also driven by a need for entertainment, and the latter is additionally driven by a need for empowerment. Since results also show that individuals engage far more in lurking than in posting behaviors, this study implies that companies should invest in strategies that appeal to consumers' empowerment motives.

This is who I am: Examining the effectiveness of brand personalities communicated online

Hsin-Hsuan Meg Lee*, ESCP Europe

Social media provide brands outlets to foster their relationships with consumers. One specific way to do this is to communicate brand personalities. To examine how brand personalities are effectively communicated online, this study distinguishes among five brand personality traits, i.e., authenticity, sophistication, excitement, competence and activity. We analyse 1586 Twitter updates from 17 international brands of low (i.e., FMCG) and high involvement product categories (fashion brands). Results suggest that communicating brand personalities improves consumer engagement, both in terms of the number of favourites and retweets. While FMCG brands' messages more often include personalized content, the positive effects are stronger with fashion brands. Moreover, the positive effects are not equal; with respect to fashion brands, authenticity and excitement are respectively the least and the most effective traits. The effects, however, do not differ among low involvement brands.

Making sense of prices

Chair: **Charlotte Gaston-Breton**, ESCP Europe

The effects of price promotions on online user reviews

Bruno Sista*, University of Porto
Beatriz Casais, University of Porto
Nuno Moutinho, University of Porto

As an effort to better understand the role of price in the consumers' pre-purchase expectations and post-consumption evaluations, we observe how promotional discounts can lead to fluctuations in user recommendations for discount products in an e-Commerce platform, Steam. Applying the change point analysis method for the observation of longitudinal data, we confirm that temporary discounts can disrupt the otherwise stable process of word of mouth generation. The researchers observed a significant effect on the volume of reviews posted for a product shortly after the occurrence of a discount and also variations in review scores that can be either positive or negative. Future research on this subject may allow for more evidences on how pricing strategies can be used to generate more business in online markets, when paired with adequate online feedback management policies.

Constructing an internal reference price for product innovations

Anne Peschel*, Aarhus University
Stephan Zielke, University of Wuppertal
Joachim Scholderer, Aarhus University

The internal reference price is the decisive standard against which observed prices are compared to evaluate whether a product offering is a good deal or not. If no reference price has been established for a product category, such as for product innovations, is it uncertain against which standard the price can be compared. Despite extensive research on the use of reference prices, little is known how an internal reference price is constructed for an unfamiliar product category. We conduct two experiments to support our two suggested mechanisms. Reference prices for an unfamiliar product category can either be constructed through repeated exposure to incidental price information or through transfer of price information from a familiar, similar product category to an unfamiliar product category, but only if the product value and price are correlated; a condition often not considered in product innovation testing.

Consumers' strategies to learn foreign prices: Effectiveness of conversion versus direct access

Charlotte Gaston-Breton*, ESCP Europe
David Luna, Baruch College CUNY

This paper examines the conditions, the strategies and their effectiveness in learning foreign prices. Consistent with foreign language learning theory, we propose that the likelihood to translate (convert) words in a second language (prices in foreign currency) and its impact on learners' proficiency (accuracy in estimating and recalling foreign prices) depend on the mode of presentation of both words' syntax (exchange rate) and synonyms (foreign reference prices). Results from three laboratory experiments do not reveal a superiority of conversion in learning effectiveness but the modes of presentation of the exchange rate and the foreign prices interfere respectively in the effectiveness of either a conversion strategy versus direct access based strategy. Those findings have direct implications for public policies, international pricing and consumer welfare.

Relationships between brands

Chair: **Tarje Gaustad**, Kristiana University College

How do consumers evaluate overlapping brands? The role of corporate versus product brand dominance

Amanda Spry*, Cardiff University

Ann Wallin, University of Queensland

In this study, we explore the concept of overlap between brands in a firm's portfolio. We define overlap from a consumer's perspective as the degree to which a brand is perceived to offer the same product features as other brands owned by the same firm. There is limited research on overlap and it is unclear how overlap affects consumers' brand evaluations. We propose and empirically test a conceptual framework that identifies conditions under which overlap has positive and negative outcomes. Our initial results suggest brand dominance and type of overlap are important boundary conditions, giving rise to implications for marketing scholars and practitioners regarding the effective management of overlapping brands.

Cobranded masstige

Stefano Giacomelli*, Università della Svizzera Italiana

Monica Mendini, Università della Svizzera Italiana

Giulia Miniero, Università della Svizzera Italiana

Masstige seems to be last frontier for attracting consumers and increasing brand popularity. Indeed, the collaborations between luxury and low-cost brands are increasing in number and growing in importance. Many new products or collections are created and launched after these partnerships, to be sold in low-cost stores at a premium price for a limited period of time. The paper wants to investigate under which conditions the cobranded masstige has positive effects on brand equity for both brands collaborating. Findings from an experimental study reveal that the cobranded masstige works better when consumers associate a high level of quality to the low cost brand. Implications and ideas for future research are discussed.

Trust in corporate brands and its transfer within brand architecture

Christina Baumgartl*, European Business School Reichartshausen

Vanessa Rühl, European Business School Reichartshausen

Franz-Rudolf Esch, European Business School Reichartshausen

Based on existing research on trust, categorization theory, and signaling, this paper examines how to build trust for an unknown corporate brand and how to transfer it within the brand architecture. The results of three experimental studies show that the reference to a brand portfolio as well as the use of seals of approval for competence or benevolence enhances brand trust, which is transferable within brand architecture. The communication of these three types of trust signals affects brand trust, brand attitude, perceived purchase risk, and expected quality. These effects are stronger for corporate brands than for product brands. Further, we find that it is possible to transfer trust in a corporate brand to a product brand. This transfer depends on the perceived similarity between the brands. If similarity is missing, the use of ad framing may increase the perceived similarity.

A dynamic perspective on symbolic co-branding: The co-creation of multiple brands' meaning in the context of blogs

Sylvia Von Wallpach*, Copenhagen Business School

Mia Backhausen, Copenhagen Business School

Branding research increasingly acknowledges that brands are not solely the outcome of managerial efforts, but evolve through a continuous process of discursive interaction among multiple, networked stakeholders. Accordingly, brand management is no longer in the position to unilaterally define its brand's meaning—a challenge that is accentuated when multiple brands form alliances. Focusing on symbolic co-branding, this paper aims to understand how involved brands' meaning arises from discursive interactions in stakeholder networks (including brand management). A netnographic study in the context of lifestyle and fashion blogs provides in-depth insights into the evolution of two symbolic co-branding processes. The results highlight various stakeholders' role in and discursive strategies of creating and transferring meaning between involved brands and add unprecedented insights into symbolic co-branding as a continuous process of brand meaning co-creation.

Policy and behaviour

Chair: **Stav Rosenzweig**, Ben-Gurion University

The role of trust in the acceptance of environmental policies

Marius Claudy*, University College Dublin
Carla Rodriguez-Sanchez, Miguel Hernandez University
Geertje Schuitema, University College Dublin

Consumer resistance to environmental policies often constitutes a critical barrier to societal change. While most research to date has focused on consumers' cognitive evaluations and attitudes towards environmental policies, little attention has been paid to the affective determinants of policy acceptance. Building on research from adjacent disciplines, this study addresses this paucity by investigating the role of trust in consumers' acceptance of environmental policies. The initial findings from a survey with $n=392$ respondents indicate that trust plays a crucial role in people's mental processing of public policies. The findings hold implications for (social-) marketers and policy makers aiming to raise acceptance of environmental policies and regulations.

Tell me who I am and I will behave: The role of self-concept clarity when encouraging proenvironmental behaviors in preadolescents with social labeling

Julien Bourjot-Deparis*, Paris School of Business
Karine Charry, IÉSEG School of Management
Béatrice Parguel, CNRS & Université Paris Dauphine

Encouraging pro-environmental behavior is not easy. It seems nevertheless that recollection of positive interactions with nature in childhood foster the most involved adults. With the study, we therefore focus on preadolescents and show that a very frugal and costless procedure can encourage them to engage in proenvironmental behaviors. Furthermore, we provide evidence to the theory that has been proposed 50 years ago –without ever been empirically tested– to explain these behavioral changes. We demonstrate that achieving the developmental stage where self-concept clarity is reached is essential for the persuasion process to take place. We therefore indirectly define the most effective age for the procedure. Our contributions are therefore theoretical but we also propose strong managerial ones as we propose a concrete procedure as simple as applying a “justified” label that all entities involved in the promotion of environmentally friendly may use to reach their objective.

When sustainability rebounds: The unintended effects of an environmental policy designed to change consumer behavior

Stav Rosenzweig*, Ben-Gurion University
Aviv Steren, Ben-Gurion University
Ofir Rubin, Ben-Gurion University

Policy makers invest resources in promoting sustainable consumer behavior. However, such policies may cause unintended consumer response by encouraging environmental-damaging behavior. We use a natural experiment to examine changes in consumer behavior in response to a policy subsidizing energy-efficient cars, implemented in Israel in 2009. The effectiveness of similar policies, implemented in most OECD countries, has not been scrutinized in the literature. Accounting for endogeneity, we find that the policy—designed to reduce consumers' fuel consumption and subsequent emissions—in fact incentivizes consumers to increase their driving through a “rebound effect.” We contribute to the literature by (1) testing a combination of promotion and pricing incentives (vs. primarily promotion incentives); (2) using a natural experiment with a strong external validity (vs. lab experiments); and (3) highlighting potential positive effects on consumer welfare (vs. focusing on negative effects).

Retail management and international retailing

Chair: **Irma Agardi**, Corvinus University

The strong power of weak anchors

Marco Visentin*, University of Bologna

Chiara Orsingher, University of Bologna

Academic literature on the effect of anchors on consumer behavior lacks of studies on moderate or weak anchors, and of realistic experiments in which consumers are observed in a natural setting without time pressure or task assignment. After reviewing the literature, this paper presents three studies aimed at assessing if a weak anchor, i.e. a moderate inconsistency or violation in the scene of the assortment within a brick-and-mortar store, exerts an effect on browsing the store and on actual purchases. Our empirical context is given by bookshops and we manipulate blurbs on books to test our research questions. The results of the first study show that blurbs are weak anchors. The results of the second study (a field experiment) show that the manipulation affect browsing behavior within book stores. The results of the third study show a strong effect of weak anchors in the local area of the manipulation within the store and an overall weak effect on purchase patterns.

Too much food marketing - how voluntary front-of-pack nutrition labeling on products with nutrition claims can harm retailers

Ossama Elshiewy*, University of Göttingen

Steffen Jahn, University of Göttingen

Yasemin Boztug, University of Göttingen

The relevance for food retailers to account for nutrition and health aspects has reached an all-time high. In particular, food marketers make use of nutrition claims (e.g., 'low fat') and nutrition fact labels, voluntarily posted on the front of the package, to emphasize the nutritional advantage of their food products. But there appears to be situations where the combination of claims and nutrition labels can backfire. This study analyzes how voluntary nutrition labeling affects store brand sales of products with potentially misleading nutrition claims. After label introduction, sales did not decrease for unhealthier products in general, but for yogurts with low fat content (and the corresponding 'low fat' claim) which were high in sugar. Results suggest that retailer-induced food labeling at the point-of-purchase can be harmful if there is inconsistency in product health communication.

The influence of consumer ethnocentrism and CSR on patronage behaviour at foreign retailers

Marta Keane*, University of Fribourg

Dirk Morschett, University of Fribourg

The study examines whether consumer ethnocentrism (CE) and consumer perceptions of a retailer's local CSR (L-CSR) activities impact patronage behaviour (PB) at foreign retailers. In addition, it analyses whether domestic assortment, locally integrated brand positioning, or L-CSR activities moderate the impact of CE on PB at foreign retailers. The hypotheses are tested on a sample of 351 consumers from 4 European markets using partial least squares. The findings indicate that emotional appeals (local brand positioning) reduce the negative effect of CE on PB at foreign retailers, whereas rational appeals (domestic assortment or L-CSR) do not. The findings also imply that perceived L-CSR activities encourage consumers PB. As such, the study fills two research gaps, by conducting an analysis in the retail sector from CE perspective, and also by investigating the role of retail specific moderating variables that can reduce the negative influence of CE on PB at foreign retailers.

How international diversification influences the innovation activity and performance of the large european grocery retailers

Irma Agardi*, Corvinus University

Anetta-Monika Alt, Babes-Bolyai University of Cluj-Napoca

Zombor Berezvai, Corvinus University

The paper investigates the effects international diversification on innovation and performance of large European grocery retailers. Despite the well-known benefit, that international diversification enhances innovation by providing access to various resources; there is hardly any research about the relationship between international diversification and innovation. Panel data were collected from secondary sources about the international diversification, innovation activity and performance of large European grocery retailers. Our findings show that international diversification has a non-linear effect on product and process innovation of retailers. Marketing, product and process innovation have a one-year, positive lagged effect on the profitability of retailers. Finally, international diversification has an inverted-U shape impact on the profitability of retailers.

Social media and community

Chair: **Sönke Albers**, Kühne Logistics University

The use of social media in sales: Individual and organizational antecedents, and the role of customer engagement in social media

Rodrigo Guesalaga*, Cranfield University

There is recognition that social media can benefit personal selling and sales management, especially in the B2B context. This research draws on interactional psychology theory to propose and test a model of usage of social media in sales, analyzing individual, organizational, and customer-related factors. We find that organizational competence and commitment with social media are key determinants of social media usage in sales, as well as individual commitment. Customer engagement with social media also predicts social media usage in sales, both directly and (mostly) through the individual and organizational factors analyzed, especially organizational competence and commitment. Finally, we find evidence of synergistic effects between individual competence and commitment, which is not found at the organizational level. We conduct multiple regression analysis of data obtained by surveying 220 sales executives in the United States.

How to leverage salesperson's position when helping colleagues in the communities of practice

Michel Van Der Borgh*, Eindhoven University of Technology

Ad De Jong, Aston University

Ed Nijssen, Eindhoven University of Technology

To help salespeople deal with the increasingly complex selling environment managers often group salespeople with similar functional expertise in communities of practice. The purpose of such sales teams is having salespeople helping each other by sharing best practices. Yet, little is known about why salespeople help colleagues and how this impacts own performance. Drawing on the MOA framework, this study examines the contingent role of individual salesperson's job experience position. Based on a multisource study, our findings reveal that individual salesperson's job experience is a function of group structure (i.e., opportunity) and individual experience (i.e., ability). If job experience position is common, it activates team identification as a driver of helping colleagues, while negatively affecting the -helping-performance link. If job experience position is unique, team identification does not drive helping, but it does positively affect the effect of helping on own performance.

Should the last bastion fall? Drivers and consequences of B2B salesperson social media use

Sven Feuerer*, Karlsruhe Institute of Technology

Fabian Bill, Simon-Kucher & Partners

Martin Klarmann, Karlsruhe Institute of Technology

The general vibe about social media is close to euphoric, but business-to-business (B2B) salespeople join in very hesitantly. As practitioners underscore the importance of building real off-line relationships, sound academic research on whether or not social media helps salespeople to establish long-term customer relationships is scarce. Drawing on a unique hierarchical dataset of more than thirty sales managers, more than 150 salespeople, and nearly 400 customers, this study provides a comprehensive investigation of drivers of salesperson social media use and its subsequent effect on customer loyalty. The results dampen the general euphoria about the potential of social media in a genuine B2B sales context. However, using social media can under some circumstances lead to increased customer loyalty.

Invited speaker session: Uri Simonsohn

Briefly introduced by **Stefan Worm**, BI Norwegian Business School

Specification curve: Descriptive and inferential statistics on all reasonable specifications

Uri Simonsohn*, University of Pennsylvania

Joseph P. Simmons, University of Pennsylvania

Leif D. Nelson, UC Berkeley

Empirical results often hinge on data analytic decisions that are simultaneously defensible, arbitrary, and motivated. To mitigate this problem we introduce Specification-Curve Analysis, which consists of three steps: (i) identifying the set of theoretically justified, statistically valid, and non-redundant analytic specifications, (ii) displaying alternative results graphically, allowing the identification of decisions producing different results, and (iii) conducting statistical tests to determine whether as a whole results are inconsistent with the null hypothesis. We illustrate its use by applying it to three published findings. One proves robust, one weak, one not robust at all.

Service innovation

Chairs: **Anders Gustafsson**, Karlstad University & BI Norwegian Business School

Lars Witell, Linköping University & Karlstad University

Line Lervik-Olsen, BI Norwegian Business School & Norwegian School of Economics (NHH)

In today's competitive business landscape, service firms must continuously innovate their processes and offerings to stay ahead (Thakur & Hale, 2013). Service innovation can be said to be the engine of renewal in society and reason for growth of service in all sectors of the economy. Spurred by a focus on innovation, service firms have grown tremendously during the past decade. This session consists of three practitioner presentations shedding light upon three central aspects of the rapid development within the field of innovation: The Internet of Things, Service Design and the role of the Service Experience in developing sound innovations. The session will be opened by Professor Anders Gustafsson, providing an academic perspective of the development of the innovation field. There will be room for discussion after each presentation. At the end, there will be a reflection upon the main points of the presentations and the future of the field.

Introduction: Service Innovation

Anders Gustafsson*, Karlstad University & BI Norwegian Business School

Internet of Things: An enabler of service innovations?

Sofi W. Elfving*, Ericsson AB

Manfred Dasselhaar, Ericsson AB

The authors will focus on the Internet of Things and discuss the role of an actor like Ericsson, a Swedish multinational provider of communication technologies and services, in creating and making a business in this new situation.

Bridging service design and service-dominant logic: Case studies from Telenor

Annita Fjuk*, Telenor

This presentation will show how Telenor, a Norwegian and multinational firm, and one of the world's largest telecommunication companies, implemented the capacity of service design in subsidiaries across Asian and European regions.

The Experio way – operationalizing experiential and aesthetic knowledge for service innovation

Katarina Wetter-Edman*, Experio Lab & Gothenburg University

Josina Vink, KaU & Experio Lab

Tomas Edman, Experio Lab

Despite the considerable attention given to studying service innovation, research still struggles to answer the most basic question: What is service innovation? In this presentation, people from Experio Lab, the Swedish national center for patient-focused service innovation, will present three different cases that demonstrate different approaches to creating and engaging lived experiences for forming the basis of service innovation.

Virtual consumption

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

This session has been proposed by the French Marketing Association (Association Française du Marketing, AFM) and its flagship journal, Recherche et Applications en Marketing (RAM), which now publishes each article in both English and French, with the support of its publisher, Sage. The session offers three papers from RAM's recent "Virtual Issue" put together by Karen Fernandez from the University of Auckland. They address changes in virtual consumption, marketing, and public policy entailed by the digital revolution. The first paper provides a multidisciplinary review and synthesis of the literature on avatars, culminating in a comprehensive integrative model. The second paper extends the considerable prior work on online buying by considering the case where online buying crosses national borders, thus collapsing spatial and socio-demographic boundaries for buyers. The third article empirically compares shopping in physical and virtual shopping environments. It suggests that physical laboratories are better analogues of offline shopping while virtual laboratories are better predictors of online shopping behavior. In addition, the chair will provide information on how to submit papers in English to RAM, and on the support offered by Sage to the worldwide dissemination and visibility of the papers published in the journal.

The avatar in marketing: Synthesis, integrative framework and perspectives

Ingrid Poncin*, Université Catholique de Louvain
Marion Garnier, Université Catholique de Louvain

Online international outshopping experience: Proposition of a research model

Sylvain Sénécal*, HEC Montréal
Benjamin Boeuf, Montpellier Business School

Differences in purchasing behaviour between physical and virtual laboratory stores

Pierre Desmet*, University Paris-Dauphine & ESSEC Business School
Richard Bordenave, BVA
John Traynor, Thin World Marketing

Design and marketing: The impact of design on the markets, the brand and other marketing related concepts

Chairs: **Tore Kristensen**, Copenhagen Business School
Isa Moll de Alba Mendoza, ESADE Business School

Design and marketing have always been strongly connected, but its integration hasn't been analyzed in depth although the many benefits this knowledge may suppose. The purpose of this collaborative group is to study this interaction based on examples of how this integration impacts positively the marketing strategies, for instance in terms of branding and positioning or in the field of products, communication, and even pricing. Design provides the tools to marketing for problem-solving and meaning creation in one integral approach. While problem-solving enhances the customer and user's level of satisfaction, meaning creation builds emotional bonding and sense-making. Good design is good business, moreover design orientation and market orientation are interrelated. This group is concerned with such studies.

Confirmed collaborators:

Gorm Gabrielsen, Copenhagen Business School

Jordi Montana, ESADE Business School & Universitat de Vic- Universitat Central de Catalunya

Andras Bauer, Attila Cosovan, Juliana Faludi and Dóra Hórvath, all Corvinus University

Kjell Grønhaug, Norwegian School of Economics and Management

Lisbeth Svengren, University of Gothenborg

Judy Zaichkowsky, Simon Fraser University

Birgit Jevnaker, BI Norwegian Business School

Katarzyna Bachnik, Warsaw School of Economics

Eliane Cristine Francisco Maffezzolli, Pontifícia Universidade Católica do Paraná

Assessing performance outcomes in marketing

Chair: **Neil Morgan**, Indiana University

Additional contributors:

G. Tomas Hult, Michigan State University

Costas Katsikeas, University of Leeds

V. Kumar, Georgia State University

The purpose of this roundtable is to solicit input, ideas, issues, and potential problems from marketing management and strategy researchers concerning the priorities in developing a “core” list of agreed upon performance outcome dependent variable conceptualizations and preferred operationalizations for future empirical studies in marketing. The Journal of Marketing has published a paper titled “Assessing Performance Outcomes in Marketing” in the March issue of 2016 that revealed a number of substantive problems in current performance outcome assessment in studies of marketing’s performance impact. These are creating discipline-level problems in being able to “prove” the value of marketing. One suggested solution/route forward proposed is the agreement of researchers on a prioritized “core” list of performance outcomes that may be associated with marketing phenomena and agreement on preferred operationalizations of the same. Given the number and importance of marketing management and strategy scholars in Europe, it is important that any such development should include the opportunity for input and issues from European scholars into what will be a global effort. The roundtable session will begin with a short presentation of the main findings and issues of the Journal of Marketing paper by Neil Morgan, and along with comments by other co-authors (Tomas Hult, Costas Katsikeas) and observations on the same by V. Kumar (JM Editors). Neil Morgan will then invite discussion, questions, ideas and issue from the audience and moderate and capture the discussion and observations from the other co-authors and V. Kumar.

Session supporters:

Peter Verhoef, University of Groningen

Robert Morgan, Cardiff University

Jaideep Prabhu, University of Cambridge

Magnus Hultman, University of Leeds

Bulent Menguc, Kadir Has University

Dionisys Skarmas, Athens University of Economics and Business

Don Lemann, Columbia University

Making a real difference: Effects of advertising on measurable response

Chair: **Janny C. Hoekstra**, University of Groningen

Is authentic advertising more effective?

Maren Becker*, University of Cologne
Werner Reinartz, University of Cologne

Authenticity is one of the most prevalent buzzwords in the advertising industry. Marketing managers and creatives alike believe that it is an essential element for effective advertising. However, authenticity in advertising is used in very different contexts by practitioners as well as academics. The authors identify four different dimensions how authenticity can be conveyed in advertising and investigate the effect of each dimension on the sales performance of the advertised product. Moreover, as the impact of authenticity might depend on the type of brand, the authors also analyze how these moderating effects vary across brands with different positioning (premium vs. low cost brands). The study is conducted in a FMCG context in Germany, covering 342 ads across 68 brands and 4 years. The objective is to pinpoint whether and in which context authenticity enhances ad effectiveness in order to help managers to increase their return on advertising investment.

Moving forward: The role of marketing in fostering public transport usage

Maarten Gijsenberg*, University of Groningen
Peter Verhoef, University of Groningen

Public policy makers aim to increase the use of public transport to reduce traffic congestion, pollution etc. The authors therefore investigate the impact of marketing and satisfaction on monthly cumulative travelled distance of a Western European railway company, as well as possible feedback effects of this cumulative travelled distance on satisfaction. The studied train market functions as a local monopoly implying that marketing can only increase primary demand - attracting customers from other transport alternatives - which could seriously mitigate effects of marketing. A time-series analysis using a VARX model reveals positive effects of both advertising and promotions. No effect of satisfaction on traveled distance is found. However, a negative feedback effect of traveled distance on satisfaction is found, which could be explained by capacity constraints. Based on this study the authors conclude that marketing is a useful and effective tool in fostering public transport usage.

An empirical cross-category analysis of effects of food advertising strategies on product sales

Yu Ma*, University of Alberta
Hajar Fatemi, McGill University
Laurette Dubé, McGill University

We obtained a sample of 85 food commercials in nine food categories, and analyzed their contents according to prior literature. We coded the advertising strategies in these commercials into 14 items in three broad categories: product attributes highlighting, beliefs highlighting, and appeals. Then we linked the commercials to retail sale data. Using a hierarchical linear model, we were able to estimate the short term (4 weeks) direct effects of TV advertising strategies on product sales and the moderating effects of advertising strategies on price elasticity and in-store promotion sensitivity of advertised product. We also found the effects vary across food categories. These findings can help advertising managers identify the optimal advertising strategies.

The effect of personalization and message framing on marketing communication processing and response

Janny C. Hoekstra*, University of Groningen
Daniela Naydenova, Hanze University of Applied Sciences
Tammo Bijmolt, University of Groningen
Jaap Wieringa, University of Groningen

Personalization of advertising messages can be very effective in increasing response and loyalty, but can also backfire if it invokes resistance to the message. We perform two field experiments in a real life setting in which we manipulate two personalization elements that can be frequently encountered in direct (e)mailings: the degree to which information about the recipient is used, and the framing of the message (problematic or positive) and measure their effects on response to (e) mail. We also study mediator effects of personal relevance, message elaboration, self-referencing and resistance to persuasion. We find that personalization is effective in the presence of problem focused argumentation. We also find competing mediation processes. The positive effect of personalization is mediated by personal relevance and message elaboration. Personalization also has a positive effect on response through self-referencing and a negative effect on response via resistance to personalization.

The effect of technology on consumer behavior

Chair: **Antonia Erz**, Copenhagen Business School

Putting on the Ritz simulated happiness as a virality trigger on Instagram

Anne Broderick*, Liverpool John Moores University
Macarena Lopez, Liverpool John Moores University

Although we now have some understanding of triggers that drive content virality on social media, more recent social media platforms have yet to be analysed from a social psychological perspective. Instagram currently presents fifteen times more engagement than the most widely used networking sites. This research aims at getting a deeper insight into virality triggers on Instagram with a focus on the urge for self-enhancement. Following an initial phase of netnographic research, netnography, which enabled researcher immersion into individuals' Instagram behaviour, qualitative open-ended interviews encouraged a detailed understanding of user motivation for posting and sharing on Instagram. Findings reveal how Instagram significantly differs from other social media platforms in terms of the use and triggers for virality. Instagram emerges as a strongly self-focused platform, in which users focus on portraying themselves as perpetual

Automated payment: Friend or foe?

Ahmad Daryanto*, University of Lancaster
Sandra Awanis, University of Lancaster

Consumers often assume that automated payment (autopay) facilities are faultless. Yet, in our experiment, we find that those who opt to make automatic credit card repayments tend to repay significantly less than those who opt out regardless of saving amounts. Interestingly, we found that when consumers have low savings, individual differences in susceptibility to a credit card debt (i.e., high versus low susceptibility) does not influence repayment amount. When consumers have high savings, those with low susceptibility with credit card debt are more likely to repay more than those who are vulnerable to credit card debt and paying with autopay leads to lower repayment.

The privacy paradox: A construal level theory perspective

Joris Demmers*, University of Amsterdam
Alfred Zerres, University of Amsterdam
Willemijn Van Dolen, University of Amsterdam
Jesse Weltevreden, Amsterdam University of Applied Sciences

Having access to personal customer data is becoming increasingly important for marketers. Consumers consistently report being concerned with their privacy but often readily share personal data online, disregarding the privacy risks. In the current work we propose that Construal Level Theory offers an explanation for this paradox that is additional to explanations identified in previous work. In a set of five studies, we show that 1) people perceive pros of sharing personal data online as less temporally and hypothetically distant than cons and as a result pros are construed more concretely than cons, 2) people hold more concrete mindsets when making decisions regarding disclosure of personal information online than when filling out privacy concern surveys, 3) people's mindset affects their decisions regarding disclosure of personal information such that they rely more heavily on the consequences that are congruent with their mindset.

“I blog so I become”: Studying the transformational power of fashion blogging on consumer bloggers' self-concepts

Antonia Erz*, Copenhagen Business School
Anna-Bertha Heeris Christensen, Copenhagen Business School
Richard Gyrd-Jones, Copenhagen Business School

This study adopts an identity perspective to explore the transformational power of fashion blogging on consumer bloggers' self-concepts. Blog post data and in-depth interviews reveal the changing self-concept of consumers who have started fashion blogging out of curiosity or boredom but, through a gradual process of transformation in close interaction with various stakeholders, conceive themselves as 'brands in their own right'. This change does not come without struggles, and exploration of the self is not pursued at all expenses. Our findings contribute to a better academic and practical understanding of consumer bloggers in the fashion industry.

The effect of control, self-threat and regret on behavior

Chair: **Jenny Olson**, University of Kansas

Impact of ego-threat on consumer saving and spending

Yael Steinhart*, Tel-Aviv University

Yuwei Jiang, Hong Kong Polytechnic University

Panel data and a set of six experiments show that when consumers are faced with a threat to their self-worth, they prefer to save money and are less apt to consume compared with non-threatened consumers. This effect is more likely to occur when the threat is internally rather than externally attributed, and among consumers who possess strong rather than weak beliefs in the instrumentality of money. It is attenuated among threatened consumers who are provided with alternative resources to counter the threat, e.g., by being led to believe that they have more (vs. fewer) social connections than others.

Asymmetries in the impact of action and inaction regret: When and why do they occur?

Atul Kulkarni*, University of Missouri-Kansas City

Rashmi Adaval, Hong Kong University of Science and Technology

Through a set of three studies, this research examines the conditions under which action versus inaction regret may have an asymmetric effect on risk taking, and examines the underlying role of affective versus cognitive drivers of the effect of regret on risk taking. We find that, compared to the control condition, although inaction regret increases risk taking, action regret does not decrease risk taking. We also find that the lack of effect of action regret on risk taking seems to be due to the subjective difficulty associated with recalling action regrets. Further, inaction regret seems to make people more sensitive to their feelings that in turn drive their subsequent responses whereas action regret seems to make people more sensitive to their thoughts that in turn drive their subsequent responses.

Killing the potential of within-domain compensatory consumption: Product's explicit identity connection impedes self-repair

Nimish Rustagi*, HEC Paris

L.J. Shrum, HEC Paris

Consumers facing self-threats prefer products that symbolize the domain of self-identity on which they feel threatened. Because such within-domain compensatory consumption provides them a symbolic self-completion, it can repair their self on the threatened domain. However, merely consuming a threat-related product does not ensure self-repair. The self-repair potential of within-domain compensatory consumption is influenced by the extent to which the product consumed is explicitly linked to the threatened aspects of the consumer self-identity (explicit products). Marketing actions (e.g., advertising, slogans) sometimes make a product's identity connections explicit. Consuming explicit products leads to greater rumination about the self-threat and undermines self-repair. However, the self-repair outcome of within-domain compensatory consumption remains intact when products consumed are not explicitly connected to the threatened aspects of self-identity.

Consumers forgo benefits to avoid the scrutiny of behavioral tracking

Jenny Olson*, University of Kansas

Brent McFerran, Simon Fraser University

Jeffrey Sanchez-Burks, University of Michigan

Individuals' behaviors are now under surveillance or being tracked at unprecedented rates by both public and private organizations. Despite recent attention and concerns about tracking, relatively little research is able to speak to how consumers actually respond to being watched and subsequent behaviors. In three experiments, we find that consumers will "opt out" of being tracked by market research firms at a cost to themselves (e.g., giving up desirable options or missing out on financial incentives). Our results also reveal an unintended effect of seemingly positive firm behavior: offering consumers an active (vs. passive) choice to be tracked and/or providing information on the benefits of tracking (vs. not providing such information) ironically leads to greater avoidance. Thus, reassuring consumers about their personal data may not have the assuaging effect that motivated firms toward transparency in the first place.

Product newness

Chair: **Malcolm Wright**, Massey University

Product newness: Determinants and outcomes from the consumer's perspective at the point-of-sale

Modan Huang*, WHU - Otto Beisheim School of Management

Martin Fassnacht, WHU - Otto Beisheim School of Management

Christian Schlereth, WHU - Otto Beisheim School of Management

This paper examines how packaging shape and product benefit claims influence the perception of product newness at the point-at-sale. Package attributes per se have novelty-arousing functions. We study product newness based on three between-subjects experiments and an additional discrete choice experiment (DCE). Results show that shape deviation from the categorical prototype, benefit claims with functional, emotional appeals and the 'new' sticker serve as four product newness drivers that, in turn, increases purchase intention and product evaluation. Specifically, shape deviation interacts with benefit claims with functional and emotional claim regarding product newness. Beyond purchase intention, the DCE reveals that the 'new' sticker actually leads to the highest equalization price, i.e. the monetary value that compensates for changes in the purchase probability for each package attribute.

Perceived obsolescence of durable goods: Measurement and impact on replacement decisions

Emmanuelle Le Nagard*, ESSEC Business School

Valérie Guillard, Paris Dauphine University

This research aims to understand, define and measure obsolescence as perceived by consumers (OPC). Based on a qualitative study of 10 people, followed by a quantitative study of 150 people, we are able to i) define OPC as the consumer's perception that a better product than the one he owns is available on the market; ii) measure its technological, social, and ecological dimensions, as well as exchange value, perceived relative performance, and perceived personal benefits, and iii) understand its antecedents and the consequences for intention to replace a product. The results are examined in the light of theory and sustainable development issues.

Supply chain collaboration and product novelty: The moderating effect of human capital and social capital

Ferdaous Zouaghi*, Public University of Navarra

Marian Garcia, University of Kent

Mercedes Sanchez Garcia, Public University of Navarra

This study aims to empirically examine the interplay of firms' exploration and exploitation activities across a network of collaboration partners, with particular emphasis on geographical and functional partner diversity. Specifically, we address the question of which types of R&D partnership diversity maximize the value of exploration and which offer greater value for exploitation. Additionally, the moderating effects of human and social capital on the R&D alliance diversity-innovation performance relationship are explored. Results indicate that a broad set of actors and a vast range of novel and heterogeneous knowledge enable firms to benefit from exploration. In contrast, exploitation requires firms engaging in less information search. Further, R&D human and social capital can mitigate the diminishing returns in product innovation performance from the integration of high levels of partner diversity.

Heavy prescribers: Why do they innovate?

Philip Stern, University of Exeter

Malcolm Wright*, Massey University

Doctors who prescribe a new drug in its first year on the market are known to be heavier prescribers of the category, but the explanation is unclear. Prior studies have proposed that socially integrated doctors are more likely to be innovators; so it may be that heavy prescribers are more likely to be socially integrated. An alternative explanation is that lead users are more likely to be innovators, as they more easily grasp the potential value of a new drug; so it may be that heavy prescribers are more likely to be lead users. We explore these competing hypotheses, using panel data from the United Kingdom on doctors' prescribing behaviour. The results do not support the hypothesis that social integration is positively associated with heavy prescribing, but do show that association between heavy prescribing and innovation is strongest for the initial drug launch, as expected from the lead-user hypothesis. The tests used have weak statistical power, so this finding is exploratory.

Cross-cultural, luxury and prestige

Chair: **Jean Boisvert**, American University of Sharjah

The country of origin effects on brand personalities

Alexandra Karpova*, City University London

George Balabanis, City University London

This study seeks to establish whether personalities of luxury brands coming from different countries are disparate. It is predicted that differences exist because the personality of a culture influences the perception of luxury brand personalities with different country of origin. To test the hypotheses, the personalities of luxury brands from 5 different countries were assessed using Aaker's (1997) and Geuens, Wejters, and Wulf's (2009) scales. Findings indicate the existence of statistically significant country differences in certain brand personality dimensions. These differences can be partially ascribed to the aggregate personality and the national character of the country of origin and the perceiver's country.

Acculturating impact on luxury consumption motivations of young Chinese consumers living in the UK

Yaqiong Zhang*, Brunel University

Maged Ali, Brunel University

Luxury products represent substantial worldwide sales, majority of luxury markets expanded to eastern new rich markets such as Chinese young generation (Zhan, 2012). This study investigates a) cultural orientation of Chinese young consumers in the UK (collectivistic and individualistic); b) their current luxury consumption motivations (social and personal perspective); c) relationships between cultural orientation and luxury consumption motivation; d) if acculturation moderates the relationships. 532 Chinese consumers in London participated in the online survey. Structural equation modeling was adapted and findings illustrated that most Chinese young consumers' cultural orientations belong to individualism rather than collectivism; they focus more on personal motivations. Cultural orientation significantly affects luxury consumption motivation among Chinese young consumers and cultural integration moderates the effect. The paper concluded with theoretical and practical implications.

The reciprocal impact of vertical extensions on a prestige parent brand evaluation: The role of country-of-origin, extension authenticity, fit, and branding strategies

Jean Boisvert*, American University of Sharjah

Nicholas Ashill, American University of Sharjah

Launching downward extensions of prestige brands ("masstige brands") come at a risk of diluting the parent brand. The goal of this study is to test the extent to which downward line extensions may impact a foreign luxury parent brand's evaluation by U.S. consumers through the role of brand's country-of-origin, extension authenticity, fit, and branding strategies. Based on an ANOVA design, our results show that the use of different branding strategies such as sub-brands and/or hidden/standalone brands may come as a key solution to avoiding dilution of the prestige parent brand. Data analysis also reveals that extension authenticity is a complementary factor to fit in reciprocal evaluation of the same parent brand. Our study breaks new grounds in the understanding of downward extensions versus prestige brands and the role extension authenticity, fit and branding strategies may have in the process. Theoretical and managerial implications are provided.

Customer and brand strategies

Chair: **Pernille Rydén**, Technical University of Denmark

Performance implications of customer participation

Hedieh Hatami*, University of Melbourne
Anish Nagpal, University of Melbourne
Ujwal Kayande, University of Melbourne

The active involvement of customers in the development of products/services and their marketing processes referred to as customer participation (CP) has been widely studied from the consumer behavior perspective. Yet, there is limited evidence about CP and its financial implications from a strategic viewpoint. The purpose of this study is to examine whether facilitating an increasing use of CP translates into enhanced financial performance and more importantly, whether this translation is contingent upon specific moderating factors. Drawing upon the service-dominant logic, resource-based view, and dynamic capability theories, we develop a conceptual model to test a series of process-based, firm-based, customer-based, and market-based moderating factors. We expect to find a positive relationship between CP and financial performance. However, factors such as product/service complexity, proprietary resources, and customer heterogeneity are expected to negatively moderate the relationship.

An analysis of feedback effects of vertical brand extension products and services on service host brands

Kristina Scheibe*, Hamburg University

More and more service providers extend their (corporate) service brands into other service or product categories. In doing so, providers particularly need to consider feedback effects on their parent brand image. This research is the first to compare feedback effects of vertical brand extensions (step-up vs. same price level) from different categories (product vs. service). The results of an experimental study reveal that the feedback effects of product vs. service extensions do not differ when customers have the same attitude towards the extensions and perceive their transfer fit to be equal. Furthermore, our results imply that step-up extensions do not necessarily lead to more positive feedback effects compared to extensions from the same price level. A necessary condition for such positive effects seems to be that customers perceive that the service provider has the capabilities which are required to produce a high-quality extension.

Don't blame it on the customers! An investigation of the strategy implications of companies' response to shitstorms

Pernille Rydén*, Technical University of Denmark
Efthymia Kottika, University of Greenwich
Vatroslav Skare, University of Zagreb
Muhammad Ismail Hossain, University of Dhaka

This paper challenges the existing assumption that unwanted outcome of a social media shitstorm is caused by customers' negative outbursts toward the company. Rather it is the company's responsive actions toward negative social media communications that are requiring strategic considerations. A developed framework presents five aspects central to understanding the nature of shitstorms in order to provide a deeper understanding of the relationship between social media dynamics and customer empowerment through anger expression. The theoretical findings are empirically substantiated by three case studies and in-depth interviews with managers. The insights into companies' shitstorm responses and the strategic reasoning informing managerial decision-making suggest companies to rethink their strategic approaches to shitstorms. We contribute with a risk assessment model for companies to assess the potential impact of, and appropriate response to, customers' negative social media posts.

CRM and social contagion

Chair: **Rutger Daniel Van Oest**, BI Norwegian Business School

Is it how you start how you finish? Customer return rate evolution in online retailing

Siham El Kihal, Goethe University Frankfurt

Tülin Erdem, New York University

Christian Schulze*, Frankfurt School of Finance and Management

Bernd Skiera, Goethe University Frankfurt

Do customers' product return rates evolve over time? If so, what impacts this evolution and how do previous experiences with the retailer impact evolution patterns across customers? The authors investigate the evolution of customers' return rates over the course of their relationships with an online retailer. The results show that (1) customer return rate evolution exhibits great heterogeneity: While a considerable share of customers shows an increasing return rate over time, others show a decreasing pattern, even after accounting for other factors impacting return rate, (2) previous purchase experiences lead to a decrease in customer return rate providing evidence for learning, (3) previous return experiences increase customer return rate, signalling habit persistence, and (4) the effect of previous experiences as well as customer tenure decrease over time. These findings highlight the need for managers to consider changes in customer return rates in their decision making.

Modelling consumer decision-making under risk: The case of crowdfunding

Lakshmi Vana*, London Business School

Anja Lambrecht, London Business School

Crowdfunding is an innovative business model that has seen enormous adoption among non-profit organizations. For example, the top two crowdfunding charity platforms operating in the US (Donors Choose and Global Giving) alone have raised over \$400 million in total with donations from over 1.7 million donors over the past 15 years. A major challenge faced by crowdfunding campaigns is to reach their campaign target within their allocated time. We develop a structural model of how donors evaluate this uncertainty about whether a campaign would reach its target and how that affects the amount they donate. My findings may suggest that displaying the right information may nudge potential donors to better assess the uncertainty, leading to higher donations and project completion rates.

They make me do it! Social influences on organic buying

Carlos Martinez-De-Ibarreta*, Comillas Pontifical University

Carmen Valor, Universidad Pontificia Comillas

Due to the growing importance of organic goods, past research has focused on examining the influences of organic buying in general. Scholarship has frequently portrayed consumers as independent decision maker and examined the influence of sociodemographic data as shapers of personal preferences. Yet, extensive evidence in economics, psychology, and sociology shows that people's behaviour is often conditioned on the behaviour of others. This paper aims to enhance our understanding of the determinants of organic demand by introducing social influences in the model. Using data from the Nielsen household panel of 2012-2013, we test the influence of the behaviour of those socially proximal to the household in a double hurdle model. We conclude that influences on the decision to try organic and on the quantity of organic bought are distinct. Proximal others influence positively the decision to buy organic. Other sociodemographic factors are other significant influences.

Who is abandoning whom? Valuing customers when abandonment is two-sided

Rutger Van Oest*, BI Norwegian Business School

George Knox, Tilburg University

Latent attrition models forecast customer lifetime value under the assumption that customers can abandon the company, but not the other way around. We extend these calculations by incorporating the company's option to end the relationship with low-value customers, making the abandonment decision two-sided. Starting from the Beta-Geometric/Beta-Binomial model, we use dynamic programming to compute customers' residual lifetime value when a forward-looking company can decide in each period whether to continue service. We apply our framework to a publicly available data set on direct mailings and donations and conduct an extensive scenario analysis to quantify abandonment value. Abandonment is most valuable when customers have purchased frequently but not recently. Second, while customer heterogeneity in drop-out rates increases customer base value, it diminishes abandonment value. Third, high purchase probability and amount spent increase customer value, but decrease abandonment value.

Customer engagement

Chair: **Simon Quaschnig**, Ghent University

Explaining consumers' participation in crowdfunding: The mediating role of trust and social identification

Yusimí Rodríguez Rodríguez*, Murcia University

María Sicilia Piñero, Murcia University

The crowdfunding phenomenon has grown significantly in recent years due to the expansion of the Internet and the online communities. The aim of this paper is to analyze the determinants of participation in crowdfunding from a consumer behavior perspective. We develop and test a model that includes both personal and social determinants of the intention to participate in crowdfunding. Trust in crowdfunding and social identification with the community are proposed as mediators. Data from 250 consumers were gathered via an online panel. Our results show that trust and social identification with the community are positively related with consumers' intention to participate in crowdfunding. Interestingly, altruism and internal locus of control are found to enhance trust in crowdfunding.

Social influence and co-creation experiences in digital media: The influence of indirect C2C interactions in co-creation intensity

Lorena Blasco-Arcas*, ESCP Europe

Blanca Hernandez-Ortega, University Of Zaragoza

Julio Jimenez-Martinez, University Of Zaragoza

Michael Haenlein, ESCP Europe

Social influence mechanism have attracted lot of attention in current research in digital media. However, while mechanism related to direct C2C interactions (i.e. WOM) have been broadly explored, those related to indirect C2C interactions (i.e. observational learning and mere presence) have received less attention. This research aims to fill this gap analyzing of indirect C2C interactions influence co-creation intensity in digital media. Further, we also explore the impact on different dimension of customer engagement. Our results demonstrate the indirect C2C interactions increase co-creation intensity leading to engagement. Moreover, we corroborate the critical role of relationship strength in behavioral manifestations of engagement.

Football and social media: The antecedents of trust and consumer engagement in a context of high involvement

Mateus Ferreira*, EAESP-FGV

Felipe Zambaldi, Fundação Getulio Vargas - FGV/EAESP

This article aims at determining the impacts of tie strength and homophily on brand trust on fan pages and the impact of trust on the consumer engagement in an environment of high involvement with a brand. The research has two phases. On the first phase, we deepen the understanding about the relations among tie strength, homophily, trust and consumer engagement by means of qualitative interviews and set the basis for the development and adaptation of measures for these constructs and their dimensions. On the second phase, we test a nomological network by means of a survey with 688 followers of the fan page of one of the most popular Brazilian football clubs, SC Corinthians Paulista. The results of the first phase indicate that consumers treat the fan page as a brand's content supplier, whereas the second phase reveals positive associations of tie strength and homophily with trust, and between trust and consumer engagement on the fan page.

Consumers reaction to the privacy costs of free online services – the role of consumer engagement and reactance orientation

Simon Quaschnig*, Ghent University

Katrien Verleye, Ghent University

Arne De Keyser, EDHEC Business School

Free online services, such as social networks, have become an important part of our lives. While we are increasingly aware of their influence on people's privacy, little is yet known about how users react to these privacy concerns. Investigating the case of Facebook resistance, the current research looks at the role of consumer engagement and consumers' reactance orientation. Based on these two dimensions, we distinguish four user groups to offer a better understanding about differences in privacy risk-reducing actions and the motivations to do so. While consumer engagement has been shown to reduce the consequences of privacy threats in the past, results show that the dimension of reactance orientation has a strong impact on whether people will perform various risk-reducing activities. Qualitative evidence provides a better insight into the underlying reasons, distinguishing between concerns about privacy towards other users and towards the service provider itself.

Brands and luxury

Chair: **Felicitas Morhart**, Lausanne University & HEC Lausanne

Examination of emotional and relational factors in acceptance of luxury brand extensions

Naser Pourazad*, Flinders University

Lara Stocchi, Flinders University

Vipul Pare, Flinders University

This study shows that relational and emotional factors drive the consumer acceptance of the extensions of luxury brands. This is from the perspective of purchase intentions (moderated by the perceived fit of the extension) and from the perspective of the reduction of price sensitivity. As such, this study contributes to existing knowledge about the conceptualisation of a customer-based relationship, whereby we validate its impact on purchase decisions. Further, this study also corroborates findings on the effects of well-established individual- and brand-related variables representative of the relationships customers develop with their favourite brands. Namely, brand characteristics, brand symbolic benefits and brand identification.

The impact of desire for social status on the level of luxuriousness of brand purchased

Thao Phuong Nguyen*, City University London

George Balabanis, City University London

To date, extant research efforts have empirically examined the influence of social status on luxury consumption but they largely ignored the difference in luxuriousness of the products consumed. Addressing this gap, this study investigates the impact of social status position, social status identification and desire for status on the consumption of brands with different levels of luxuriousness. In this study, a set of hypotheses were developed based on existing social status and luxury consumption theories. Empirical data from the USA were used to test the proposed hypotheses. The result shows that the level of brand luxuriousness purchased reflects consumers' economic resources, cultural capital, social status and desire for status.

Understanding young customers' cognitive dissonance after luxury consumption and the impact on selective exposure coping strategies

Lin Dong*, Imperial College London

Martin J. Liu, Nottingham University Business School
China

Ruizhi Yuan, Nottingham University Business School
China

Jun M. Luo, Nottingham University Business School China

Alain Yee Loong Chong, Nottingham University Business School China

Recognizing the purchasing power of young Chinese luxury customers, this study investigates various factors that influence customers' post-purchase dissonance.

Based on the cognitive dissonance and selective exposure theories, it further examines the impacts of cognitive dissonance on related selective exposure coping strategies. Results show that both perceived product value and personal financial comfort influence post-purchase dissonance negatively. Furthermore, customers often seek social support to reduce dissonance, rather than becoming mentally disengaged or planning to make up for monetary loss. This study contributes to the body of literature by investigating the underlying psychological processes of arousing cognitive dissonance, which in turn systematically increases confirmatory information search to offset the dissonance. This study also provides managerial recommendations for marketers to help customers deal with dissonance effectively.

Sinful consumers, saintly brands: Why decadently wasteful consumption makes luxury brands seem more precious

Felicitas Morhart*, Lausanne University & HEC Lausanne

Reto Hofstetter, Università della Svizzera Italiana

Suresh Ramanathan, Texas A&M University

By means of two experiments, we show that decadent consumer behavior can have a positive impact on the perceived exclusivity of the luxury brand misused in the decadent act, but contradictory effects on the use of the misused product. We show two different serial mediation processes: First, decadent behavior increases perception of the brand's exclusivity through perceived superior status of the focal actor which is inferred from the excessive hedonism of his decadent act. The hedonism-status-mediation also explains increased willingness to consume the misused product together with the focal actor. Second, decadent behavior also increases perception of the brand's exclusivity through an increase in societal death perception triggered by the moral transgression of the decadent actor. However, the moral transgression aspect of the decadent behavior decreases willingness to consume the misused product together with the focal actor, which outweighs the opposite status-driven effect.

Multiple loyalties

Chair: **Jessica Vredenburg**, Auckland University of Technology

Multiple loyalty: A literature review and a research agenda

Ghizlane Arifine*, University of Fribourg

Olivier Furrer, University of Fribourg

In this paper, we review and analyze the literature on the conceptualization, antecedents and outcomes of single and multiple loyalty to develop testable propositions about their differences. Thus, this paper seeks to contribute to the relationship marketing literature by providing an initial step in the development of a theory of multiple loyalty. The results of this review show that single and multiple loyalty are two different concepts. Even if single and multiple loyalty have common antecedents and outcomes, those antecedents and outcomes interact differently with multiple loyalty than with single loyalty especially in term of their strength. This literature review also offers implications for firms that have single and multiple loyal customers and that use relationship marketing strategies to enhance customer loyalty.

Exploring the embeddedness and the role of marketing in business model research

Denis Klimanov*, National Research University Higher School of Economics

Olga Tretyak, National Research University Higher School of Economics

As business models (BM) research continues its rapid development it is more associated with multidisciplinary approach. This approach allows to better address both complex theoretical constructs which serve as a core of contemporary BM understanding and also multiple practical issues associated with this phenomenon. The basis for BM is built based on economics theory, strategic management theory, sociology, marketing, logistics and other areas of knowledge. This paper explores the role of marketing in BM research via analyzing the current involvement of marketing scholars in BM theory development and highlighting key similarities between these two areas that can drive further BM studies. The results of this paper, on the one hand, can better shape BM research, and, on the other hand, will enhance the understanding of various complex constructs (BM, value chain, network, relationship systems) appearing in different disciplines.

Firm value effects of stakeholder welfare protection and enhancement: The role of marketing levers

Isabell Lenz*, University of Göttingen

Maik Hammerschmidt, University of Göttingen

Hauke Wetzel, University of Göttingen

Recent literature criticizes the customer-centric view in marketing as falling short of other important stakeholders. This study broadens the focus beyond the customer towards the firm's multiple key stakeholders (e.g., communities, and employees) and examines the firm value effects of two possibilities to manage stakeholder relationships: stakeholder welfare protection (i.e., avoiding negative impact) and enhancement (i.e., creating positive impact). Examination of 17 years of data involving 2,732 U.S. firms reveals that both stakeholder management facets benefit firm value. The results further reveal curvilinear relationships demonstrating that the marginal effects on firm value increase for higher levels of protection but decrease for higher levels of enhancement. Strategic marketing levers moderate the effects in that high research and development (advertising) intensity leverages protection (enhancement).

A relationship-based framework for driving brand image

Jessica Vredenburg*, Auckland University of Technology

Davide Orazi, University of Melbourne

Amanda Spry, Cardiff University

Max Theilacker, University of Melbourne

Past integrated marketing communications (IMC) frameworks establish brand contacts as important sources of information and feedback. This paper discusses how the relationship between customers and employees, as well as the vast amount of information now available through digital media increases the volume of brand information generated. When a firm fails to manage these relationships, it risks misalignment between brand identity and brand image, which, in turn, tarnishes brand equity. This paper argues that IMC needs to play a pivotal role in relationship building between the brand and employees and customers as stakeholders and extrapolating relevant brand insights from these relationships. Theoretical propositions regarding IMC's role in managing this relationship to generate brand equity are offered.

Sensory marketing and shopping experience

Chair: **Prithwiraj Nath**, Leeds Metropolitan University

The effect of crossmodal congruency between ambient scent and the store environment on consumer reactions

Carmen Adams*, Hasselt University
Lieve Doucé, Hasselt University
Wim Janssens, Hasselt University

Previous research found that ambient scents used by retailers should be pleasant and product congruent. This paper proposes that an ambient scent should also be crossmodally congruent with the store environment. Crossmodal congruency refers to the shared crossmodal correspondences (i.e., tendency of a sensory attribute to be associated with an attribute in another sense) of the ambient scent and the store environment. In this study, a scent crossmodally congruent with the store, a scent crossmodally incongruent with the store and a no scent condition were compared. Results revealed that crossmodal congruency between store and ambient scent leads to higher approach behaviour. Furthermore, positive effects were found when comparing the congruent scent with the no scent condition on pleasure, store (environment) evaluation, and word-of-mouth. It is therefore proposed to include crossmodal congruency between ambient scent and store environment as a criteria when selecting an ambient scent.

The impact of olfactory congruent cues on consumer approach behavior

Miralem Helmeffalk*, Linnaeus University
Andreas Eklund, Linnaeus University
Bertil Hultén, Linnaeus University

What impact do olfactory congruent cues exert on consumer approach behavior at point-of-purchase in a retail setting? This research depicts actual consumer behavior in relation to the introduction of olfactory congruent cues, as store atmospherics, in a fashion store. In the retailing and sensory marketing research, there is a gap with respect to how olfactory congruent cues, as retail atmospherics, impact on actual consumer behavior in terms of time spent, touching products and walking towards a particular in-store area. In the reported study, the authors find a difference between consumer approach behavior in a conventional store environment and that in a manipulated store environment.

A critical analysis of the shopping experience concept in brick-and-mortar retailing

Danielle Lecointre-Erickson*, University of Angers
Bruno Daucé, University of Angers
Patrick Légohérel, University of Angers

This paper critically analyzes the concept of the brick-and-mortar shopping experience. Shopping experience is often ill-defined and is used interchangeably with broader concepts such as consumption experience and consumer experience. As a result, shopping experience remains an ill-defined concept. This paper aims to critically analyze shopping experience in order to better conceptualize it and to determine to what extent shopping experience differs from the other experience concepts. We propose that the framework integrating shopping experience dimensions, processes and outcomes best captures the concept. We equally propose that it can be distinguished from other consumption experiences by its orientation, moment of value formation, and physical environment.

Touch or no touch: Influence of product characteristics and touch quality

Prithwiraj Nath*, Leeds Metropolitan University
Cathy Barnes, Leeds Beckett University

The influence of tactile input (touch vs. no touch or look) on consumer behaviour is widely studied in academia and practiced in industry. However, how product characteristics: sensory (psychophysical) and emotional (affective) together with salient touch quality (diagnostic or non-diagnostic) influence behaviour is largely unexplored. This study conducts two experiments, one with a product where touch quality is non-diagnostic (n= 200) and the other where it is diagnostic (n= 360) to examine this issue. The findings show that touch is more influential to understand affective characteristics whereas look is more important to understand the psychophysical characteristics for products where touch quality is non-diagnostic in nature. On the other hand, the influence of touch on behaviour is higher (lower) for products with high psychophysical (affective) characteristics when the touch quality is diagnostic in nature. The results provide new directions to retail theory and practice.

Ethical issues in decision-making

Chair: **Robert Dahlstrom**, Miami University

Factors influencing consumers' decision making process regarding direct to consumer advertising (DTCA) of prescription drugs

Neda Khalil Zadeh*, University of Otago
Kirsten Robertson, University of Otago
James Green, University of Otago

DTCA of prescription drugs is self-regulated in New Zealand based on the assumption that consumers can make informed decisions. The present study examined this assumption by investigating four behavioral responses to DTCA (e.g. asking a doctor for a prescription or more information) as a function of consumers' informed judgments compared to their attitudes towards DTCA. Other factors that might influence consumer behavior were also considered; namely, attitudes towards advertising, health status, using the Internet, materialism, and demographics. Participants included a nationally representative sample of adults (n=2057) recruited through a research panel. Findings revealed that more positive attitudes towards DTCA, instead of informed judgments, were more likely to influence consumers' responses to DTCA, which raise questions regarding the policy of self-regulation in NZ and suggest a need to ensure DTCA of prescription drugs is ethical so that not to cause miss-consumption of drugs.

Are you watching me? The ethics of social media research

Nina Michaelidou*, Loughborough University
Milena Micevski, University of Vienna

Consumer information, collected on social media, is nowadays increasingly used by companies for commercial and advertising purposes, and to generally meet strategic objectives. With the use of tracking devices and other technologies, which analyze information shared by consumers on social media, organizations can customize communication and advertising content in an attempt to increase the effectiveness of their strategies. However, such practices have raised ethical concerns, particularly when data is collected unobtrusively. Current literature points to the importance of scholarly attention on the ethical welfare of social media users, however this issue has been mostly overlooked in the online marketing research ethics domain. To this end, this study conceptualizes and measures consumers' ethical perceptions of social media research focusing on developing and validating a measurement instrument with significant theoretical, methodological and practical contributions.

Moral and ethical issues in time use in meal preparation: Convenience, health, and family identity

Anders Wien*, University of Tromsø
Kåre Skallerud, University of Tromsø
Svein Ottar Olsen, University of Tromsø

The purpose of this study is to explain moral and ethical issues of consumers use of time in the home meal preparation process. This is done by investigating how convenience orientation, health consciousness, and family identity directly influence time spent in home meal preparation, and how the process is moderated by consumer knowledge. A sample of Norwegian households (more than one person; n=803) forms the basis of this study. Convenience orientation has a direct significant negative effect, and health consciousness has a slightly positive effect on time use. A significant relationship between family identity and time use, indicates that consumers with a strong family norm, spend more time on home meal preparation. However, the relationship is moderated by knowledge. Consumers with low knowledge about meal preparation and cooking are significantly driven by their family identity to spend time in meal preparation. Knowledgeable consumers are not motivated by their family identity.

Ecological stewardship and opportunism: A preliminary framework

Robert Dahlstrom*, Miami University
Arne Nygaard, Oslo School of Management

This study examines proactive and miscreant behavior by firms in their interaction with the physical environment. We draw from institutional economics and organizational theory to implicate factors that influence ecological stewardship and opportunism, and we implicate these ecological behaviors as determinants of transaction costs.

Social media and eWOM

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

How the use of social media leverages visit intentions in destination marketing

Shing-Wan Chang*, Middlesex University

Social media are increasingly affecting travelers' intent to visit destinations in tourism. While prior studies have investigated film tourism, the impact of social media strategy on destination marketing has received less attention. The current study aims to develop and test a theoretical model, by examining the influence of content marketing and promotions through social media on celebrity attachment, destination image and visit intentions. The mediating role of celebrity attachment is also clarified. Survey data from 300 social media users, who follow celebrities, were analyzed through structural equation modeling. The findings show that social media content and marketing activities indeed affect celebrity attachment and destination image which lead to visit intentions. Moreover, celebrity attachment mediates the relationships between social media content and marketing activities with destination image. This study confirms the growing importance of social media in destination market

The influence of visual eWOM in consumers' perceptions: A study of young tourists

Ana Utrillas*, University of Saragossa

Jorge Matute, Universidad Ramón Llull

Yolanda Polo, University of Saragossa

New formats of presenting information in online context are increasing their popularity among users. Pictures and videos are included in order to review a product in blogs and social media platforms. Specially, this kind of information is becoming relevant in tourism sector since travels are perceived as experience goods. This study adopts a 2 (visual EWOM: pictures, video) x 2 (blogger's profile: expert, non-expert) x 2 (bandwagon effect: high vs. low consensus) between-participants experiment to explore how different forms of visual EWOM and blogger's profile influence customers perceptions about the blog (information credibility) and their booking intentions. The research is important from a theoretical and managerial perspective. This study enriches existing literature on visual EWOM by providing insight into two different types of visual EWOM and bandwagon effect of moderating these relationships. Findings will provide managerial insights into more effective EWOM in travel blogs.

eWOM depends on perceived value and customer-to-customer informational exchanges

Enrique Bigne*, University of Valencia

Carla Ruiz-Mafe, University of Valencia

Silvia Sanz-Blas, University of Valencia

Jose Tronch, University of Valencia

The development of travel review websites has radically changed the hospitality industry. This paper develops an explanatory model of positive eWOM on travel review websites that integrates the effect of the informational value of other consumers' contributions (eC2C) on the relationship between perceived value dimensions and positive eWOM. Data analysis carried out on a sample of 383 Spanish active users of travel review websites shows that eC2C information exchanges significantly influence positive eWOM with a pivotal effect on utilitarian and hedonic perceived value. Regarding perceived value dimensions, utilitarian perceived value has greater influence than hedonic perceived value in positive eWOM. Theoretical and managerial implications are provided.

Reviewers

Nadia Abou Nabout, WU Wien

Carmen Abril, Complutense

Goele Aerts, KU Leuven

Irma Agardi, Corvinus

Hamed Aghakhani, Assistant

Professor of Marketing, Dalhousie University

Nidhi Agrawal, Univ. of Washington

Mariyani Ahmad Husairi, Grenoble

Ecole de Management

Nina Åkestam, Stockholm School of Economics

Ezgi Akpinar, MEF University

María-Del-Carmen Alarcón-

Del-Amo, Universitat Autònoma de Barcelona

Sascha Alavi, University of Bochum

Sumaya Albalooshi, BI Norwegian Business School

Sönke Albers, Kühne Logistics University

Jeanne Albouy, ESC Pau

Juan Miguel Alcántara-Pilar,

University of Granada

Jamal Alsaady, University of

Manchester, Manchester Business School

Niek Althuizen, ESSEC Business School

Jennifer Amar, Iéseg / University of South Brittany

Gisela Ammettler, Lecturer/Open University of Catalonia

Andreas Andronikidis, University of Macedonia

Mick Andzulis, Louisiana State University

Fernando Angulo-Ruiz, MacEwan University

Lalin Anik, University of Virginia

Asim Ansari, Columbia Business

School, Columbia University

Kersi Antia, Western University

Francesco Paolo Appio, University of Pisa

Maria Elena Aramendia-Muneta, Universidad Pública de Navarra

Natalia Araujo Pacheco, Federal University of Rio Grande do Sul & Ghent University

Anahit Armenakyan, Nipissing University

Armin Arnold, ETH Zurich

Elisa Arrigo, University of Milano-Bicocca

Maja Arslanagic-Kalajdzic, University of Sarajevo

Martin Artz, Frankfurt School of Finance & Management

Nicholas Ashill, American University of Sharjah

Samaa Attia, Bue

Samaa Attia, British University in Egypt

Anne-Francoise Audrain-Pontevia, ESG-UQAM

Seigyoung Auh, Arizona State University

Kristina Auxtova, University of Edinburgh

Vardan Avagyan, Erasmus School of Economics

Tamar Avnet, yeshiva university

Aylin Aydinli, VU Amsterdam

Ana Babic, HEC Paris

Max Backhaus, University of Cologne

George Baltas, AUEB

Karla Barajas-Portas, Universidad Anahuac Mexico Norte

Tatiana Barakshina, University of Illinois at Chicago

Alix Barasch, Wharton

Camilla Barbarossa, LUMSA University

Fleura Bardhi, City University London

Angela Bargenda, ESCE International Business School Paris

Maria Teresa Barros, ESTGF-IPP

Boris Bartikowski, Kedge Business School

Fabian Bartsch, University of Vienna

Silke Bartsch, LMU Munich

Krenny Basso, Faculdade Meridional - IMED

András Bauer, University of Corvinus

Jan Becker, KLU

Maren Becker, University of Cologne

Magdalena Bekk, University of Cologne

Daniel Belanche, Universidad de Zaragoza

Simon Bell, The University of Melbourne

Silvia Bellezza, Columbia University

Fatim-Zohra Benmoussa, GROUPE ISCAE

József Berács, Corvinus

Guido Berens, Rotterdam School of Management, Erasmus University

Hanna Berg, Stockholm School of Economics

J. Berger, University of Groningen

Jonathan Berman, London Business School

Amit Bhattacharjee, Erasmus University

Svetlana Bialkova, NHTV

Xuemei Bian, University of Kent

Marta Bicho, ISCTE- Lisbon

University Institute

Enrique Bigné, University of Valencia

Tammo Bijmolt, University of Groningen

Baler Bilgin, Koç University

Zeynep Bilgin-Wührer, Lecturer at Johannes Kepler University

Nicola Bilstein, Catholic University of Eichstaett-Ingolstadt

Harald Biong, BI Norwegian Business School

Sofie Bitter, Alpen-Adria-Universität Klagenfurt

Rosalia Bitterl, WU Vienna University of Economics and Business

Lorena Blasco-Arcas, ESCP Europe Business School

Vera Blazevic, Radboud University

Lauren Block, Baruch College

Sophie Boerman, University of Amsterdam

Tim Boettger, University of St. Gallen

Benjamin Boeuf, Montpellier Business School

Eva Böhm, University of Paderborn

Jean Boisvert, American University of Sharjah

Elvira Bolat, Bournemouth University

Jan Willem Bolderdijk, University of Groningen

Melanie Boninsegni, University of Fribourg

Gaël Bonnin, Neoma Business School

Carmela Bosangit, Coventry University

Saar Bossuyt, Ghent University

Melanie Bowen, Justus-Liebig-University

Jacqueline Boysselle, Montpellier University

Yasemin Boztug, Goettingen

Josko Brakus, Leeds University Business School

Sabrina Brauneis, Alpen-Adria University Klagenfurt

Rafael Bravo, Zaragoza

Ruzica Brečić, University of Zagreb; Faculty of Economics and Business
Els Breugelmanns, KU Leuven
Tim Oliver Brexendorf, WHU - Otto Beisheim School of Management
Barbara Briers, Vlerick Business School
Cathy N. Briest-Breda, INSEEC
Christian Brock, University of Rostock
Rod Brodie, The University of Auckland
Lisa Bruggen, Maastricht University
Sabrina Bruyneel, KU Leuven
Eva Buechel, University of South Carolina
Anja Buerke, HHL Leipzig Graduate School of Management
Laurent Busca, University of Toulouse 1 Capitole
Moeen Butt, Western University
Federica Caboni, University of Cagliari
Silvia Cacho-Elizondo, IPADE Business School
Romain Cadario, IESEG School of Management
John Cadogan, Loughborough University
Brendan Canavan, University of Huddersfield
Pilar Carbonell, York University
Julio Carneiro-Da-Cunha, UNINOVE
Isabel Carrero, Universidad Pontificia Comillas
Delphine Caruelle, BI Norwegian Business School
Fabio Cassia, University of Verona
Gauthier Casteran, UT1 Capitole
Giuseppe Catenazzo, Business School Lausanne
Crespo Catia, Superior School of Technology and Management, Polytechnic Institute of Leiria
Ricardo Cayolla, University of Aveiro
Joana César Machado, Universidade Católica
Ludovica Cesareo, The Wharton School, University of Pennsylvania
Claude Chailan, EM Strasbourg Business School
Dipankar Chakravarti, Virginia Tech
Kimmy Chan, Hong Kong Polytechnic University
Elise Chandon Ince, University of South Carolina
Rajesh Chandry, London Business School
Shing-Wan Chang, Middlesex University
Jean-Philippe Charron, Universidad Autónoma de Madrid

Jon Charterina-Abando, University of the Basque Country - UPV/EHU
Dr. Kalliopi Chatzapanagiotou, University of Glasgow
Elena Chatzopoulou, Newcastle University Business School
Evangelia Chatzopoulou, University of Piraeus
Rahul Chawdhary, Kingston University
Sophie Chaxel, Virginia Tech
Jeremy Cheah, University of Sheffield
Annie Chen, Sheffield Hallam University
Ning (chris) Chen, University of Canterbury
Shan Chen, Politecnico di Milano
Lanlung Chiang, Yuan Ze University
Ranga Chihundu, University of Southern Queensland
Nathalie Beatrice Chinje, Wits Business School
George Chrysochoidis, University of East Anglia
Marius Claudy, University College Dublin
Bart Claus, IESEG School of Management
Kathleen Cleeren, KU Leuven
Michel Clement, University of Hamburg
Mark Cleveland, University of Western Ontario
Filipe Coelho, University of Coimbra
Rita Coelho Do Vale, Católica Lisbon- School of Business and Economics
Brent Coker, University of Melbourne
Anatoli Colicev, ESSEC Business School
Maria Cordente Rodriguez, University of Castilla-La Mancha
Gert Cornelissen, Universitat Pompeu Fabra
Nicole Coviello, Lazaridis School of Business, Wilfrid Laurier University
Christina Cramer, University of Paderborn
David Crete, UQTR
Daniela Carmen Cristian, BI Norwegian Business School
Pedro J. Cuestas, University of Murcia
Tony Cui, University of Minnesota
Reynaldo Cunha, ESPM/SP
Marta Maria Cunha Carneiro, USP
Peggy Cunningham, Dalhousie
Rafael Curras-Perez, University of Valencia

Keisha Cutright, University of Pennsylvania
Sandor Czellar, University of Lausanne
Catherine Da Silveira, Open University and Nova School of Business and Economics
Dan-Cristian Dabija, Babes-Bolyai University Cluj-Napoca
Bob Dahlstrom, Miami University
Xianchi Dai, The Chinese University of Hong Kong
Daniele Dalli, Department of Economics and Management
Francesca Dall'Olmo Riley, Kingston Business School
M. Deniz Dalman, Graduate School of Management St Petersburg State University
Paulo Dalpian, Concordia
Amy Dalton, HKUST
Ilias Danatzis, Freie Universität Berlin
Simona D'Antone, Kedge Business School
Moumita Das, Tulane University
Magdalena Daszkiewicz, Wrocław University of Economics
Hannes Datta, Tilburg University
Robert Davis, Auckland UNIVERSITY OF Technology
Vasileios Davvetas, University of Vienna
Matteo De Angelis, Luiss University
Tine De Bock, KU Leuven
Arnaud De Bruyn, ESSEC Business School
Florence De Ferran, la rochelle university
Ad De Jong, Aston University
Bart De Langhe, University of Colorado-Boulder
Luigi Mario De Luca, Cardiff University
Alessandro De Nisco, University of International Studies of Rome
Patrick De Pelsmacker, University of Antwerpen
Kristine De Valck, HEC Paris
Lisette De Vries, University of Münster
Alain Decrop, University of Namur
Salvador Del Barrio-García, University of Granada
Barbara Deleersnyder, Tilburg University
Benedict Dellaert, Erasmus University Rotterdam
Nathalie Demoulin, IESEG School of Management
Nathalie Dens, University of Antwerp
Berna Devezer, University of Idaho

Siegfried Dewitte, KU Leuven
Adamantios Diamantopoulos, University of Vienna
Simone Didonet, Universidade Federal do Paraná
Radu Dimitriu, Cranfield School of Management
Boryana Dimitrova, Drexel University
Sérgio Dominique-Ferreira, Polytechnic Institute of Cavado and Ave
Carmen Donato, University of Groningen
Raffaele Donvito, University of Florence
Matilda Dorotic, BI Norwegian Business School
Thomas Dotzel, McGill University
Hilary Downey, Queen's University Belfast
Shuili Du, University of New Hampshire
Sylvie Ducroux, Tours University
Katherine Duffy, University of Glasgow
Dario Dunkovic, University of Zagreb
Lola C. Duque, Carlos III University
Jane Ebert, Brandeis University
James Eckert, Western Michigan University
Julie Edell, Duke University
Felix Eggers, University of Groningen
Thomas Eichentopf, Bocconi University
Alia El Banna, Carleton University
Statia Elliot, University of Guelph
Isabelle Engeler, University of St.Gallen
Marit Gundersen Engeset, South-East Norway University College
B. Zafer Erdogan, Anadolu University
Irem Eren Erdogmus, Marmara
Elias Ertz, University of Hohenheim
Antonia Erz, Copenhagen Business School
Dennis T. Esch, University of St. Gallen
Zachary Estes, Bocconi University
Ioannis Evangelidis, Bocconi University
Heiner Evanschitzky, Aston Business School
Christine Falkenreck, Hof University
Stefania Farace, Maastricht university
Ali Faraji-Rad, Nanyang Technological University
Pablo Farías, Universidad de Chile
Andrew Farrell, Aston University
Tine Faseur, KULeuven

Martin Fassnacht, WHU - Otto Beisheim School of Management
Fernando Fastoso, University of York
Corinne Faure, Grenoble Ecole de Management
Teresa Fayos Gardó, Universidad de Valencia
Willian Feitosa, IFSP
Daniel Fernandes, Catolica Lisbon School of Business and Economics
Teresa Fernandes, University of Porto
Estela Fernández-Sabiote, University of Murcia
Marc Fetscherin, Rollins College
John Finch, University of Glasgow
Julia Finnegan, Johannes Gutenberg Universität, Mainz
Marc Fischer, University of Cologne
Luciana Florencio De Almeida, ESPM
Basanta Kumar Fna, Utkal University
Florin Foltean, West University of Timisoara
Steffen Försh, Goethe-University Frankfurt
Bram Foubert, UM
Elena Fraj-Andres, Associate Professor/University of Zaragoza
Samuel Franssens, London Business School
Marta Frasquet, University of Valencia
Heiko Frenzen, Aston University
Christoph Fuchs, Erasmus University
Morana Fuduric, University of Zagreb
Hisao Fujimoto, Osaka University of Economics
David Gal, University of Illinois at Chicago
Cristina Galalae, Coventry University
M. Mercedes Galan - Ladero, Extremadura
Leandro Galli, Warwick Business School London Business School
Inigo Gallo, IESE Business School
Leilei Gao, The Chinese University of Hong Kong
Yuhui Gao, Dublin City University
Rosanna Garcia, North Carolina State
Jesus Garcia-Madariaga, ucm
Álvaro Garrido-Morgado, University of Salamanca
Jana Gätthke, Catholic University Eichstätt-Ingolstadt

Tarje Gaustad, Oslo School of Management
Juan Carlos Gázquez-Abad, University of Almería
Karen Gedenk, University of Hamburg
Anja Geigenmüller, Ilmenau University of Technology
Marilena Gemtou, University of Bath
Sonja Gensler, University of Münster
Frank Germann, University of Notre Dame
Kelly Geyskens, Maastricht University
Els Gijbrecchts, Tilburg University
Maarten Gijzenberg, University of Groningen
David Gilliland, Colorado State University
Ainhize Gilsanz, University of the Basque Country
Giacomo Gistri, University of Macerata
Frank Goedertier, Vlerick Business School
Osman Gök, Yasar University
Kelly Goldsmith, Kellogg School of Management
Martina Gonzalez Gallarza, Universidad de Valencia
Hector Gonzalez-Jimenez, University of York
Celina González-Mieres, Universidad de Oviedo
Joseph Goodman, Washington University in St Louis
Srinath Gopalakrishna, University of Missouri
Karen Gorissen, Ghent University
Caroline Goukens, Maastricht University
Sonja Grabner-Kräuter, Alpen-Adria-Universität Klagenfurt
Eric Greenleaf, New York University
Anais Gretry, HEC, Management School of the University of Liège
Nicholas Grigoriou, Monash University
Geir Grisprud, BI Norwegian Business School
Christopher Groening, Kent State University
Bianca Grohmann, Concordia University
Marcella Grohmann, ETH Zürich
Reinhard Grohs, Private University Seeburg Castle
Kjell Gronhaug, Norw. Sch. Of economicsn
Vassiliki Grougiou, University of Macedonia
Verena Gruber, HEC Montréal

Richard Gruner, University of Western Australia
Yangjie Gu, HEC, Paris
Anders Gustafsson, Karlstads University
Jonne Guyt, University of Amsterdam
Richard Gyrd-Jones, Copenhagen Business School
Tamas Gyulavari, Corvinus
Alexander Haas, Justus Liebig University
Fredrik Hacklin, ETH Zurich
Rhonda Hadi, University of Oxford
Henrik Hagtvedt, Boston College
Ulla Hakala, Turku School of Economics, University of Turku
Georgios Halkias, University of Vienna
Chris Halliburton, escp europe
Robert Hamlin, University of Otago
Oueslati Hanene, UHA
Christophe Haon, Grenoble Ecole de Management
Nukhet Harmancioglu, Koc University
Tareq Hashem, ISRA University
Leonidas Hatzithomas, Lecturer/Department of Business Administration/University of Macedonia
Sven A. Haugland, NHH Norwegian School of Economics
Curtis Haugtvedt, Ohio State University
Till Haumann, Ruhr-University Bochum
Simon Hazée, University of Liège
Nermeen Hegazy, Cairo University
Corinna Hehlmann, University of Mannheim
Wibke Heidig, Albstadt-Sigmaringen University
Marc Heise, Goethe-University Frankfurt
Nina Helander, Tampere University of Technology
Kristiaan Helsen, HKUST
Grant Hemple, University of Glasgow
Marleen Hermans, Maastricht University
Carolina Herrando, University of Zaragoza
Ozlem Hesapci, Bogazici University
Nicole Heß, University of Passau
Silke Hieke, WU Vienna
Diogo Hildebrand, Grenoble Ecole de Management
Alexander Himme, Kühne Logistics University
Martin Hirche, University of South Australia

Chi Hoang, BI Norwegian Business School
Ian Hodgkinson, Loughborough University
Joey Hoegg, UBC
Janny Hoekstra, University of Groningen
Arvid Hoffmann, Maastricht University
Julian Hofmann, University of Southern Denmark
Verena Hofmann, Innsbruck - School of Management
Reto Hofstetter, University of Lugano
Gizem Hokelekli, KU Leuven
Maria Holmlund, Hanken School of Economics
Jonas Holmqvist, Kedge Business School
Lisa Carola Holthoff, University of Duisburg-Essen
Niels Holtrop, University of Groningen
Hartmut Holzmueller, TU Dortmund University
Jiewen Hong, HKUST
Csilla Horvath, Radnoud Nijmegen
Dora Horvath, Coprvinus
Szu-Chi Huang, Stanford University
Liselot Hudders, Ghent University
Iris Hung, Fudan University
Auke Hunneman, BI Norwegian Business School
Björn Hüttel, University of Passau
Verena Hüttl-Maack, University of Hohenheim
Antonio Hyder, Toulouse Business School
Supachart Iamratanakul, Kasetsart University
Kemefasu Ifie, Loughborough University
Oriol Iglesias, ESADE
Paul Ingenbleek, Wageningen
Caglar Irmak, University of Miami
Giuliana Isabella, University of São Paulo
Alicia Izquierdo Yusta, University of Burgos
Aliakbar Jafari, Strathclyde
Marjan Jalali, ISCTE-IUL
Ahmad Jamal, Cardiff University
Seongsoo Jang, ESC Rennes
Catherine Janssen, IESEG School of Management
Johan Jansson, Umeå University
Peter Jarnebrant, BI Norwegian Business School
Henna Järvi, Lappeenranta university of technology

Minna-Maarit Jaskari, University of Vaasa
Claudia Jasmand, Imperial College London
Ana Javornik, Università della Svizzera italiana
Ruey Jetr ' Bryan' Jean, National Chengchi University
Ove Jensen, WHU
Kinshuk Jerath, Columbia University
Christina Jerger, Catholic University of Eichstaett-Ingolstadt
Alain Jolibert, INSEEC
Minah Jung, New York University
Espen Jütte, BI Norwegian Business School
Selma Kadic, University of Sarajevo
Vita Kadile, Leeds University Business School
Ulrike Kaiser, WU Vienna
Stavros Kalafatis, Kingston Business School
Maria Kalamas, Kennesaw State University
Anna Kaleka, Cardiff University
Arti Kalro, SJMSOM, IIT Bombay
Wagner Kamakura, Rice University
Bernadette Kamleitner, WU Vienna
Yawei Kang, Kainan University
Ilias Kapareliotis, American College of Greece
Jean-Noël Kapferer, Inseec
Harish Kapoor, Acadia University
Heather Kappes, London School of Economics and Political Science
Maria Karampela, University of Strathclyde
Kalipso Karantinou, Athens University of Economics and Business
Elif Karaosmanoglu, Istanbul Technical University
Uma Karmarkar, Harvard Business School
John Karsberg, Stockholm School of Economics
Vishal Kashyap, University of Graz
Monika Kavaliauskė, Vilnius University
Kristopher Keller, Tilburg University
Ildikó Kemény, Corvinus University of Budapest
Zsafia Kenesei, Corvinus
Paul Ketelaar, Radboud University
Uzma Khan, Stanford University
Monica Khanna, K J Somaiya Institute of Management Studies & Research
Husni Kharouf, Coventry University
Jun Kim, HKUST
Min Kim, University of Maryland
Young-Ah Kim, University of Essex

Robert King, West Texas A&M University
Eva Kipnis, Coventry University
Hatice Kizgin, Nortumbria University
Martin Klarmann, Karlsruhe Institute of Technology (KIT)
Janet Kleber, WU Vienna
Jan F. Klein, Aalto University School of Business
Kristina Klein, University of Cologne
Michael Kleinaltenkamo, Freie Universität Berlin
Ann-Kristin Knapp, University of Muenster
Klemens Knöferle, BI Norwegian Business School
George Knox, Tilburg University
Akin Kocak, Ankara University
Ajay Kohli, Georgia Tech
Monika Koller, WU Vienna
Krisztina Kolos, Corvinus University of Budapest
Umut Konuş, University of Amsterdam
Konstantinos Kottikas, Athens University of Economics and Business
Herbert Kotzab, University of Bremen
Mariia Koval, BI Norwegian Business School
Izabela Kowalik, Warsaw School of Economics
Tom Kramer, University of California, Riverside
Florian Kraus, University of Mannheim
Monika Kriewald, Ostfalia University of Applied Sciences
Tore Kristensen, Copenhagen Business School
Ann Kronrod, Northeastern University
Sabine Kuester, University of Mannheim
Kerri-Ann Kuhn, Queensland University of Technology
Alok Kumar, Univ. of Nebraska-Lincoln
Werner Kunz, UMass
Sarah Küsgen, TU Dortmund University
Nora Lado, University Carlos III Madrid
Josée Laflamme, University of Quebec at Rimouski
Lien Lamey, kuleuven
Fred Langerak, Eindhoven University of Technology
Gilles Laurent, INSEEC
Andreas Lechner, University of Augsburg

Hsin-Hsuan Meg Lee, ESCP Europe
Leonard Lee, NUS Business School
Monle Lee, Indiana University South Bend
Nick Lee, Warwick Business School
Seoungwoo Lee, University of Maryland
Marijke Leliveld, University of Groningen
Constantinos N. Leonidou, University of Leeds
Sara Leroi-Werelds, Hasselt University
Line Lervik-Olsen, Norwegian Business School
Fine F. Leung, The University of Hong Kong
Liat Levontin, Technion
Gabriel Levrini, Fapa Uniritter Laureate
Alice Li, Indiana University
Yi Li, IESEG School of Management
Lewis Xinwei Liao, Monash University
Elison Lim, Nanyang Business School
Konstantinos Lionakis, AUEB
Ana Lisboa, ESTG/Polytechnic Institute of Leiria
Wendy Liu, UCSD
Lara Lobschat, University of Groningen
Carmen Lopez, Plymouth University
José Ángel López Sánchez, University of Extremadura
Carlos Lourenço, University of South Carolina
Irene Lu, Carleton University
Stephan Ludwig, University of Westminster
Bryan Lukas, Lancaster University
Ngoc Luu, The University of New South Wales
Zhenzhong Ma, University of Windsor
Isabel Macedo, University of Minho
Stijn Maesen, KU Leuven
Alexander Mafael, Freie Universität Berlin
Lise Magnier, TU Delft
Peter Magnusson, University of Alabama
Amro Maher, Qatar University
Dominik Mahr, Maastricht University
Robert Mai, CAU Kiel
Giada Mainolfi, University of International Studies of Rome
Vincent Mak, University of Cambridge
Igor Makienko, university of nevada reno

Elham Maleki, Goethe-University Frankfurt
Selin Malkoc, Washington University in St Louis
Alan Malter, University of Illinois at Chicago
Sudha Mani, William paterson University
Francois Maon, IESEG School of Management
André Marchand, University of Muenster
Longinos Marin, Universidad de Murcia
Elisa Martinelli, University of Modena and Reggio Emilia
Noemi Martinez-Carballo, University of Zaragoza
Mercedes Martos Partal, University of Salamanca
Paul Marx, University of Siegen
Shriti Mazumdar, National Institute of Technology, Rourkela
Robert Mcdonald, Texas Tech University
Richard Mcfarland, ESSEC
Brent McFerran, Simon Fraser University
Hamed Mehrabi, Wilfrid Laurier University
Marijn Meijers, University of Amsterdam
Kristina Melis, KULeuven
Valentyna Melnyk, Masseur University
Monica Mendini, Università della Svizzera Italiana
Bulent Menguc, Kadir Has University
Nina Michaelidou, Loughborough University
Andrea Micheaux, IAE, Université Lille 1
Kobe Millet, Vrije Universiteit Amsterdam
Giulia Miniero, USI-Institute of Marketing and Communication Management
Alec Minnema, University of Groningen
Mehrad Moeinijazani, BI Norwegian Business School
Mahadzirah Mohamad, Universiti Sultan Zainal Abidin
Kristian Möller, Aalto University School of Business
Juan-Antonio Mondéjar-Jiménez, University of Castilla-La Mancha
Diego Monferrer Tirado, UNIVERSITAT JAUME I
Erik Mooi, University of Melbourne
Sarah Moore, University of Alberta
Sergio Moraes, ESPM - Sao Paulo

Page Moreau, Wisconsin School of Business
Carey Morewedge, Boston University
Felicitas Morhart, University of Lausanne
Emi Moriuchi, Fort Hays State University
Meike Morren, Free university amsterdam
Andrea Moser, University of Pforzheim
Sabine Moser, University of Passau
Rania Mostafa, Damanhour University
Steffen Mueller, ZHAW School of Management and Law
Alazne Mujika, Deusto
Rory Mulcahy, Queensland University of Technology (QUT)
Brigitte Muller, University of Toulon
Nira Munichor, Hebrew University of Jerusalem
Daniël Muntinga, University of Amsterdam
Pekka Murto, Aalto University School of Arts, Design and Architecture
Giuseppe Musarra, University of Leeds
Mekhalil Mustak, Turku School of Economics
Steve Muylle, Vlerick Business School & Ghent University
Ramazan Nacar, Yalova University
Agnes Neulinger, Corvinus
Daina Nicolaou, University of Cyprus
Jesper Nielsen, University of Arizona
Tim Nierobisch, Georg-August-Universität Göttingen
Edwin Nijssen, Eindhoven University of Technology
Irit Nitzan, Tel Aviv University
Vitor Nogami, University of Sao Paulo
Max Nohe, Tilburg University
Dr. Maria Kümpel Nørgaard, Arla Foods, Arla Strategic Innovation Centre, Sensory & Consumer Science
Michael Norton, Harvard Business School
Nathan Novemsky, Yale University
Namig Nurullayev, Goethe-Universität Frankfurt
Anna-Greta Nyström, Åbo Akademi University
Galjina Ognjanov, University of Belgrade
Irena Ograjenšek, University of Ljubljana
Eeva-Liisa Oikarinen, University of Oulu

Joao Oliveira, Loughborough University
Lars Erling Olsen, Oslo School of Management
Erik Olson, BI Norwegian Business School
Abdullah Promise Opute, GPROM Academic and Management Solutions
Davide Orazi, University of Melbourne
Nailya Ordabayeva, Boston College
Mihai Orzan, Bucharest University of Economic Studies
Ernst Osinga, Singapore Management University
Per Østergaard, University of Southern Denmark
Tobias Otterbring, Karlstad university
Yi-Chun Ou, University of Leeds
Basar Ozcan, Ozyegin University
Durdana Ozretic-Dosen, University of Zagreb, faculty of Economics & Business
Aysegul Özsoy, Koç
Stefano Pace, Kedge Business School
Arminda Paço, University of Beira Interior
Friederike Paetz, Clausthal University of Technology
Nick Panagopoulos, The University of Alabama
Mario Pandelaere, Virginia Tech
Ameet Pandit, university of newcastle
Irena Pandza Bajs, University of Zagreb
Artemis Panigyraki, Imperial College Business School
Gabriele Paolacci, Erasmus University Rotterdam
Dominik Papies, University of Tübingen
Gholamabbas Paryad, Technical and Vocational Training Organization of Iran
Prof Dr Ajit Patil, IBS Business School-Mumbai
Athanasios Patsiotis, Deree, The American College of Greece
Michele Paulin, Concordia University
Koen Pauwels, ozyegin university
Veronique Pauwels Delassus, IESEG
Lou Pelton, University of North Texas
Alessandro M. Peluso, University of Salento
Norman Peng, University of Salford
Olga Pereira, University of Minho

Adrian Peretz, Oslo School of Management
Andrea Pérez, University of Cantabria
Carmen Pérez-Cabanero, University of Valencia
Raul Perez-Lopez, University of Zaragoza
Alfredo Pérez-Rueda, Universidad de Zaragoza
Christian Pescher, FAU Erlangen-Nürnberg
Paula Peter, San Diego State University
Kay Peters, University of Hamburg
Kay Peters, U Hamburg
Olivia Petit, Aix-Marseille University
Kristina Petljak, University of Zagreb
Dan Petrovici, Kent University
Luca Petruzzellis, University of Bari
Mathias Peyer, University of Potsdam
Doreén Pick, Freie Universität Berlin and Hochschule Merseburg
Constant Pieters, Tilburg University
Yolande Piris, Université Panthéon-Assas Paris 2
Marta Pizzetti, Università della Svizzera italiana
Hilke Plassmann, INSEAD
Daria Plotkina, EM Strasbourg Business School
Anastasiya Pocheptsova, University of South Carolina
Jeffrey Podoshen, Franklin and Marshall College
Anissa Pomies, Concordia University
Mateus Ponchio, ESPM
Mojtaba Poorrezaei, University of Salford
Lucia Porcu, Universidad de Granada
Jaideep Prabhu, University of Cambridge
Preeti Priya, IRMA
Anetta Pukas, WROCLAW UNIVERSITY OF ECONOMICS
Chun Qiu, Wilfrid Laurier University
Kausar Qureshi, University of Essex
Néomie Raassens, Eindhoven University of Technology
Mohammed Rafiq, Roehampton University
Shambavi Rajagopal, University of Wollongong
Arto Rajala, University of Vaasa
Paulo Ramos, Lusiana University
Philipp Rauschnabel, University of Michigan

Joern Redler, Prof. Dr., Baden-Wuerttemberg Cooperative State University, Mosbach
Ignacio Redondo, Universidad Autónoma de Madrid
Audun Reiby, BI Norwegian Business School
Jochen Reiner, Goethe University Frankfurt
Raquel Reis, CENERTEC - Centro de Energia e Tecnologia
Thomas Reutterer, WU Vienna Uni
Nina Reynolds, Wollongong
Carolina Rezende Pereira, Universidade Nove de Julho
Ann Kristin Rhode, ESCP Europe
Josep Rialp, Universitat Autònoma de Barcelona
Daniel Ringel, Goethe-University Frankfurt
Hans Risselada, University of Groningen
Paulo Rita, ISCTE-IUL Business School, Lisbon
Thomas Robbert, University of Kaiserslautern
Mat Robson, University of Leeds
Michel Rod, Carleton University
Clarinda Rodrigues, Linneaus University
Inma Rodriguez-Ardura, Open University of Catalonia
Aksel Ivar Rokkan, Norwegian School of Economics (NHH)
Sergio Roman, MURCIA
Jenni Romaniuk, University of South Australia
Robert Rooderkerk, Rotterdam School of Management
Dennys Eduardo Rossetto, ESPM - Escola Superior de Propaganda e Marketing
Federico Rossi, University of Bocconi
George Rossolatos, Kassel
Stefan Roth, University of Kaiserslautern
Sandra Rothenberger, Professor
Gaia Rubera, Bocconi University
Salvador Ruiz De Maya, University of Murcia
Carla Ruiz Mafe, University of Valencia
Ivan Russo, Verona
Emilio Ruzo, University of Santiago de Compostela
Pernille Rydén, Technical University of Denmark
Sebastian Sadowski, University of Groningen
Olga Saginova, Plekhanov Russian University of Economics

Onur Saglam, ETH Zurich
Ana Salazar, Universidade Católica Portuguesa
Stéphane Salgado, Aix-Marseille Université
Anna Salonen, University of Turku
Bendik Meling Samuelsen, BI Norwegian Business School
Birgitta Sandberg, Turku School of Economics, University of Turku
Shelle Santana, HBS
Panagiotis Sarantopoulos, Athens University of Economics and Business
Maria Sarmiento, ISCAP
Henrik Sattler, University of Hamburg
Serdar Sayman, Koç University
Dorothea Schaffner, Lucerne University of Applied Sciences and Arts
Christina Schamp, University of Hamburg
Philipp Scharfenberger, University of St. Gallen
Benjamin Scheibehenne, University of Geneva
Christian Schlereth, WHU - Otto Beisheim School of Management
Bernd Schmitt, Columbia u
Laura Marie Schons, University of Mannheim
Jan Schoormans, TUDelft
Hanna Schramm-Klein, University of Siegen
Martin Schreier, WU Vienna
Roland Schroll, University of Innsbruck
Sebastian Schubach, University of Passau
Monika Schuhmacher, University of Mannheim
Marie Schulte, Technische Universität Braunschweig
Christian Schulze, Frankfurt School of Finance & Management
Jan Hendrik Schumann, University of Passau
Anne Laure Sellier, HEC Paris
Fred Selnes, BI Norwegian Business School
Fred Selnes, BI Norwegian Business School
Veronika Selzer, University of Passau
Argha Sen, University of Nebraska Lincoln
Sanchayan Sengupta, Grenoble école de management
Gilles Sere De Lanauze, University of Montpellier
Maja Seric, University of Valencia

F. Javier Sese, University of Zaragoza
Seline Sezgin, Istanbul Bilgi University
Dace Shafi, Technische Universität Darmstadt
Edith Shalev, Technion
Avi Shankar, University of Bath
Samant Shant Priya, LBSIM
Eesha Sharma, Dartmouth College
Edlira Shehu, University of Southern Denmark
Dong Shen, California State University-Sacramento
Marina Sheresheva, Lomonosov Moscow State University
Savannah Wei Shi, santa clara university
L. J. Shrum, HEC Paris
Paurav Shukla, Glasgow Caledonian University
Kamran Siddiqui, University of Dammam
Silvia Sievers Fernández, Universidad Pontificia Comillas
Paulo Silveira, Polytechnic Institute of Setubal
David Silvera, University of Texas at San Antonio
Claudia Simoes, Open University
Yveta Simonyan, Birmingham Business School
Suren Sista, IIM Calcutta
Vatroslav Skare, University of Zagreb
Mika Skippari, University of Tampere
Laimona Sliburyte, Kaunas University of Technology
Laurens Slood, University of Groningen
Johanna Slot, Penn State University
Maria Smirnova, Saint Petersburg State University
Sandra Smith, University of Auckland Business School
Tim Smits, KU Leuven
Kamila Sobol, Concordia University
Tatiana Sokolova, University of Michigan
Francesca Sotgiu, VU University Amsterdam
Carlos M.P. Sousa, Durham University
George Spais, Hellenic Open University
Gerri Spassova, Monash University
Nathalie Spielmann, NEOMA Business School
Wendy Spinks, University of the Sunshine Coast
Niels Sprong, Radboud University

David Sprott, Washington State University
Stanislav Stakhovych, Monash University
Angelos Stamos, KU Leuven
Wuyts Stefan, Koç University
Yael Steinhart, Tel-Aviv University
Lena Steinhoff, University of Paderborn
Sascha Steinmann, University of Siegen
Beata Stępień, Poznań University of Economics
Barbara Stoettinger, WU Vienna
Vicky Story, Loughborough University
Ivana Štulec, University of Zagreb
Nikolaos Stylos, University of Wolverhampton
Harish Sujjan, Tulane University
Jill Sundie, Virginia Tech
Abigail Sussman, University of Chicago
Valérie Swaen, Université catholique de Louvain
Steven Sweldens, Erasmus University & INSEAD
Esther Swilley, Kansas State University
Broekhuizen T.L.J., University of Groningen
Salomeh Tabari, Cardiff metropolitan university
Katrin Talke, TU Berlin
Lucia Isabel Tamagni, Universidad Nacional del Comahue
Anssi Tarkiainen, Lappeenranta University of Technology
Vito Tassiello, LUISS
Karin Teichmann, University of Innsbruck
Anne Ter Braak, KU Leuven
Birte Terlinden, University of Cologne
Prokopis Theodoridis, Assistant Professor - University of Patras
Wiesel Thorsten, University of Muenster
Carina Thürridl, WU Vienna University of Economics & Business
Ahmed Timoumi, Indian School of Business
Przemyslaw Tomczyk, Kozminski University
Karina Töndevold Liljedal, Stockholm School of Economics
Mark Toon, Cardiff University
Lasse Torkkeli, Lappeenranta University of Technology
Jean-François Toti, Aix-Marseille University
Dirk Totzek, University of Passau

Claudia Townsend, University of Miami
Stelios Tsafarakis, Technical University of Crete
Claire Tsai, University of Toronto
Michael Tsiros, University of Miami
Berta Tubillejas Andrés, UNIVERSIDAD DE VALENCIA
Mirjam Tuk, Imperial College London
Sven Tuzovic, Queensland University of Technology
Gulden Ulkumen, USC
Isabelle Ulrich, Neoma Business School
Olga Ungureanu, BI Norwegian Business School
Ana Utrillas, UNIVERSITY OF ZARAGOZA
Ana Valenzuela, Universitat Pompeu Fabra
Pierre Valette-Florence, IAE de Grenoble
Manuela Valta, University of Udine
Gerrit Van Bruggen, Erasmus University Rotterdam
Michiël Van Crombrugge, KU Leuven
Bram Van Den Bergh, Erasmus University
Michel Van Der Borgh, Eindhoven University of Technology
Ralf Van Der Lans, HKUST
Jenny Van Doorn, University of Groningen
Yvonne Van Everdingen, Erasmus University Rotterdam
Hester Van Herk, Vrije Universiteit Amsterdam
Erica Van Herpen, Wageningen University
Femke Van Horen, Vrije Universiteit Amsterdam
Patrick Van Kenhove, Ghent University
Helena Van Kerrebroeck, Vrije Universiteit Brussel
Arjen Van Lin, VU University Amsterdam
Rutger Van Oest, BI Norwegian Business School
Iris Van Ooijen, University of Amsterdam
Marijke Van Putten, Leiden University
Estelle Van Tonder, North-West University
Joelle Vanhamme, EDHEC Business School
Marc Vanhuele, HEC
Jose L Vazquez, University of Leon

Andres Veloso, University of Sao Paulo
Shana Verberckmoes, University of Antwerp
Peter Verhoef, University of Groningen
Nanouk Verhulst, UGent
Ivar Vermeulen, VU University Amsterdam
Giampaolo Viglia, Bournemouth University
Francisco Villarroel Ordenes, Maastricht University
Vijay Viswanathan, Northwestern University
Franziska Völckner, University of Cologne
Georg Von Richthofen, ETH Zurich
Sylvia Von Wallpach, Copenhagen Business School
Florian Von Wangenheim, ETH Zurich
Maren Vos, Eindhoven University of Technology
Joachim Vosgerau, Bocconi
Alexander Vossen, BI Norwegian Business School
Ben Voyer, ESCP Europe
Mark Vroegrijk, KU Leuven
Maya Vuegen, KU Leuven
Kathy Wächter, University of Mississippi
Monica Wadhwa, INSEAD
Gerhard Wagner, University of Siegen
Tillmann Wagner, WHU - Otto Beisheim School of Management
Udo Wagner, University of Vienna
Echo Wan, University of Hong Kong
Jing Wan, University of Groningen
Qiong Wang, University of Oklahoma
Rebecca Jen-Hui Wang, Northwestern University
Weisha Wang, University of Southampton
Wenbo Wang, HKUST
Luk Warlop, KU Leuven & BI Oslo
Gary Warnaby, University of Manchester
Kenneth Wathne, University of Stavanger
Welf Weiger, University of Goettingen
Andrea Weihrauch, KU Leuven
Bert Weijters, Ghent University
Franziska Weis, University of Applied Sciences St. Gallen
Felix Weispfenning, Coburg FH
Wolfgang Weitzl, University of Vienna
Xiaohan Wen, koc university

Daniel Wentzel, RWTH Aachen University
Mika Westerlund, Carleton University
Marina Isabel Wieluch, Bundeswehr University Munich (University of the German Federal Armed Forces Munich)
Caroline Wiertz, Cass Business School
Jan Wieseke, Ruhr-Universität Bochum
Keith Wilcox, Columbia University
Robert Wilken, ESCP Europe
Kim Willems, Vrije Universiteit Brussel
Lotte Willemsen, Hu University of Applied Sciences
Patti Williams, University of Pennsylvania
Hugh Wilson, University of Cranfield
Russell Winer, New York University
Warat Winit, Chiang Mai University
Niklas Woermann, University of Southern Denmark
Matthew Wood, University of Brighton
Stefan Worm, Norwegian Business School
Owen Wright, Griffith University
Duarte Xara-Brasil, IPS
Anca Yallop, University of Winchester
Chun-Ming Yang, Ming Chuan University
Kenneth C. C. Yang, The University of Texas at el Paso

Zhiyong Yang, University of Texas at Arlington
Dorothy Yen, Brunel University London
Tuba Yilmaz, Koc University
Carolyn Yoon, University of Michigan
Agnieszka Zablocki, Vienna University of Economics and Business
Nicolas Zacharias, Technische Universität Darmstadt
Alessandra Zammit, University of Bologna
Lia Zarantonello, University of Bath
Anna Zarkada, Athens University of Economics and Business
Grzegorz Zasuwa, The John Paul II Catholic Univeristy of Lublin
Marcel Zeelenberg, Tilburg University
Meng Zhang, the Chinese University of Hong Kong
Mohua Zhang, university of grenoble
Yan Zhang, National University of Singapore
Min Zhao, University of Toronto
Marcus Zimmer, ETH Zürich
Robert Zniva, Vienna University of Economics and Business
Haitem Zourrig, University of Regina
Peter Pal Zubicsek, University of Florida
Detlev Zwick, York University

Index of authors

A

Abou Nabout, Nadia 127, 178, 241
Abouhanian, Arpi 84
Abril, Carmen 44, 208, 241
Acatrinei, Carmen 135
Achabou, Mohamed Akli 46
Acuti, Diletta 152
Ada, Sila 178
Adams, Carmen 238
Adams, Leen 67
Adaval, Rashmi 230
Adiguzel, Feray 114
Aiello, Gaetano 152
Agardi, Irma 221, 241
Agogué, Marine 176
Agrali, Atahan 58
Ahmad Husairi, Mariyani 154, 241
Ahmed, Pervaiz K 124
Alawadi, Kusum 121
Aimé, Isabelle 179
Aime Garnier, Isabelle 42
Akestam, Nina 188
Albalooshi, Sumaya 210, 241
Albers, Sönke 24, 222, 241
Aldás-Manzano, Joaquín 101
Aleti, Torgeir 60
Algesheimer, René 156, 200
Ali, Maged 232
Allen, Alexis 83
Almli, Valerie L. 144
Alt, Anetta-Monika 221
Amorim, Ana Isabel 167
Anderson, Deborah 134
Andronikidis, Andreas 124, 241
Antons, David 215
Aouzelleg, Louiza 158
Arden, Christine 141
Ares, Gastón 112
Arifine, Ghizlane 237
Arkil, Christina 84
Arnold, Armin 122, 241
Arrivé, Sandra 158
Arslanagic-Kalajdzic, Maja 136, 150, 241
Aschemann-Witzel, Jessica 144
Ashill, Nicholas 232, 241
Asmussen, Bjoern 89
Atakan, Sukriye Sinem 70
Ates, Zelar 102, 133
Attié, Elodie 193
Auxtova, Kristina 147, 241
Avello, Maria 97
Avery, Barry 134
Avlonitis, George 189
Avramiea, Arthur 69
Awanis, Sandra 229
Aydinoglu, Nilufer 175

Aykol, Bilge 74, 133
Azar, Salim 42

B

Backhaus, Christof 171
Backhausen, Mia 219
Bagozzi, Richard P. 60
Balabanis, George 55, 232, 236
Balague, Christine 217
Balladares Fuentes, Gabriela 97
Baltas, George 135, 241
Banerjee, Diptiman 81
Banerjee, Somnath 142
Banerjee, Sy 77
Barbarossa, Camilla 123, 241
Bardhi, Fleura 36, 241
Barroso-Mendez, M. Jesus 161
Barrot, Christian 97, 172
Bashirzadeh, Yashar 13, 178
Bauer, Andras 24, 157, 226
Baumgartl, Christina 219
Baumgartner, Hans 137
Baxter, Stacey 140, 188
Bazaki, Eirini 159
Beal, Virginia 59
Beck, Joshua T. 191
Beck, Susanne 98
Becker, Maren 228, 241
Beinert, Markus 59, 99
Belaud, Lydie 137
Belk, Russell W. 174
Bellou, Victoria 124
Ben Miled-Cherif, Dr Hela 129
Ben-Moussa, Essia 167
Benamar, Lamya 217
Bengtsson, Maria 123
Bennett, Dag 189
Berendt, Johannes 179
Berezvai, Zombor 221
Berger, Hans 68
Berger-Remy, Fabienne 179
Bernal, Jorge 67
Berthaud, Stephanie 165
Bertrandias, Laurent 56, 132, 177
Bettiga, Debora 156
Beukeboom, Camiel 69
Bharadwaj, Neeraj 85
Bhardwaj, Pradeep 142
Bialkova, Svetlana 147, 241
Bian, Xuemei 143, 241
Bidmon, Sonja 181
Bigne, Enrique 24, 84, 104, 125, 240
Bijmolt, Tammo 23, 39, 207, 228, 241
Bill, Fabian 222
Bitterl, Sally 72
Blasco-Arcas, Lorena 235, 241

Bleier, Alexander 191
Block, Lauren 90, 241
Blut, Markus 143, 175
Blut, Professor Markus 143
Boatwright, Peter 76
Bodur, Onur 119
Bogaerts, Tess 91
Böhm, Eva 31, 82, 241
Boisvert, Jean 232, 241
Bolderdijk, Jan Willem 62, 241
Boller, Daniel 77, 190
Bonfrer, Andre 216
Boninsegni, Melanie 12, 200, 241
Borah, Abhishek 127
Bormann, Patrick 157
Bornemann, Torsten 193
Bossel, Vera 111
Botelho, Delane 56
Botti, Simona 23, 185, 191
Bourjot-Deparis, Julien 220
Bourne, Humphrey 43
Boutsouki, Christina 128, 188
Bowen, Melanie 12, 117, 241
Boztug, Yasemin 60, 70, 161, 221, 241
Brakus, Josko 210, 241
Brenngman, Malaika 57
Bressolles, Gregory 57
Brettel, Malte 52
Breugelmans, Els 24, 100, 207, 242
Broderick, Anne 229
Brodie, Roderick 23, 56, 194, 204
Brokalaki, Zafeirenia 148
Bruch, Heike 40
Brückner, Karina 38
Bruneau, Virginie 99
Brunner, Thomas 162
Bruyneel, Sabrina 53, 131, 242
Bryła, Paweł 162
Buerke, Anja 144, 242
Bues, Mirja 109, 197
Bui, Phuong Thao 150
Buratti, Andrea 150
Bürig, Benedikt 117
Burmman, Christoph 79, 89
Burnier, Pedro 163
Busca, Laurent 56, 242
Büttgen, Marion 102, 133, 200
Buzás, Norbert 155

C

Cabooter, Elke 130
Cadogan, John 23, 93, 242
Calderón Urbina, Susan 13, 148
Camacho, Nuno 29
Camarero-Izquierdo, Carmen 129
Cambra Fierro, Jesus 120

- Campo, Katia **100, 199**
 Capelli, Sonia **57**
 Capizzani, Mario **190**
 Caplliure Giner, Eva Maria **104**
 Carlborg, Per **45, 209**
 Carrero Bosch, Isabel **60**
 Carricano, Manu **132**
 Carvalho, Amélia **120**
 Casais, Beatriz **218**
 Casanova, Marco **78**
 Casidy, Riza **83**
 Cassia, Fabio **33, 242**
 Cassotti, Mathieu **176**
 Castéran, Gauthier **44**
 Cauberghe, Verolien **173, 217**
 Cavusoglu, Lena **167**
 Cayolla, Ricardo **153, 242**
 Ceballos, Manuel **177**
 Ceccotti, Federica **150**
 Cervellon, Marie-Cécile **198**
 César Machado, Joana **42, 167, 242**
 Cesare, Amatulli **78, 114, 211**
 Chan-Olmsted, Sylvia **196**
 Chang, Angela Wen-Yu **47**
 Chang, In Ngan **155**
 Chang, Kuan-Chen **95**
 Chang, Shing-Wan **240, 242**
 Chaniotakis, Ioannis **120**
 Charbonnier-Voirin, Audrey **153**
 Charry, Karine **220**
 Charterina, Jon **101**
 Chatzopoulou, Evangelia **152, 163, 242**
 Chawdhary, Rahul **122, 242**
 Chen, Chen **33, 93, 117, 128, 132, 142, 143, 149, 152, 154, 157, 159, 161, 173, 184, 210, 242**
 Chen, Hui-Ling **117**
 Chen, Jieke **93**
 Chen, Kuan-Ju **173**
 Chen, Ming-Yi **117, 128, 149, 154**
 Chen, Shan **157, 242**
 Chen, Tong **143**
 Chen, Weifeng **210**
 Chen, Xiaoyun **33, 117**
 Chen, Yue-Yang **132, 152**
 Chen, Yuxin **142**
 Cheung, Tracy **13, 210**
 Chew, Yin Teng **124**
 Chiang, Lanlung **84, 242**
 Chong, Alain **121**
 Christina, Kuehnl **198**
 Christodoulides, Paul **133**
 Chrysochou, Polymeros **58, 91**
 Chrysochoidis, George **162, 242**
 Chu, Rongwei **94**
 Chuan Gan, Chin **158**
 Chung, Tuck Siong **159**
 Cicek, Mesut **89**
 Claeys, An-Sofie **180**
 Claudy, Marius **220, 242**
 Clement, Michel **85, 138, 242**
 Codini, Anna **46**
 Coelho, Filipe **176, 200, 242**
 Colaço, Maria Do Céu **176**
 Colicev, Anatoli **178, 242**
 Collado, Jesús **134**
 Colliander, Jonas **188**
 Conduit, Jodie **194**
 Constantinides, Efthymios **167**
 Corciolani, Matteo **36, 103, 160**
 Cornelis, Erlinde **111, 168**
 Cornelissen, Gert **62, 242**
 Costa, Sandrine **144**
 Costabile, Michele **78**
 Coudoumaris, Dafnis **202**
 Coviello, Nicole **213, 215, 242**
 Cramer, Christina **82, 242**
 Crete, David **196, 242**
- D**
 Dabic, Marina **155**
 Dahl, Tove **124**
 Dahlstrom, Robert **239**
 Dai, Xianchi **174, 242**
 Dall' Olmo Riley, Francesca **122, 242**
 Dalli, Daniele **36, 160, 242**
 Dalman, M. Deniz **103, 242**
 Damperat, Maud **176**
 Dampérat, Maud **114**
 Danaher, Peter **39**
 Dannewald, Till **60, 70, 98**
 Dantas, Danilo **57**
 Daryanto, Ahmad **229**
 da Silveira, Catherine **49, 242**
 Das, Shobha **37**
 Daştan, İkrâm **89**
 Daucé, Bruno **238**
 Daukuls, Roman **12, 156**
 Daume, Jana **191**
 Dawetas, Vasileios **73, 242**
 de Alba Mendoza, Isa Moll **205, 226**
 De Angelis, Matteo **78, 114, 211, 242**
 De Boer, Cara **91**
 De Bondt, Caroline **91**
 De Brentani, Ulrike **213**
 De Corte, Charlotte **62**
 De Hooge, Ilona **144**
 De Jong, Ad **222, 242**
 De Kerviler, Gwarlann **104**
 De Keyser, Arne **235**
 De Luca, Luigi M. **202**
 De Luca, Ramona **56**
 De Meulenaer, Sarah **133**
 De Nisco, Alessandro **55, 242**
 De Pelsmacker, Patrick **24, 89, 123, 133, 173, 242**
 De Ridder, Denise **210**
 De Ruyter, Ko **111**
 De Veirman, Marijke **217**
 De Vries, Eline **73**
 Decrop, Alain **24, 54, 192, 242**
 Degorre, Aline **210**
 Dehling, Aurélie **71, 212**
- Deker, Johannes S. **92**
 Dekhili, Sihem **46**
 Dekimpe, Marnik **21, 86, 107, 146, 206**
 Del Olmo, Cesar **97**
 Delacroix, Eva **43**
 Demangeot, Catherine **104**
 Demir, Pinar **147**
 Demirci, Ceren **70**
 Demmers, Joris **229**
 Demoulin, Nathalie **103, 242**
 Dens, Nathalie **89, 92, 133, 242**
 Desmichel, Perrine **61**
 Dewitte, Siegfried **91, 131, 243**
 Diamantopoulos, Adamantios **55, 73, 243**
 Diaz, Estrella **166**
 Dickert, Stephan **53, 183**
 Didonet, Simone Regina **214**
 Dinh, Estelle **153**
 Dion, Paul **134**
 Dogerlioglu Demir, Kivilcim **36**
 Dong, Lin **236**
 Dong, Maggie **209**
 Donvito, Raffaele **152, 243**
 Doppler, Christian **39**
 Dorotic, Matilda **4, 10, 147, 207, 243**
 Dost, Florian **58, 216**
 Dotterweich, Christoph **152, 165**
 Doucé, Lieve **238**
 Dragin-Jensen, Christian **84**
 Driessen, Paul H. **187**
 Du, Shuili **46, 243**
 Dubé, Laurette **228**
 Duque, Lola C. **160, 243**
 Durrieu, François **57**
- E**
 E Griesser, Simone **148**
 Ebbes, Peter **11, 12, 172**
 Ebster, Claus **101**
 Edeling, Alexander **214**
 Eggert, Andreas **31, 82, 181**
 Eggert, Andreas **31, 82, 181**
 Ein-Gar, Danit **183**
 Eisingerich, Andreas **35, 165**
 Ekinci, Yuksel **79**
 Eklund, Andreas **238**
 El Haji, Anouar **35**
 El Kihal, Siham **234**
 El-Manstrly, Dahlia **165**
 Elgaaied, Leila **201**
 Ellström, Daniel **45**
 Elshiewy, Ossama **221**
 Emrich, Oliver **40**
 Englert, Natália **175**
 Erdem, Tülin **234**
 Eren-Erdoğan, İrem **89**
 Erik, Maier **73**
 Ertz, Elias **200, 243**
 Erz, Antonia **229, 243**
 Escalas, Jennifer **51**

Esch, Dennis T. **14, 141, 243**
Esch, Franz-Rudolf **79, 219**
Esterzon, Emilie **159**
Estes, Zachary **53, 69, 190, 243**
Evangelidis, Ioannis **35, 243**

F

Fagerström, Asle **77**
Falcao, Roberto **163**
Falk, Tomas **140**
Falke, Andreas **95**
Fan, Liang-Ghii **84**
Faraji-Rad, Ali **64, 243**
Fassnacht, Martin **231, 243**
Fatemi, Hajar **228**
Faure, Corinne **178, 243**
Fayos Gardó, Teresa **163, 243**
Fecher, André **199**
Fehrer, Julia **194, 204**
Feiereisen, Stephanie **83**
Feng, Zhiteng **159**
Fennis, Bob **23, 210**
Fernandes, Teresa **120, 243**
Ferreira, Mateus **235**
Ferreira, Viviane Moura Rocha **157**
Festila, Alexandra **13, 91**
Fetscherin, Marc **119, 153, 243**
Feurer, Sven **222**
Fiedler, Lars **136**
Filiari, Raffaele **41**
Finoti, Lucas **214**
Fischenich, Sabrina **72**
Fischer, Marc **243**
Fischer, Peter Mathias **136**
Floh, Arne **82**
Foidl, Karin **96**
Försch, Steffen **127, 178, 243**
Fotiadis, Thomas A. **133**
Franssens, Samuel **191, 243**
Frasquet, Marta **157, 163, 182, 243**
Freixanet, Joan **163**
Frentz, Florentine **40**
Friend, Scott **102**
Frösén, Johanna **115**
Fuchs, Christoph **23, 29, 108, 126, 185, 243**
Fueyo, Celine **167**
Fuller, Rachel **59**
Furrer, Olivier **200, 237**

G

Gabel, Sebastian **99, 118**
Gad Mohsen, Marwa **45**
Galan, Jean-Philippe **177**
Galande, Ashish **13, 137, 216**
Galetti, Jefferson Ricardo **164**
Galkina, Natalia **198**
Galli, Leandro **13, 70, 243**
Gallo, Iñigo **51**
Gambarjan, Karine **158**
Gao, Leilei **36, 243**
Gao, Yuhui **38, 165, 208, 243**

García, Marian **231**
García De Los Salmones, María Del Mar **134**
García-Crespo, Ángel **177**
Garnefeld, Ina **41**
Gaston-Breton, Charlotte **218**
Gäthke, Jana **100, 243**
Gavilan, Diana **97**
Gawlowski, Dominika **79**
Geigenmueller, Anja **102**
Geiger, Alina **124**
Gelbrich, Katja **100**
Gensler, Sonja **30, 39, 97, 243**
George, Balabanis **55, 232, 236**
Germann, Frank **136, 172, 243**
Germelmann, Claas Christian **124**
Gerstner, Eitan **118**
Geuens, Maggie **67, 91, 112, 137**
Geyskens, Kelly **111, 243**
Ghantous, Nabil **37**
Ghassany, Mohamad **217**
Ghiassaleh, Arezou **100**
Ghosh, Mrinal **68**
Ghoul, Amelie El **151**
Giacomelli, Stefano **219**
Giannetti, Verdiana **13, 154**
Gibbert, Michael **43, 62**
Gijsbrechts, Els **199, 243**
Gijsenberg, Maarten **23, 109, 228, 243**
Gil-Saura, Irene **47**
Gistri, Giacomo **103, 243**
Gnizy, Itzhak **93**
Göbel, Denise **81**
Goedertier, Frank **199, 243**
Gomez Diaz, Lorena **55**
Gonçalves, Dilney **148**
Gorissen, Karen **123, 243**
Gottschalk, Sabrina **41**
Gourvenec, Bernard **137**
Graf, Laura K. M. **198**
Grappi, Silvia **119**
Graul, Antje **36**
Grazzini, Laura **202**
Green, James **239**
Green, Todd **83**
Grein, Marcel **72**
Grewal, Dhruv **58**
Grinstein, Amir **34, 128**
Grobert, Julien **82**
Groepel-Klein, Andrea **51, 83, 125**
Grohmann, Bianca **42, 119, 243**
Grohs, Reinhard **208, 243**
Grønhaug, Kjell **60, 226**
Grossmann, Tobias **33**
Grossmass, Till **136**
Grötschel, Ann-Kathrin **41**
Gruber, Verena **62, 243**
Grunert, Klaus G. **94**
Guenzi, Paolo **81**
Guesalaga, Rodrigo **222**
Guhl, Daniel **76, 99, 118**

Guido, Gianluigi **211**
Guillard, Valérie **231**
Guitart, Ivan **67, 178**
Gulakova, Olga **135**
Gunadi, Manissa **90**
Guo, Boshuo **35**
Gurhan-Canli, Zeynep **148, 175**
Gustafsson, Anders **24, 195, 224, 244**
Gyrd-Jones, Richard **49, 229, 244**

H

Haans, Hans **59**
Hacklin, Fredrik **68, 244**
Hadi, Rhonda **90, 244**
Haelsig, Frank **121**
Haenlein, Michael **30, 235**
Hafeez, Ajmal **156**
Hakala, Ulla **153, 244**
Halbheer, Daniel **118**
Halkias, Georgios **73, 166, 244**
Hammerschmidt, Maik **237**
Happ, Elisabeth **96**
Harding, R. Dustin **45**
Hatami, Hedieh **12, 233**
Hattula, Cornelia **193**
Hattula, Stefan **42, 193**
Hatzithomas, Leonidas **128, 188, 244**
Haubl, Gerald **211**
Haugland, Sven A. **33, 244**
Hayran, Ceren **148**
He, Hongwei **70, 133**
He, Xinming **93**
Heeris Christensen, Anna-Bertha **229**
Hegner, Sabrina **119**
Heide, Jan **33**
Heimbach, Irina **181**
Hein, Sebastian **76**
Heise, Marc **178, 196, 244**
Heitmann, Mark **128**
Helfgen, Jennifer **51**
Hellén, Katarina **190**
Hellwig, Katharina **174**
Helm, Sabrina **123**
Helmefalk, Miraleem **238**
Hem, Alexander F. **41**
Hennig-Thurau, Thorsten **77, 126**
Herak, Iskra **130**
Herbst, Uta **114**
Herhausen, Dennis **40**
Heri, Patrick **78**
Hernandez-Ortega, Blanca **235**
Herrero, Ángel **134**
Herrero, Inés **115**
Herrmann, Andreas **61, 72, 77, 141**
Hervet, Guillaume **67**
Heß, Nicole Jasmin **61, 82**
Hetland, Audun **124**
Heuvinck, Nico **111, 130**
Hildebrand, Christian **61, 108, 141**
Hildebrand, Diogo **45, 244**
Hillebrand, Bas **187**
Hirschfelder, Benedikt **147**

Hoekstra, Janny C. 228
 Hofer, Katharina Maria 208
 Hoffmann, Arvid O. I. 65
 Hoffmann, Stefan 180
 Hofmann, Verena 96, 244
 Hofmann, Wilhelm 90
 Hofmann-Stoelting, Christina 194
 Hofstetter, Reto 72, 111, 236, 244
 Hollebeek, Linda 194
 Holsen, Linn-Therese 41
 Holweg, Christina 62
 Homburg, Christian 198
 Honkanen, Pirjo 162
 Hooge, Sophie 176
 Hook, Margurite 140
 Horbel, Chris 104, 124
 Horia Tiorean, Silviu 14, 163
 Hossain, Muhammad Ismail 233
 Hoyer, Wayne 109, 141, 197
 Hruschka, Harald 95
 Hsia, Kang-Ning 147
 Hsu, Ming 3, 18, 26, 203, 267
 Huang, Guang 94
 Huang, Hui-Ling 132, 152
 Huang, Ming-Hui 139
 Huang, Modan 231
 Huang, Wen-Hsien 196
 Huang, Yu-An 93
 Huber, Frank 100
 Hübner, Alexander 100
 Hudders, Liselot 173, 180, 217, 244
 Huettl-Maack, Verena 191
 Hultén, Bertil 238
 Hunnemann, Auke 61, 178
 Hüttel, Björn 14, 197, 244
 Hwang, Euejung 11, 153
 Hwang, San Young 174

I

Ibarra González, Jenny Fernanda 143
 Ilic, Alexander 99
 Ilicic, Jasmina 188
 Inai, Kensuke 155
 İpek, İlayda 74, 153
 Isaak, Karina 58
 Iyengar, Sheena 190

J

Jaakkola, Elina 187, 194
 Jacobsen, Lina 168
 Jahari, Siti Aqilah 124
 Jahn, Steffen 60, 70, 161, 221
 Jang, Seongsoo 216, 244
 Janssen, Catherine 46, 244
 Janssens, Wim 238
 Jansson, Johan 123, 244
 Japutra, Arnold 79
 Jarnebrant, Peter 75, 244
 Jaud, David 34
 Jeannot, Florence 114, 176
 Jia, Jayson 174
 Jia, Jianmin 174

Jiang, Wei 94
 Jiang, Yuwei 230
 Jiao, Wenyu 13, 157
 Jimenez-Martinez, Julio 235
 Jin, Daoyan 151
 Jokitalo, Majjastiina 190
 Jolibert, Alain 114, 176, 244
 Jolibert, Alain 114, 176, 244
 Jongmans, Eline 114, 176
 Jussila, Jari 167
 Jütte, Espen 138, 244

K

Kachouie, Reza 152
 Kaczinski, Alegria 77
 Kadic-Magljalic, Selma 150
 Kähr, Andrea 78
 Kamiejski, Rodolphe 130
 Kamleitner, Bernadette 53, 140, 183, 244
 Karaduman, Cansu 13, 148
 Karpienko, Radoslaw 39
 Karpova, Alexandra 232
 Karsberg, John 188, 244
 Kastanakis, Minas 56
 Kazlauskienė, Asta 154
 Keane, Marta 221
 Kemper, Jan 52
 Kenesei, Zsófia 74
 Kennett, Chris 97
 Kervyn, Nicolas 130
 Keshavarz, Alireza 142
 Keszy, Tamara 155, 156, 187
 Khalil Zadeh, Neda 239
 Khenfer, Jamel 98
 Khimina, Svetlana 12, 155
 Kikumori, Mai 78
 Kim, Jinwon 216
 Kim, Jooyoung 173
 Kim, Ju-Young 181
 Kim, Moon-Yong 163
 Kindermann, Bastian 215
 Kindström, Daniel 209
 Klapper, Daniel 118
 Klarmann, Martin 222, 245
 Kleijnen, Mirella H.P. 122
 Klein, Jan F. 140, 245
 Kleinaltenkamp, Michael 33, 68, 204
 Kleine-Kalmer, Barbara 79
 Kleinschmidt, Elko J. 213
 Klemm, Alexandra 149
 Klimanov, Denis 237
 Kniazeva, Maria 71, 212
 Knoeferle, Klemens 4, 24, 170, 269
 Knox, George 234, 245
 Kocher, Bruno 61
 Koehler, Isabelle 79
 Koenigsberg, Oded 118
 Kohli, Ajay 10, 14, 23, 87, 215, 245
 Kolkova, Ksenia, 198
 Koller, Monika 50, 82, 245
 Kolos, Kristina 74, 245

Komarac, Tanja 161
 Komor, Marcin 133
 Konstantoulaki, Kleopatra 52
 Konus, Umut 182
 Koo, Min Jung 174
 Kooli, Kaouther 129
 Koop, Torben 121
 Kopanidis, Foula 150
 Korelo, Jose Carlos 149
 Korhonen-Sande, Silja 189
 Kornmann, Cecile 100
 Koroleva, Marina 198
 Koronios, Konstantinos 151
 Kostopoulos, Giannis 52
 Kotowski, Wolfgang 174
 Kottika, Efthymia 233
 Kousi, Sofia 148
 Koval, Maria 129, 245
 Kowalkowski, Christian 45
 Krafft, Manfred 31, 109, 207
 Kranzbuehler, Anne-Madeleine 122
 Kraus, Florian 42, 193, 245
 Kraus, Laura K. 197
 Kreis, Henning 40, 41
 Krekels, Goedele 130
 Kreuzbauer, Robert 56
 Krishna, Aradhna 3, 18, 26, 170, 267
 Kristensen, Tore 205, 226, 245
 Kroese, Floor 210
 Krohmer, Harley 78
 Kronrod, Ann 128, 245
 Krowinska, Agata 151
 Krystallis, Athanasios 112
 Kuazaqui, Edmir 150
 Kuester, Sabine 74, 92, 245
 Kulczynski (perkins), Alicia 188
 Kulkarni, Atul 230
 Kumar, Alok 33, 245
 Kwon, Kyung-Joon 159

L

Labyt, Christophe 91, 173
 Lacoste-Badie, Sophie 125
 Lado Couste, Nora 177
 Laflamme, Josee 147
 Lages, Luis 189
 Lajos, Joseph 61, 100, 148
 Lalicic, Lidija 47
 Lalin, Anik 148, 241
 Lambert-Pandraud, Raphaëlle 137
 Lambrecht, Anja 234
 Lamey, Lien 100, 121, 245
 Lammer, Florenz 140
 Landwehr, Jan R. 34, 137, 198
 Langerak, Fred 182, 245
 Lanseng, Even 112, 128
 Laporte, Marie-Eve 179
 Larsen, Nils Magne 77
 Larsson Hanséus, Christian 59
 Lasaleta, Jannine D. 45
 Laud, Gauri 168
 Laurent, Gilles 24, 137, 225, 245

Le, Nhat Quang 41
Le Borgne, Guillaume 144
Le Nagard, Emmanuelle 231
Leboeuf, Robyn 90
Lecointre-Erickson, Danielle 238
Lee, Hsin-Hsuan Meg 217, 245
Lee, Jung Eun 130
Lee, Nick 24, 50, 116, 245
Lee, Shin Yiling 143
Lee, Wai Jin (Thomas) 38
Lee, Zoe 43
Leeflang, Peter 68, 80, 128
Lees, Rebecca 134
Légohérel, Patrick 238
Lembregts, Christophe 130
Lemke, Fred 194
Lenk, Kristin 102
Lenz, Isabell 237
Leonidou, Leonidas C. 133
Leung, Eugina 126
Levontin, Liat 183, 245
Leweling, Sascha 39
Li, Chuan 96
Li, Jing 182
Li, Yi 90, 245
Liang, Xiaoning 14, 38, 208
Libai, Barak 30, 86
Lieven, Theo 42
Lilien, Gary 136
Lim, Elison 64, 245
Lin, Hsin-Chen 158
Lin, Yu-Tse 81, 147
Lionakis, Konstantinos 189, 245
Liu, Kailuo 113
Liu, Martin J. 236
Liu, Matthew 47, 55, 94
Liu, Tsui-Ting 132
Liu, Wenjing 153
Liu, Xiaoli 94
Liu, Yushan 94
Loebnitz, Natascha 94
Loewenberg, Margot 200
Lomax, Wendy 122
Lombardi, Sara 51
Lopes, Nuno Jose 190
Lopez, Macarena 229
Lu, Yu-Chun 128
Luca, Ruxandra 13, 35
Lucia, Laura 80
Lude, Maximilian 98
Ludwig, Stephan 51, 245
Ludwig, Susanne 42
Luffarelli, Jonathan 34
Luna, David 218
Lunardo, Renaud 57
Luo, Jun M. 236
Luomala, Harri 190
Luzhin, Alexander 198
Lwin, Michael 83
Lymeropoulos, Constantine 120
Lynn, Theo 38

M

M. Ringel, Daniel 39, 127
Ma, Ke 143
Ma, Yu 228
Maas, Peter 45
Macdonald, Emma 68
Machado, Miguel 200
Macovei, Octav Ionut 135
Mafael, Alexander 40, 41, 245
Magnier, Lise 201, 245
Magno, Francesca 33
Mahmood, Ammara 35
Mai, Robert 180, 245
Mailhos, Marie 198
Maira, Elisa 108, 185
Majmundar, Anuja 111
Makam, Sathyaprakash Balaji 121
Maleki, Elham 39, 245
Malshe, Avinash 102, 213
Malshé, Ashwin 65, 138
Mandler, Timo 73
Manolopoulou, Aikaterini 188
Mantovani, Danielle 143, 149
Maras, Marta 197
Mardumyan, Anna 150
Marozzo, Veronica 34
Marshall, Pablo 76
Martinez-De-Ibarreta, Carlos 234
Martinie, Marie-Amélie 130
Martins, Tomas 214
Marx, Paul 40, 245
Massa, Charlotte 82
Massi, Marta 55
Mateus, Ponchio 131, 246
Mattsson, Jan 122
Matute, Jorge 134, 240
Matute Vallejo, Jorge 134
Mau, Gunnar 80, 121
Mayer, Stefan 137
Mazloom, Masoud 78
Mcfarland, Richard 101, 245
Mcferran, Brent 230, 245
McKechnie, Sally 141
Mcleay, Fraser 41
Mead, Nicole 90
Mehrabani, Hamed 213, 245
Meierer, Markus 156, 200
Melero Polo, Iguácel 120, 134
Melis, Kristina 100, 245
Melnyk, Valentyna 34, 245
Mendini, Monica 43, 219, 245
Menon, R.G. Vishnu 77
Meriläinen, Kirsi 166
Meyer, Frederik 100
Meyer-Waarden, Lars 99, 193
Miceli, Gaetano 34
Micevski, Milena 239
Michaelidou, Nina 239, 245
Milanova, Veselina 45
Min, Junhong 103
Miniero, Giulia 219, 245
Minvielle, Morgane 125

Miquel, Maria José 104
Miralles, Francesc 97
Mitterer, Dario 77
Moeini-Jazani, Mehrad 4, 116, 203, 210
Moldovan, Sarit 175
Möller, Kristian 194, 245
Molner, Sven 187, 213
Monnot, Elisa 201
Monske, Simon 97
Mooi, Erik 33, 245
Moons, Ingrid 123
Moraes, Sergio 131, 245
Moran, Gillian 14, 151
Morgan, Neil 227
Morhart, Felicitas 174, 236, 246
Moritz, Madleen 61, 168
Morschett, Dirk 221
Moser, Andrea K. 162
Moutinho, Nuno 218
Mrkwicka, Kirsten 168
Mueller, Steffen 59, 99, 246
Mukherjee, Anirban 86, 216
Mukherjee, Sourjo 138
Munichor, Nira 90, 113, 246
Muniz, Karlan 147
Munten, Pauline 46, 148
Munzel, Andreas 177

N

Napolitano, Lisa 101
Nath, Prithwiraj 141, 238
Natter, Martin 118
Navarro, Daniel 197
Naydenova, Daniela 228
Nazifi, Amin 165
Nedeva, Valentina 147
Negrão, Angela 149
Nelson, Christopher 101
Nenonen, Suvi 115, 204
Nenycz-Thiel, Magda 179
Ness, Dr.Mitchell 143
Neuvonen, Heidi 132
Nezami, Mehdi 214
Nguyen, Thao Phuong 236
Niehoff, Lisa 118
Nierobisch, Tim 98, 246
Nijssen, Ed 222
Nikolaeva, Ralitza 182
Nimmermann, Frederic 71, 212
Nisar, Tahir 111
Nizam, Asmat 93
Noormann, Philipp 44
Novikova, Olga 150
Nygaard, Arne 239
Nyström, Anna-Greta 32, 246

O

O'Connor, Peter 178
Oesterle, Laura 200
Okon, Mehmet 36
Okuneva, Mariia 139

Oldham, Greg 200
Oliva, Nadia 55
Oliveira, João S. 93
Olsen, Lars Erling 179, 246
Olsen, Svein Ottar 239
Olson, Erik 195, 246
Olson, Jenny 230
Önder, Irem 47
Ono, Akinori 78
Oostindjer, Marije 144
Oppewal, Harmen 199
Oral, Cansu 136
Orazi, Davide 237, 246
Ordanini, Andrea 53
Orsingher, Chiara 221
Orwig, Richard 134
Orzan, Mihai 135, 246
Otterbring, Tobias 211, 246
Oufan, Sarah 202
Ozimec, Kristina 162
Ozsomer, Aysegul 37

P

Pace, Stefano 103, 246
Pagani, Margherita 209
Palihawadana, Dayananda 46
Pallant, Jason 39
Palmatier, Robert 214
Pandelaere, Mario 91, 113, 130, 131, 246
Pando-García, Julián 101
Panigyraiki, Artemis 162, 246
Papadopoulos, Nicolas 55
Papiés, Dominik 138, 246
Pardo, Catherine 209
Pare, Vipul 236
Parguel, Beatrice 176
Parguel, Béatrice 201, 220
Park, Jaewoo 149
Pasdiora, Maria Alice 175
Patrick, Vanessa 90
Paul Fritze, Martin 13, 165
Pauser, Sandra 101
Pauwels, Koen 3, 19, 25, 48, 87, 184, 246, 265
Pauwels- Delassus, Véronique 103
Peschel, Anne 218
Pelozo, John 83
Peluso, Alessandro M. 211, 246
Pera, Rebecca 202
Peretz, Adrian 179, 246
Perez, Dikla 34
Pérez, Andrea 47, 134, 246
Perez-Lopez, Raul 80, 246
Permann, Alexander 128
Peter, Paula C. 43
Peters, Kay 85, 246
Petersen, Francine 91
Petz, Richard 181
Phalusuk, Chutinida 143, 175
Pham, Ngoc-Ai, Jessie 84
Phau, Ian 83
Philippas, Dionisis 135
Piehler, Rico 79, 89
Pilla Bretas, Vanessa 164
Pina E Cunha, Miguel 200
Pinheiro, José 155
Pino, Giovanni 211
Pisneacova, Xenia 181
Pizzetti, Marta 62, 246
Pizzutti, Cristiane 175
Polo-Redondo, Yolanda 80
Polyakova, Alexandra 53
Popp, Bastian 104
Potapov, Dmitriy 139, 150
Poulis, Athanasios 52
Pourazad, Naser 236
Prabhu, Jaideep 23, 94, 135, 187, 227, 246
Prebensen, Nina 124
Pronay, Szabolcs 155
Prügl, Reinhard 98
Ptok, Annette 12, 152
Puccinelli, Nancy 58

Q

Qualizza, Gabriele 150
Quaschnig, Simon 235

R

Raassens, Néomie 59, 215, 246
Racat, Margot 57
Rahinel, Ryan 191
Raimondo, Maria Antonietta 34
Ramanathan, Suresh 90, 236
Ramon-Jeronimo, Maria A. 115
Ranaweera, Chatura 213
Rebyazina, Vera 135
Recio, Teresa 208
Redondo, Ignacio 67, 247
Redondo-Carretero, María 129
Reiby, Audun 12, 247
Reinartz, Werner 228
Reinecke, Sven 136
Reiner, Jochen 118, 247
Reniou, Fanny 201
Reutskaia, Elena 190
Reutterer, Thomas 39, 82, 247
Rezvani, Zeinab 123
Rhode, Ann Kristin 56, 247
Rieger, Verena 132
Rietveld, Robert 78
Riley, Debra 43
Rizomyliotis, Ioannis 52
Robbert, Thomas 102, 199, 247
Robertson, Kirsten 239
Robinson, Helen 43
Rocha, Thelma Valéria 163, 164
Rodríguez, Paula 153
Rodríguez Rodríguez, Yusimí 235
Rodríguez-Sanchez, Carla 220
Roggeveen, Anne 58
Rohm, Harald 180
Rokka, Joonas 54, 71, 192

Romani, Simona 119
Romaniuk, Jenni 59, 247
Romero, Jaime 118
Roose, Gudrun 112
Roosens, Bram 12, 92
Rosengren, Sara 67
Rosenzweig, Stav 220
Roth, Stefan 102, 199, 204, 247
Rouziès, Dominique 142
Roy, Sanjit 121
Rubin, Ofir 220
Ruffer, Stefan 152, 165
Rühl, Vanessa 219
Ruiz-Mafe, Carla 240
Rüppell, Roland 14, 72
Ruspil, Thomas 44, 177
Russell, Cristel 67
Rust, Roland 30, 75, 87, 107, 146, 186
Rustagi, Nimish 13, 230
Ruzeviciute, Ruta 53, 140
Rydén, Pernille 233, 247

S

Saddlemeyer, Justin 53
Sadeque, Saalem 121
Sadik-Rozsnyai, Orsolya 132
Saglam, Onur 68, 247
Sahabeh Tabrizi, Eisa 154
Sahadev, Sunil 133
Sajtos, Laszlo 81
Sakellariou, Evy 155
Sakr, Adel 147
Salge, Torsten-Oliver 215
Salonen, Anna 68, 247
Samiee, Saeed 133
San Martin, Hector 134
Sanchez, Joaquin 44
Sanchez Garcia, Mercedes 231
Sanchez-Burks, Jeffrey 230
Sande, Jon Bingen 68, 129
Sakai, Takayuki 155
Sandor, Zsolt 140
Sanjari, Seyedeh Setareh 11, 161
Sanz-Blas, Silvia 240
Saridakis, Charalampos 46
Sarmiento, Maria 189, 247
Sattler, Henrik 247
Satyavageeswaran, Prakash 14, 216
Sayin, Eda 175
Schade, Michael 79, 89
Schäfer, Manuela 174
Schellowski, Jan 97
Schamp, Christina 128, 247
Scharl, Arno 47
Schatz, Lisa 11, 96, 201
Scheibe, Kristina 233
Scheibehenne, Benjamin 52, 110, 247
Scheiben, Carolin 11, 148
Schellong, Daniel 52
Scherer, Anne 122, 126

- Schiestel, Lisa Maria 72, 111
 Schikofsky, Jan 13, 160
 Schlager, Tobias 77, 190
 Schlereth, Christian 76, 194, 231, 247
 Schlueschen, Andrea 151
 Schmidt, Kristina 80
 Schmitt, Julien 80
 Schnittka, Oliver 84
 Schoefer, Klaus 143, 175
 Schoefer, Professor Klaus 143
 Schögel, Marcus 40, 136, 168
 Scholderer, Joachim 218
 Schoormans, Jan 201, 247
 Schramm-Klein, Hanna 71, 80, 121, 212, 247
 Schreier, Martin 29, 72, 108, 185, 247
 Schröder, Nadine 95
 Schroll, Roland 247
 Schubach, Sebastian Alexander 82
 Schuch, Jutta 60
 Schuhmacher, Monika C. 74
 Schuitema, Geertje 220
 Schulte, Marie 139, 247
 Schulz, Fabian 76
 Schulz, Michael 92
 Schulze, Christian 234, 247
 Schumann, Jan 61, 69, 82, 102, 133, 197, 247
 Schweizer, Markus 80
 Schwemmle, Martin 198
 Scopelliti, Irene 34
 Seele, Peter 62
 Seiler, Roger 99
 Selzer, Veronika 133, 247
 Sengo Furtado, Filipe 39
 Seraj, Mina 70
 Séré De Lanauze, Gilles 144
 Seric, Maja 47, 247
 Sese, F. Javier 120, 207, 247
 Shafi, Dace 92, 247
 Shalev, Edith 113, 247
 Sheehan, Daniel 80
 Shekhovtsova, Iryna 12, 155
 Shen, George C. 196
 Shen, Qiaowei 177
 Sheng, Feng 53
 Sheresheva, Marina 198, 247
 Shevchenko, Elena 168
 Shiraishi, Guilherme 161
 Shiv, Baba 53
 Shoham, Meyrav 175
 Shpatz, Noy 113
 Shrum, L.J. 230, 247
 Siadou-Martin, Béatrice 144
 Sicilia Piñero, María 235
 Sievers, Silvia 165, 247
 Sigurdsson, Valdimar 77
 Silva, Helder 131
 Simkin, Lyndon 79
 Simões, Cláudia 47, 49, 189
 Simonin, Bernard 37
 Simonsohn, Uri 3, 19, 26, 223, 267
 Sinclair, Gary 69
 Singh, Gaganpreet 162
 Singh, Rakesh 81
 Singh, Ramendra 81
 Singh, Sangeeta 53
 Sirieix, Lucie 144
 Sismeiro, Catarina 35
 Sista, Bruno 218
 Skallerud, Kåre 239
 Skare, Vatroslav 66, 88, 161, 233, 247
 Skiera, Bernd 23, 39, 65, 127, 146, 178, 196, 234
 Snell, Lan 38
 Sobh, Rana 84
 Soderlund, Magnus 188
 Sohi, Ravi 213
 Sohn, Stefanie 61, 139
 Sok, Keo Mony 38, 98
 Sok, Keo Mony 38, 98
 Sok, Phyra 38
 Sokolova, Tatiana 90, 247
 Song, Wei 133
 Sood, Sanjay 51
 Soureli, Magdalini 120
 Sousa, Carlos 93, 176
 Soutar, Geoffrey N. 143
 Spann, Martin 138
 Spence, Charles 3, 20, 26, 170, 267
 Spiers, Julia 43
 Spilski, Anja 83
 Spry, Amanda 219, 237
 Stamatogiannakis, Antonios 34, 148
 Stamos, Angelos 131, 248
 Stan, Valentina 135
 Stavros, Constantino 96
 Stegemann, Manuel 197
 Steinhart, Yael 34, 113, 175, 230, 248
 Steiner, Michael 141
 Steinhoff, Lena 181, 248
 Steinmann, Sascha 71, 80, 121, 212, 248
 Steren, Aviv 220
 Stern, Philip 179, 231
 Sthapit, Eroze 202
 Stocchi, Lara 59, 236
 Stok, Marijn 180
 Stokburger-Sauer, Nicola 96
 Storbacka, Kaj 115, 204
 Straus, Lennart 102
 Strehlau, Vivian 131, 157
 Streicher, Mathias 69, 190
 Stremersch, Stefan 29
 Stüttgen, Peter 76
 Stylos, Nikolaos 124, 248
 Su, Chenting 209
 Su, Meng 142
 Subramaniam, Brintha 123
 Sultan, Fareena 77
 Sun, Ruohao 155
 Sung, Eunyong (christine) 159
 Supphellen, Magne 41
 Sùptitz, Joséphine 194
 Suri, Rajneesh 58
 Süssenbach, Sophie 53, 140
 Swaen, Valérie 24, 46, 99, 103, 248
 Sweeney, Jill 143
 Sy-Changco, Joseph 153, 164
 Symmank, Claudia Iris 180
 Sze Yin Ho, Jessica 150
 Szócs, Attila 140
- T**
 Tabari, Salomeh 166, 248
 Talke, Katrin 72, 248
 Tan, Qun 93
 Tanguay, Greg 215
 Tariq, Adeel 156
 Tassiello, Vito 51, 78, 248
 Teerling, Marije 122
 Teichmann, Karin 166, 201, 248
 Ten Berge, Stephanie 141
 Ter Braak, Anne 11, 13, 121, 248
 Tessitore, Tina 67
 Tewari, Goldi 180
 Tezer, Ali 119
 Thaler, Verena Sabine 114
 Thaper, Carla 136
 Theilacker, Max 237
 Theotokis, Aristeidis 36, 46
 Thoma, Axel 101
 Thomas, Robert 148
 Thum, Weng Ho 56
 Thürridl, Carina 53, 140, 248
 Tikkanen, Henrikki 115
 Tillmanns, Sebastian 44
 Tinson, Julie 69
 Toaldo, Ana Maria 214
 Tondevold, Karina 188
 Toon, Mark 194, 248
 Toporowski, Waldemar 98
 Treger, Stephanie 102
 Tretyak, Olga 237
 Trocchia, Phil 163
 Troilo, Gabriele 81
 Tronch, Jose 240
 Tsalis, George 112
 Tsao, Hsiu-Yuan 95
 Tseng, Ting-Hsiang 47, 55
 Tschla, Eirini 128
 Tsogas, Markos 152, 163
 Tsui, Bruce 41
 Tu, Ping 177
 Tuan, Annamaria 160
 Tuk, Mirjam 35, 248
 Tuusjärvi, Eiren 162
 Turolla, Frederico Araújo 164
- U**
 Ugolini, Marta 33
 Uhrich, Sebastian 179
 Ule, Aljaz 35
 Ulqinaku, Aulona 11, 148

Ulrich, Isabelle 42, 248
Ungureanu, Delia-Olga 181
Urban, Kathrin 72
Usrey, Bryan 46
Utrillas, Ana 240, 248

V

Vacas De Carvalho, Leonor 42
Valette-Florence, Pierre 96, 248
Valor, Carmen 162, 165, 180, 234
Van Bruggen, Gerrit 66, 106, 146, 248
Van Delzen, Marianne 119
Van Den Hende, Ellis A. 51
Van Den Ochtend, Jeroen 156
Van Der Borgh, Michel 75, 222, 248
Van Dolen, Willemijn 78, 229
Van Everdingen, Yvonne 141, 248
Van Gils, Michelle 131
Van Horen, Femke 248
Van Ittersum, Koert 80, 87
Van Kenhove, Patrick 62, 248
Van Kerckhove, Anneleen 91, 113
Van Kerrebroeck, Helena 57, 248
Van Laer, Tom 51, 83
Van Oest, Rutger 129, 234, 248
Van Osselaer, Stijn 10, 13, 35, 116, 185
Vana, Lakshmi 234
Vaseer, Arif 74
Vassiliadis, Chris 124
Vecino Gravel, Julio D. 148
Veghes, Calin Petrica 135
Verberckmoes, Shana 89, 248
Verhoef, Peter 23, 63, 86, 87, 109, 207, 227, 228, 248
Verlegh, Peeter W.J. 122
Verleye, Katrien 235
Vermeir, Iris 112
Vermeulen, Ivar 69, 248
Vernette, Eric 177
Vernuccio, Maria 150
Vicdan, Handan 166
Viglia, Giampaolo 197, 202, 248
Vignolles, Alexandra 153, 177
Vila, Irene 180
Visconti, Luca M. 83
Visentin, Marco 221
Vítová Dušková, Marie 158
Vittersø, Joar 124
Vock, Marlene 103
Völckner, Franziska 92, 108, 248
Voleti, Sudhir 137, 216
Von Janda, Sergej 74
Von Wallpach, Sylvia 49, 66, 88, 219, 248
Voorn, Ronald 153
Vor Dem Esche, Jonas 77
Vos, Maren 215, 248
Voyer, Benjamin 56
Vredenburg, Jessica 237
Vroegrijk, Mark 199, 248
Vuckovac, Denis 99
Vuegen, Maya 121, 248

W

Wagner, Christian 69, 197
Wagner, Gerhard 80, 121, 248
Wagner, Udo 101, 248
Wallin, Ann 219
Walter, Maik 61
Wang, Hansheng 177
Wang, Hui-Ming Deanna 182
Wang, May 33, 117
Wang, Qian 165
Wang, Weiyue 133
Wannow, Stefanie 117
Wansink, Brian 87
Ward, Adrian F. 103
Ward, Ella 59
Warlop, Luk 1, 4, 24, 87, 210, 248
Wathne, Kenneth 11, 12, 23, 33, 68, 129, 248
Wei, Sarah 211
Weihrauch, Andrea 131, 248
Weijters, Bert 123, 137, 199, 201, 248
Weispfenning, Felix 38, 81, 182, 248
Weltevreten, Jesse 229
Wentzel, Daniel 72, 114, 215, 249
Werthenbroch, Klaus 116, 185
Westberg, Kate 96
Wetzel, Hauke 237
Wetzels, Martin 111
White, Darin 171
White, Katherine 70
Wiecek, Annika 114
Wien, Anders 239
Wieringa, Jaap 10, 12, 63, 80, 109, 179, 184, 228
Wieseke, Jan 31, 249
Wiesel, Thorsten 39, 97, 248
Wilken, Robert 58, 73, 249
Willems, Kim 57, 249
Wilson, Hugh 68, 249
Windahl, Charlotta 115
Winkelman, Piotr 70
Witell, Lars 224
Witte, Carina 11, 181
Wlömert, Nils 138
Wolter, Lisa-Charlotte 196
Wood, Matthew 52, 249
Woratschek, Herbert 104, 194
Woratschek, Herbert 104, 194
Worm, Stefan 38, 214, 223, 249
Worring, Marcel 78
Wortmann, Christoph 136
Wright, Malcolm 231
Wu, Szu-Hsin 165
Wuyts, Stefan 10, 129, 248

X

Xia, Kang-Ning 81
Xiao, Ping 86
Xie, Chunyan 60
Xu, Jing 53

Y

Yalkin, Cagri 166
Yan, Elaine 33
Yang, Haiyang 34, 64
Yao, Kai 142
Yegoryan, Narine 13, 76
Yen, Dorothy 93, 249
Yeung, Man 111
Yilmaz, Tuba 129, 249
Youn, Nara 130, 174
Youness, Chebli 96
Yu, Qionglei 93
Yuan, Lin 164
Yuan, Ruizhi 236
Yuan, Yizhou 164

Z

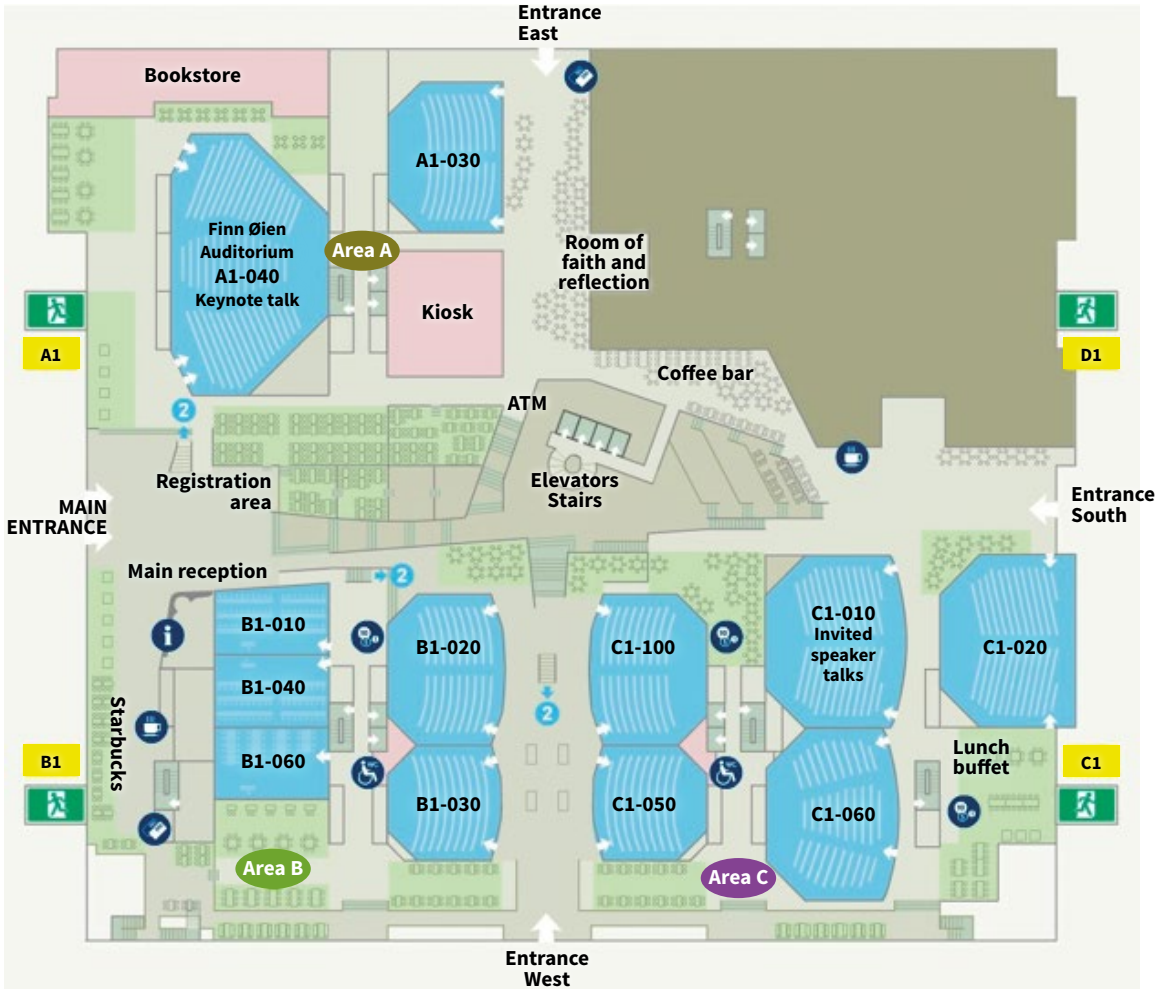
Zabkar, Vesna 136
Zacharias, Nicolas A. 92
Zakerneh, Mahmoud 129
Zambaldi, Felipe 157, 235
Zamith Brito, Eliane 119
Zanette, Maria Carolina 119
Zanon, Johanna 11, 166
Zarantonello, Lia 119, 210, 249
Zauner, Alexander 82
Zeng, Fue 209
Zerres, Alfred 229
Zeugner-Roth, Katharina Petra 201
Zhan, Fu-Rong 154
Zhang, Jie 24, 86, 148
Zhang, Ruby 175
Zhang, Sha 158
Zhang, Xiaofeng 33
Zhang, Yan 36, 249
Zhang, Yaqiong 232
Zhao, Junlin 94
Zheng, Chundong 143
Zhou, Jing 177
Zhou, Yanfeng 94
Ziano, Ignazio 11, 131
Zidda, Pietro 99
Zielke, Stephan 218
Zoghaib, Alice 173
Zotos, Konstantinos 128
Zouaghi, Ferdaous 231



MAPS

BI floor 1

(Keynote and invited speaker sessions)



BI floor 2

(Competitive paper and special sessions)



Oslo public transport maps



T-bane Metro



Utgave 2016-04 © Truls Lange Civitas 2010-16

When going to BI from the city center, always take the westbound lines (lines 4 or 5).

When going from BI to the city center, always take the lines with direction Majorstuen.

Ruter's tickets can be used on the Metro, trams, buses, ferries and trains in Oslo and Akershus, but are not valid on airport shuttle buses, the Airport Express Train, TIMEkspressen or the Bygdøy ferries.

Fares are calculated based on the number of zones you travel through. Separate fare structures apply for the airport shuttle buses, the Airport Express Train (Flytoget), TIMEkspressen, the Bygdøy ferries, and routes outside Oslo and Akershus.



Trikk Tram

- ▶ Stoppested bare i pilretningen
Stop in direction of arrow only
- ▬ Begrenset driftstid, se tidtabellen
Restricted service, consult the timetable
- Ⓜ Overgang T-bane
Metro interchange
- 🚆 Overgang tog
Railway interchange
- 🚢 Overgang båt
Boat interchange
- 20 Overgang høyfrekvent bybusslinje
High frequency city bus line interchange
- 🚌 Regional bussterminal
Regional bus terminal

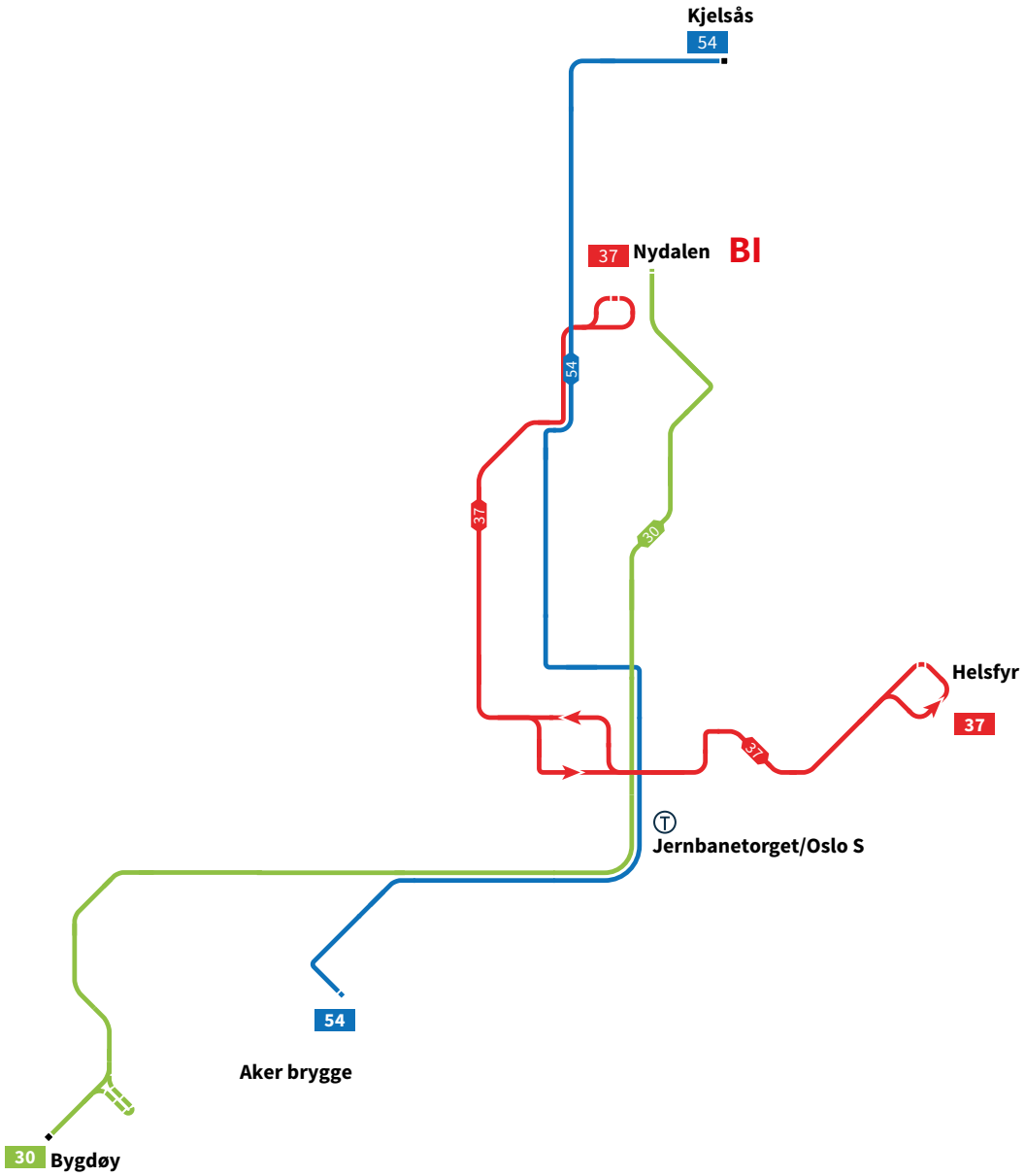


Utgave 2015-11 © Trikk Lunge Childa, 2010-15

Buy your ticket before you get on board, using your mobile phone, at kiosks, from ticket machines, or at our Service Points. Your ticket will be cheaper – no onboard surcharge.

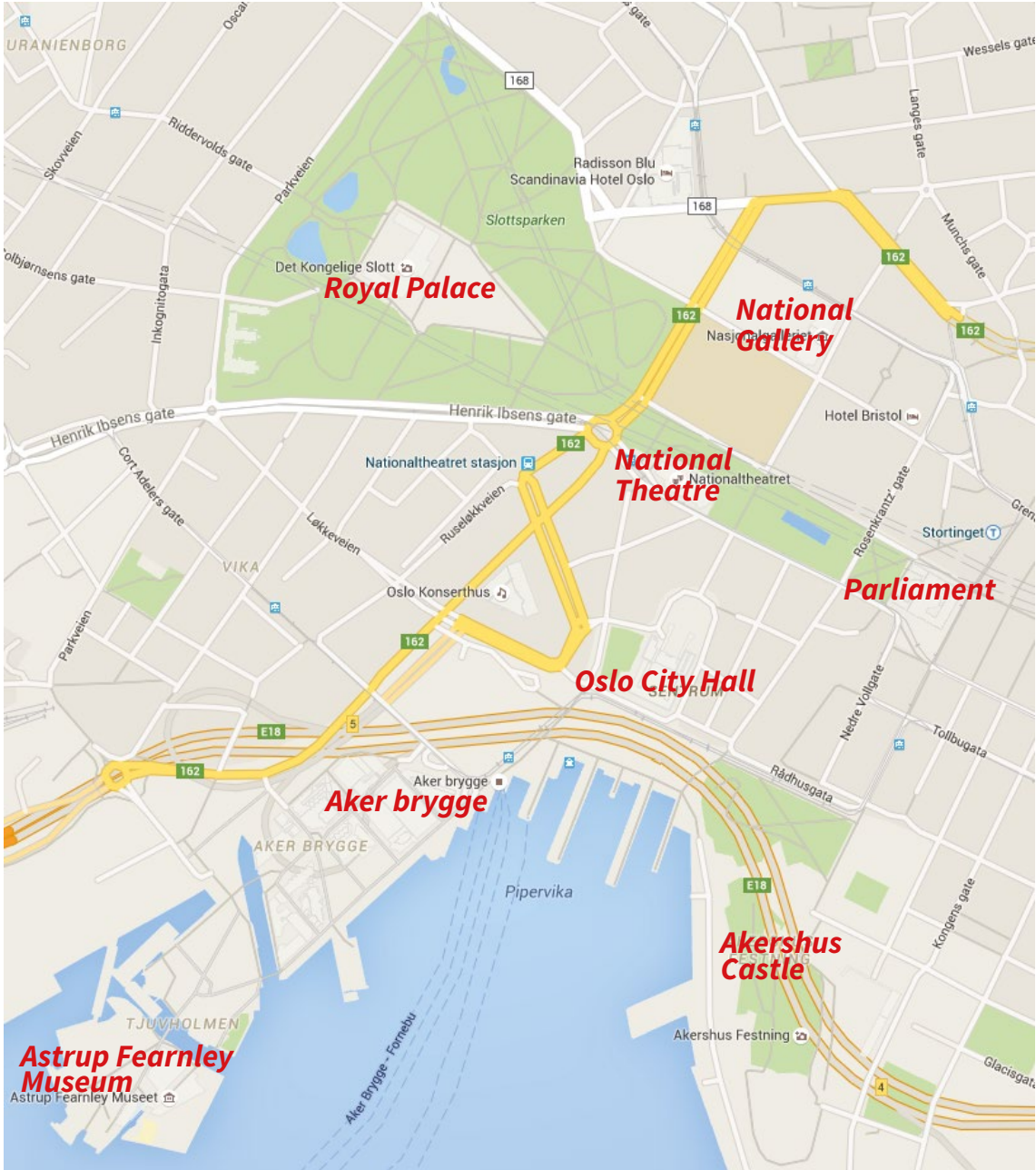
Tickets on your mobile phone. If you have a Scandinavian credit card, the RuterBillett app gives you access to tickets when and where you need them. You can buy single tickets, 24-hour tickets, 7- and 30-day tickets, and supplementary tickets for additional zones.

Bus lines to and from Nydalen and BI



The 30, 37 and 54 bus lines connect to Nydalen and BI. For complete map of buslines, see <https://ruter.no/en/journey-planner/route-maps/>

Area around Oslo City Hall



Wednesday at a glance

Wednesday, May 25

Time/Room	Various rooms	Various rooms	B2-060	C2-060	C2-080	B2-030	B2-070	B2-040	B2-010	C2-045	C2-005	C2-020	A2-070	A2-075	C2-010	C2-040	C2-030	C2-065	B2-065	B2-045	C2-095	B2-050	B2-080	C2-055	A2-015		
09:00-10:30			SIG Marketing and innovation	SIG Value creating sales in business markets	SIG Social influence, brands and profitability in a changing world	CB Packaging cues and product perceptions	CB Internal influences on decision making and choice	CB Consumption acquisition: Theory and practice	PBMM On the gender of brands		MODEL Marketing communications	RETAIL Private labels	B2B Governance and fairness in interfirm relationships	STRAT Marketing leadership	ONLINE Recommendation	ONLINE Online reviews	SERVICE Smart services and sharing	INTERN Franchising and subsidiaries	PUBLIC Charities and donations	TOURISM Branding issues in tourism			TUTOR Marketing teaching methods, marketing education	SOCIAL CSR communication			
10:30-11:00	Coffee break (B1, B2, C1, C2 areas)																										
11:00-12:30		INVITED SPEAKERS Koen Pauwels & Michel Wedel C1-010	SIG Past – present – future of consumer neuroscience	SIG The process of multi-stakeholder brand co-creation		CB How marketing cues affect information processing and choice	CB "Cause I'm worth it": Self-serving motives in consumer behavior	ADV Gossip, narrative and point-of-sale effects in advertising	PBMM Brand associations			RETAIL Retail consumer behavior			ONLINE Virtual reality	PRICING Price perception and inference		INTERN Experimental approaches to country-of-origin research	PUBLIC Consumption in a not-for-profit context			THEORY Theorizing about customers	SOCIAL Doing good and the effect of social context	FILM Paradoxes in postmodern consumption			
12:30-14:00	FORUM Heads of Marketing 7th floor	Lunch (B1, B2, C1, C2 areas)																									
14:00-15:30	CLIMBER COMMUNITY 1st session A2-075	MEET-THE-EDITORS Main marketing journals A2-030	SIG Beauty and aesthetics	SIG The marketing-finance interface		CB Effects of product experiences on judgment and decision making	CB Pro-social issues in consumer behavior	ADV Context matters: Native advertising and placement	PBMM Brand attachment and brand engagement	INNO Crowdfunding and co-creation	MODEL Preference and choice	RETAIL Shopper marketing	B2B B2B services and solutions		ONLINE Social media marketing II	ONLINE Word-of-mouth	SERVICE Extraordinary services and service quality	INTERN Global versus local brands		TOURISM Event marketing and destination management	SALES Influences on sales performance	EMERG Marketing in China		SOCIAL Consumers' reactions to CSR I	FILM Subcultures of consumption		
15:30-16:00	Coffee break (B1, B2, C1, C2 areas)																										
16:00-17:30	CLIMBER COMMUNITY 2nd session A2-015		INVITED SESSION EMAC as a global association	SIG Dynamics in R&D and advertising		CB The role of visual and environmental cues on information processing and consumption	CB Goals, judgment and decision-making	ADV Angry Birds: Mobile, gaming and emerging digital advertising	PBMM When brands address consumers	INNO Open innovation and co-creation	MODEL The optimal marketing mix	RETAIL Online retailing	RELATION Loyalty programmes	ROUNDTAB Boundary research: Tools and rules to impact emerging fields	ONLINE Social media marketing II	ONLINE Online search and viral marketing	SERVICE Value creation	INTERN International firm performance		TOURISM Online reviews and their impact on travel behavior	SALES Salesperson capabilities and judgements	EMERG Marketing in emerging economies		SOCIAL Consumers' reactions to CSR II			
17:30-18:00	CLIMBER COMMUNITY																										
18:00-20:00	Informal gathering	Optional social events																									

SIG: Special Interest Group
 COLLAB: Collaboration Group
 ROUNDTAB: Roundtable Group
 FILM: Film Festival
 ADV: Advertising, Promotion, & Marketing Communication
 B2B: Business-to-Business Marketing

CB: Consumer Behavior
 INNO: Innovation & New Product and Service Developments
 INTERN: International & Cross-Cultural Marketing
 EDU: Marketing Education
 EMERG: Marketing in Emerging and Transition Economies
 STRAT: Marketing Strategy

THEORY: Marketing Theory & New Paradigms
 MODEL: Modeling and Marketing Analytics
 ONLINE: Online Marketing & Social Media
 PRICING: Pricing
 PBMM: Product and Brand Management
 PUBLIC: Public Sector and Non-profit Marketing

RELATION: Relationship Marketing
 RETAIL: Retailing
 SALES: Sales Management and Personal Selling
 SERVICE: Services Marketing
 SOCIAL: Social Responsibility & Ethics
 TOURISM: Tourism Marketing

Thursday at a glance

Thursday, May 26

Time/Room	A2-030	B2-060	C2-060	C2-080	B2-030	B2-070	B2-040	B2-010	C2-045	C2-005	C2-020	A2-070	A2-075	C2-010	C2-040	C2-030	C2-065	B2-065	B2-045	C2-095	B2-050	B2-080	C2-055	A2-015	
09:00-10:00	General Assembly																								
10:00-10:30	Coffee break (B1, B2, C1, C2 areas)																								
10:30-12:00	MEET-THE-EDITORS Behavioral marketing journals	SIG Big data and privacy	SIG Bridging the gap between consumer behavior and marketing strategy	MCKINSEY 2016 EMAC McKinsey Marketing Dissertation Award finalist presentation	CB The role of product and brand cues in consumer judgment	CB Health, well-being and the bright side of consumption	CB Framing, processing fluency and mental accounting	PBMM Hated, illegitimate, and underdog brands	INNO Brands and design	TUTOR Using bayesian statistics for analyzing data – a hands-on tutorial	RETAIL Technology and retailing	RELATION Participation	STRAT Marketing capabilities	ONLINE Mobile Marketing I	PRICING Price-setting	SERVICE Word-of-mouth				TOURISM Personal and contextual factors in tourism decision making			SOCIAL Drivers of sustainable consumption	FILM All films shown in a loop	
12:00-13:30	Lunch (B1, B2, C1, C2 areas)																								
13:30-15:00		SIG Current topics in online and social media marketing	SIG Consumers' visual behavior: New insights in commercial and social marketing	SIG The consumption of technology	CB Cognition and thinking styles	CB The pull of the crowd: Social influences on consumer behavior	ADV More than just consumption: Social, charitable and political advertising	PBMM Personal brand connections and brand value	INNO Innovation culture	MODEL Measurement	RETAIL Assortment	B2B B2B networks and communities	STRAT Accountability and analytics in the era of big data	ONLINE Mobile Marketing II	ONLINE Media industry	SERVICE Service failures	INTERN Values, identity and consumer behavior				SALES Selling and the firm	EMERG Marketing in emerging economies	EDU Marketing education	SOCIAL Ethical issues related to food consumption	FILM All films shown in a loop
15:00-15:30	Coffee break (B1, B2, C1, C2 areas)																								
15:30-17:00	Keynote Peter Fader & Awards Session A1-040 Finn Øien																								
17:00-19:00	Poster Session with food and drinks B1 first floor																								

SIG: Special Interest Group

COLLAB: Collaboration Group

ROUNDTAB: Roundtable Group

FILM: Film Festival

ADV: Advertising, Promotion, & Marketing Communication

B2B: Business-to-Business Marketing

CB: Consumer Behavior

INNO: Innovation & New Product and Service Developments

INTERN: International & Cross-Cultural Marketing

EDU: Marketing Education

EMERG: Marketing in Emerging and Transition Economies

STRAT: Marketing Strategy

THEORY: Marketing Theory & New Paradigms

MODEL: Modeling and Marketing Analytics

ONLINE: Online Marketing & Social Media

PRICING: Pricing

PBMM: Product and Brand Management

PUBLIC: Public Sector and Non-profit Marketing

RELATION: Relationship Marketing

RETAIL: Retailing

SALES: Sales Management and Personal Selling

SERVICE: Services Marketing

SOCIAL: Social Responsibility & Ethics

TOURISM: Tourism Marketing

Friday at a glance

Friday May 27

Room	Various rooms	B2-060	C2-060	C2-080	B2-030	B2-070	B2-040	B2-010	C2-045	C2-005	C2-020	A2-070	A2-075	C2-010	C2-040	C2-030	C2-065	B2-065	B2-045	C2-095	B2-050	B2-080	C2-055	A2-015	
09:00-10:30	INVITED SPEAKERS Charles Spence & Aradhna Krishna C1-010	SIG Marketing in a data-rich environment	SIG Sponsorship-linked marketing in the digital age		CB Social aspects of consumption: Networks, communities and the public context	CB Brands as culprits: (Un)fairness, betrayal, and transgressions	ADV Anthropomorphism, multitasking and consumer irritation	PBMM Brand management	INNO Creativity		RETAIL Multichannel retailing	RELATION Acquisition and retention			ONLINE Online advertising I	ONLINE Twitter			PUBLIC Health behaviour						FILM All films shown in a loop
10:30-11:00	Coffee break (B1, B2, C1, C2 areas)																								
11:00-12:30	MEET-THE-EDITORS Domain-specific marketing journals A2-030	SIG Customer analytics	SIG Doing good for me and them: Self-focused motivations for other-focused behaviors	INVITED SESSION The Journal of Marketing Behavior session	CB External influences on decision making and choices	CB The influence of anticipating and controlling the future on judgments and decisions	ADV Let's get visual: The power of the non-verbal in advertising	PBMM Brand scent and brand design	INNO New product adoption		RETAIL Pricing and consumer spending decisions	B2B B2B customer orientation and buying behavior			ONLINE Online advertising II	PRICING Revenue models	SERVICE Service employees			TOURISM Shopping and the tourism experience	COLLAB An ecosystem perspective on early-stage commercialization of innovations	INVITED SESSION Coffee with IJRM editor	THEORY Engagement and value	SOCIAL Influence of packaging and price on sustainable consumption	FILM Paradoxes in postmodern consumption (repetition)
12:30-14:00	Lunch (B1, B2, C1, C2 areas)																								
14:00-15:30	INVITED SPEAKER Ming Hsu C1-010	SIG Evolution of customer relationships in loyalty programs	SIG Introducing microfoundational theorizing into the marketing discipline	SIG Distinguished marketing scholar session	CB The influence of product types consumer attitudes and self-identity	CB Hedonism and the consumer	ADV 100 meters: Sports and metrics in advertising	PBMM Relationships between brands	INNO Capabilities	MODEL Marketing mix	RETAIL Retail management and international retailing	B2B B2B networks II	STRAT Marketing and performance	ONLINE Branding	PRICING Making sense of prices			PUBLIC Policy and behaviour		SALES Social media and community	SIG The impact of design on marketing-related concepts	THEORY Theorizing and linguistics		FILM Subcultures of consumption (repetition)	
15:30-16:00	Coffee break (B1, B2, C1, C2 areas)																								
16:00-17:30	INVITED SPEAKER Uri Simonsohn C1-010	SIG Service innovation	INVITED SESSION AFM Virtual consumption		CB The effect of control, self-threat and regret on behavior	CB The effect of technology on consumer behavior	ADV Making a real difference: Effects of advertising on measurable response	PBMM Brands and luxury	INNO Product newness	MODEL CRM and social contagion	RETAIL Sensory marketing and shopping experience	RELATION Multiple loyalties	STRAT Customer and brand strategies	ONLINE Customer engagement	ROUNDTAB Assessing Performance Outcomes in Marketing			INTERN Cross-cultural, luxury and prestige		TOURISM Social media and eWOM		COLLAB Design and marketing: The impact of design on the markets, the brand and other marketing related concepts		SOCIAL Ethical issues in decision-making	FILM All films shown in a loop
17:30-19:00																									
19:00-23:00	Conference dinner at BI Norwegian Business School, First floor																								
23:00	After-party at LaWo																								

SIG: Special Interest Group

COLLAB: Collaboration Group

ROUNDTAB: Roundtable Group

FILM: Film Festival

ADV: Advertising, Promotion, & Marketing Communication

B2B: Business-to-Business Marketing

CB: Consumer Behavior

INNO: Innovation & New Product and Service Developments

INTERN: International & Cross-Cultural Marketing

EDU: Marketing Education

EMERG: Marketing in Emerging and Transition Economies

STRAT: Marketing Strategy

THEORY: Marketing Theory & New Paradigms

MODEL: Modeling and Marketing Analytics

ONLINE: Online Marketing & Social Media

PRICING: Pricing

PBMM: Product and Brand Management

PUBLIC: Public Sector and Non-profit Marketing

RELATION: Relationship Marketing

RETAIL: Retailing

SALES: Sales Management and Personal Selling

SERVICE: Services Marketing

SOCIAL: Social Responsibility & Ethics

TOURISM: Tourism Marketing



Welcome!

We are proud to host the annual conference of the European Marketing Academy in May 2017 at the University of Groningen. Following the 8th annual conference in 1979, we are happy to welcome EMAC back in Groningen.

The theme of EMAC 2017 is “Leaving Footprints”. Footprints reflect impact, offering evidence for having made a difference. Moreover, they leave a trail for others to follow. This theme highlights substantive academic marketing research that impacts marketing practice, policy makers, and society at large.

The theme fits the research climate at the Marketing Department of the Faculty of Economics and Business, University of Groningen. Building on the University-wide social themes Energy, Healthy Ageing, and Sustainable Society, the Marketing Department has a long tradition of conducting substantive research in close collaboration with marketing practice. This has among other resulted in the founding of the Customer Insights Center.

Within this setting, and in the attractive city of Groningen, we hope to welcome you in 2017.

See you in Groningen!



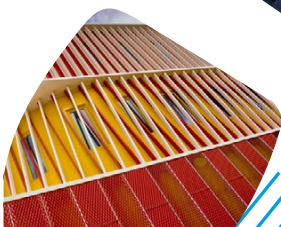
The EMAC 2017 Chairs

Jaap E. Wieringa

Tammo H.A. Bijmolt

Koert van Ittersum

Peter C. Verhoef



EMAC 2016 is hosted by the BI Norwegian Business School,
the only Norwegian business school with tripple accreditation.



EMAC2016.ORG

Edited by Klemens Knoeferle, EMAC2016 conference co-chair