



**CORVINUS  
UNIVERSITY**  
of BUDAPEST



# EMAC 2022 BUDAPEST



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# Welcome to EMAC 2022

## – Corvinus University of Budapest



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

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

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

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

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

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

# Acknowledgements

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

- ▶ Anne-Laure Marteaux, EIASM, Belgium
- ▶ EMAC 2018 Sponsors, Partners and Exhibitors
- ▶ EMAC 2018 Reviewers and Track Chairs
- ▶ Doctoral Colloquium 2022 Faculty
- ▶ All EMAC 2022 Participants and Presenters
- ▶ All EMAC 2022 Volunteers
- ▶ Ibolya Losonci
- ▶ Béla Horváth
- ▶ Zita Krisztina Bublik
- ▶ Csilla Csáki

## Exhibitors

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

The exhibition will be officially open during the following times:

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



# General Information

## I. Conference Registration and Onsite Logistics

### Conference Venues

The conference will take place in the Main Building (Building E).

### Registration and Information Desk

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

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

Opening hours of the Registration and Information Desk as follows:

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

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

### Certificate of Attendance

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

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

### Catering

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

**Annual conference:** Coffee breaks and lunch breaks will be located in Main Building's Aula, on the Ground Floor.

## II. Wi-Fi and Social Media

### Wi-Fi

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

Username: emac | Password: Conference2022

### Social Media

We welcome you to join the discussion at EMAC Facebook page. Please use #EMAC\_2022 | @EMAC Annual Conference

### EMAC 2022 Mobile App

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

## III. Guidelines for participants and presenters

### Conference Etiquette

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

### Guidelines for Paper Presenters

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

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

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

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

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

### Presentation Timing

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



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

## Keeping to Time

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

## Questions and Answers

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

## Audio Visual Support

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

## Guidelines for Poster Presenters

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

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

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

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

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

## IV. Housekeeping, Health and Safety Arrangements

### Cloakroom

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

### First Aid

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

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



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

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

## Insurance and Liability

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

## Hearing Loops

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

## Photos During Sessions

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

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

## Printing Services

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

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

### Opening hours:

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

## Religious Considerations

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

## Security

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

## Volunteers

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

## V. Budapest Transport

### Budapest Public Transport (BKK)

Website with timetables, planning and info:



Ticket vending machines and offices:



Tickets & prices:



Budapest GO - GooglePlay



Budapest GO - App Store



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

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

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

### Cycling

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

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

### Taxis

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

# Doctoral Colloquium

## Welcome and Introduction

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

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

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

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

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

## DC Faculty

Chair: Kapil Tuli (Singapore Management University, Singapore)

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

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

Ajay Kohli (Georgia Institute of Technology, USA)

Steven Sweldens (Erasmus University, Netherlands)

Stijn van Osselaer (Johnson at Cornell University, USA)

Stefan Wuyts (The Pennsylvania State University, USA)

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

Simona Botti (London Business School, UK)

Eileen Fischer (York University, Canada)

Kelly Hewett (The University of Tennessee, USA)

Renana Peres (The Hebrew University of Jerusalem, Israel)

Gaia Rubera, SDA Bocconi School of Management, Bocconi University

Steven Seggie (ESSEC Business School, France)

Robert Smith (Tilburg University)

Jenny van Doorn (University of Groningen, The Netherlands)

Kenneth Wathne (Stavanger University, Norway)

# EMAC 2022 Doctoral Colloquium Programme Overview

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

## Venue

**The Doctoral Colloquium will take place at the following location:**

**Corvinus University of Budapest (CUB)**

1093 Budapest, Fővám tér 8.

Website: [www.uni-corvinus.hu](http://www.uni-corvinus.hu)

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

**DC Dinner Venue: Antré Budapest Restaurant**

1061 Budapest, Király utca 8., Central Passage

Website: [www.antrebudapest.com](http://www.antrebudapest.com)

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

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

# Doctoral Colloquium Programme Overview

Sunday, May 22, 2022						
13:00 – 13:45	Registration (Main Building, Ground Floor Foyer)					
13:45 – 14:00	Welcome coffee and Introductions (Main Building, 3 <sup>rd</sup> Floor Foyer)					
Sessions						
	III/322	III/324	III/326	III/328	III/334	III/336
	<b>Beginners' track 1</b> Consumer Behaviour <b>Faculty:</b> Steven Sweldens Alexandra Barash Robert Smith	<b>Beginners' track 2</b> Marketing Research <b>Faculty:</b> Katrijn Gielens Renana Peres Kelly Hewett	<b>Beginners' track 3</b> Marketing Strategy <b>Faculty:</b> Stefan Wuyts Kenneth Wathne Steven Seggie	<b>Advanced track 1</b> Consumer Behaviour <b>Faculty:</b> Stijn van Osselaer Simona Botti Eileen Fischer	<b>Advanced track 2</b> Marketing Research <b>Faculty:</b> P.K. Kannan Els Gijbrecchts Thomas Otter	<b>Advanced track 3</b> Marketing Strategy <b>Faculty:</b> Ajay Kohli Gaia Rubera Jenny van Doorn
14:00-15:10	<b>Barbara Duffek</b>		<b>Kai Lesage</b>	<b>Giulia Granato</b>	<b>Celina Proffen</b>	<b>Lina Altenburg</b>
Coffee Break - Main Building, 3 <sup>rd</sup> Floor Foyer						
15:10-15:30						
15:30-16:40	<b>Suzanne Peters</b>	<b>Jyri Hoffrén</b>	<b>Sophie Feldner</b>	<b>Babak Haghpour</b>	<b>Hidde Smit</b>	<b>Lukas Jürgensmeier</b>
16:40-17:50	<b>Lucas Franieck</b>	<b>Tanetpong Choungprayoon</b>	<b>Seongun Jeon</b>	<b>Almira Abilova</b>	<b>Andreas Bayerl</b>	<b>Stefanie Dewender</b>
Monday, May 23, 2022						
	III/322	III/324	III/326	III/328	III/334	III/336
	<b>Beginners' track 1</b> Consumer Behaviour <b>Faculty:</b> Steven Sweldens Alexandra Barash Robert Smith	<b>Beginners' track 2</b> Marketing Research <b>Faculty:</b> Katrijn Gielens Renana Peres Kelly Hewett	<b>Beginners' track 3</b> Marketing Strategy <b>Faculty:</b> Stefan Wuyts Kenneth Wathne Steven Seggie	<b>Advanced track 1</b> Consumer Behaviour <b>Faculty:</b> Stijn van Osselaer Simona Botti Eileen Fischer	<b>Advanced track 2</b> Marketing Research <b>Faculty:</b> P.K. Kannan Els Gijbrecchts Thomas Otter	<b>Advanced track 3</b> Marketing Strategy <b>Faculty:</b> Ajay Kohli Gaia Rubera Jenny van Doorn
08:30-09:40	<b>Sylvia Häusermann</b>	<b>Saskia Jacob</b>	<b>Andrea Schoendeling</b>	<b>Jareef Martuza</b>	<b>Henri Defoor</b>	<b>Kristina Schaffer</b>
09:40-10:50	<b>Friederike Gobrecht</b>	<b>My Ta</b>	<b>Monika Dumler</b>	<b>Begum Celiktutan</b>	<b>Philip Pollmann-Schweckhorst</b>	<b>Zeynep Karagür</b>

10:50-11:10	<b>Coffee - Main Building, 3<sup>rd</sup> Floor Foyer</b>					
11:10-12:20	Jonas Goergen	Sofia Blanco-Moreno	Relebohiseng Matubatuba	Yuqi Guo	Alaa El-Gayar	Fahmi Grey
12:20-13:30	<b>Lunch - Main Building, 3<sup>rd</sup> Floor Foyer</b>					
13:30-14:40	Isabel-Sophie Lazarovici	Mareike Sachse	Esra Aslan	Ozlem Tetik	Nazli Alagoz	Claudia Wenzel
14:40-15:50	Sara Tavassoli	Hester Huisman	Stefan Hurtak	Ceren Sahin	Keno Tetzlaff	Lina Oechsner
15:50-16:10	<b>Coffee - Main Building, 3<sup>rd</sup> Floor Foyer</b>					
16:10-17:10	<b>Plenary Session - Ground Floor, Lecture Room I</b>					
19:00-22:00	<b>The DC Group Dinner - Antré Budapest Restaurant</b>					
<b>Tuesday, May 23, 2022</b>						
	<b>III/322</b>	<b>III/324</b>	<b>III/326</b>	<b>III/328</b>	<b>III/334</b>	<b>III/336</b>
08:40-09:50	<b>Beginners' track 1</b> Consumer Behaviour <b>Faculty:</b> Steven Sweldens Alexandra Barash Robert Smith	<b>Beginners' track 2</b> Marketing Research <b>Faculty:</b> Katrijn Gielens Renana Peres Kelly Hewett	<b>Beginners' track 3</b> Marketing Strategy <b>Faculty:</b> Stefan Wuyts Kenneth Wathne Steven Seggie	<b>Advanced track 1</b> Consumer Behaviour <b>Faculty:</b> Stijn van Osselaer Simona Botti Eileen Fischer	<b>Advanced track 2</b> Marketing Research <b>Faculty:</b> P.K. Kannan Els Gijbrechts Thomas Otter	<b>Advanced track 3</b> Marketing Strategy <b>Faculty:</b> Ajay Kohli Gaia Rubera Jenny van Doorn
09:50-11:00	<b>Monica Hagen</b>	<b>Thomas De Cleen</b>	<b>Jing Niu</b>	<b>Farhana Tabassum</b>	<b>Maximilian Matthe</b>	<b>Serena Pugliese</b>
11:00-11:30	<b>Yannik Schleppe</b>	<b>Gilian Ponte</b>	<b>Theresa Doppstadt</b>	<b>Evrin Yanar</b>	<b>Hong Deng</b>	<b>Begum Sener</b>
<b>Coffee - Main Building, 3<sup>rd</sup> Floor Foyer</b>						
11:30-12:30	<b>Meet the Editors of IJRM - Ground Floor, Lecture Room I</b>					
12:30-13:00	<b>Closing Statement by EMAC President - Ground Floor, Lecture Room I</b>					
13:00-14:00	<b>Lunch - Main Building, Ground Floor Aula</b>					



# Doctoral Colloquium Participants

## Consumer Behavior – Beginners' Track 1

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

Barbara Duffek, Imperial College Business School

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

Suzanne Peters, IE University

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

Lucas Franieck, Nova SBE

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

Sylvia Häusermann, University of Zurich

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

Friederike Gobrecht, University of Cologne

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

Jonas Goergen, University of St. Gallen

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

Isabel-Sophie Lazarovici, University of Passau

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

Sara Tavassoli, University of South Eastern Norway

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

Monica Hagen, University of SouthEast Norway

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

Yannik Schlepper, Albert-Ludwigs-Universität Freiburg

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## Consumer Behavior - Intermediate/Advanced Track 1

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

Giulia Granato, Wageningen University

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

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

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**The Impact of Temporal Framing on Motivation in Nonspecific Goal Pursuits**

Almira Abilova, Erasmus University Rotterdam

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**Customer cheating behavior towards large vs small companies**

Jareef Martuza, Norwegian School of Economics

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

Begum Celiktutan, Erasmus University

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**Finding Meaning Beyond Oneself: Meaning-seeking Boosts Charitable Behaviors**

Yuqi Guo, Tilburg University

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**Temporal Frames of Life Expectancy**

Ozlem Tetik, London Business School

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**The Mere Perception of Experiencing Multiple Stimuli Increases Enjoyment**

Ceren Sahin, Tilburg University

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**The visual illusion of truth effect**

Farhana Tabassum, BI Norwegian Business School

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**Exploring alternative status signaling**

Evrin Yanar, University of Lausanne

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## Marketing Research - Beginners' Track 2

**The Impact of Package Downsizing on Brand Performance**

Timpe Callebaut, KU Leuven

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**Consumer preferences towards sustainable innovative dairy products in emerging markets**

Jyri Hoffrén, University of Eastern Finland

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

Tanetpong Choungprayoon, Stockholm School of Economics

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**Voice Data and Emotional Tracking in Salesperson-Customer Interaction**

Saskia Jacob, Karlsruher Institute of Technology (KIT)

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

My Ta, University of South-Eastern Norway

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

Sofia Blanco-Moreno, University Of León

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

Mareike Sachse, Humboldt University Berlin

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

Hester Huisman, University of Groningen

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**The Value Of Concept-Level Emotion Recognition In Call Centers**

Thomas De Cleen, Vlerick Business School

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**Can privacy protection be profitable?**

Gilian Ponte, Rijksuniversiteit Groningen

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## Marketing Research - Intermediate/Advanced Track 2

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

Celina Proffen, Goethe University Frankfurt

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

Hidde Smit University of Groningen

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

Andreas Bayerl, University Mannheim

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**The effect of consumption incidence on future purchase behavior**

Henri Defoor, KU Leuven

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

Philip Pollmann-Schweckhorst, University of Cologne

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

Alaa El-Gayar, Humboldt University Berlin

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

Nazli Alagoz, Tilburg University

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**Comparing Automated Image Classification Methods**

Keno Tetzlaff, University of Hamburg

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**Discovering Information Needs from Online Search Tasks**

Maximilian Matthe, Goethe-University Frankfurt

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**Real-Time Personalization**

Hong Deng, Erasmus University

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## Marketing Strategy – Beginners' Track 3

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

Kai Lesage, Grenoble Ecole de Management

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

Sophie Feldner, Goethe University Frankfurt

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

Seongun Jeon, Vrije Universiteit Amsterdam

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

Andrea Schoendeling, University of Cologne

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**Social Commerce: Investigations on a new sales touchpoint**

Monika Dumler DLR Rheinpfalz / University of Stuttgart

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

Relebohile Matubatuba, University of the Witwatersrand

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

Esra Aslan, Norwegian School of Economics (NHH)

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**Plural Form Governance in Multinational Corporations' Subsidiary Marketing Channels**  
Stefan Hurtak University of Graz, Institute of Marketing

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**Beyond follower size--investigating the impact of influencer's communication style on ROI of influencer campaign**  
Jing Niu, HEC Paris

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**The Role of Front-Of-Package Labeling for Sustainable & Healthy Food Innovation**  
Theresa Doppstadt, Ludwig-Maximilians-Universität

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## Marketing Strategy - Intermediate/Advanced Track 3

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

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**Measuring Fair Competition on Digital Platforms**  
Lukas Jürgensmeier, Goethe University Frankfurt

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**Loose Lips sink Ships – What chatter from non-privacy sensitive social media users tells us about privacy sensitive social media users**  
Stefanie Dewender, University of Münster

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**Train Your Customer Well! Findings from an Explorative Investigation on Interfirm Customer Training**  
Kristina Schaffer, Karl-Franzens Universität Graz

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**Dynamics of brand relevance in category – an analysis of macroeconomic factors and product-market characteristics**  
Zeynep Karagür, University of Cologne

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**Using Brand Exclusivity as a Channel Management Tool**  
Fahmi Grey, UNC, Kenan-Flagler Business School

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**Sharing Data for Social Good: The Role of Construal Level Theory and Communication Strategy**  
Claudia Wenzel, University of Zurich

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**The effect of product recall message design on consumer reactions: An analysis of user-generated content**  
Lina Oechsner, University of Münster

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**The telephone game: the effect of online communication similarity on market performance**  
Serena Pugliese, Bocconi University

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**Emotions in online social networks**  
Begum Sener, Koc University

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# European Marketing Academy Conference

## - Programme Overview

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

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

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



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

# Welcome Reception and Conference Dinner

## Welcome Reception

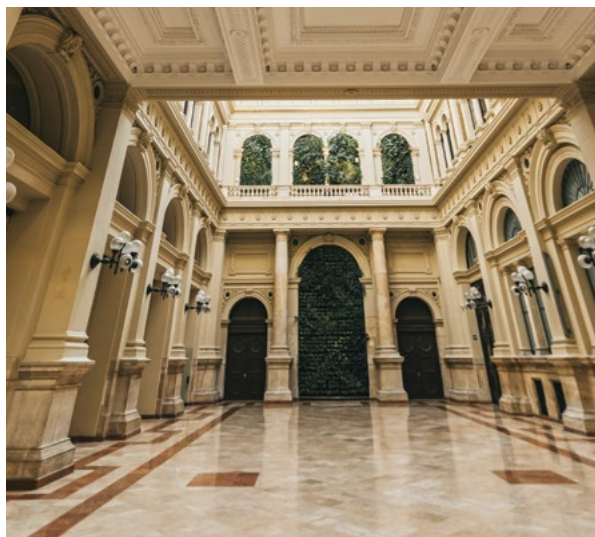
**Tuesday 24<sup>th</sup> May, 19:00–21:00**

**Aula, Main Building**

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

Attendance is included in the conference registration fee and includes:

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



## Conference Dinner

**Friday 27<sup>th</sup> May, 19:00–0:00**

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

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

Attendance is included in the conference registration fee and includes:

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



# Social Events

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

## Walking tours in the city

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

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

**Meeting point:**  
**Main Building Ground Floor, Information Desk**

Meeting time: 18:45

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



## Evening cruise with quiz

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

**Meeting point:**  
**Main Building Ground Floor, Information Desk**

Meeting time: 18:30

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

## Visit to the Zwack Museum

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

**Meeting point:**  
**Main Building Ground Floor, Information Desk**

Meeting time: 17:30

# EMAC Distinguished Marketing Scholar Award 2022

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

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

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

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

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





# Track Chairs

## Advertising & Marketing Communications

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

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## Business-To-Business Marketing & Supply Chain Management

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

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## Consumer Behavior

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

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## Digital Marketing & Social Media

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

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## Innovation Management & New Product Development

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

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## International Marketing & Marketing in Emerging Countries

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

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## Marketing Strategy & Theory

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

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## Methods, Modelling & Marketing Analytics

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

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## Pricing & Promotions

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

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## Product and Brand Management

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

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## Public Sector and Non-Profit Marketing

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

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## Relationship Marketing

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

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## Retailing & Omni-Channel Management

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

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## Sales Management and Personal Selling

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

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## Services Marketing

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

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## Social Responsibility & Ethics

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

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## Tourism Marketing

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

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## Transformative Consumer Research

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



# EMAC-AiMark doctoral dissertation award (2022)

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

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

The three finalists selected are:

**Ishita Chakraborty, UW Madison**

**“Attribute Sentiment Scoring with Text Reviews”**

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

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

**Martina Cossu, University of Bocconi**

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

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



disadvantaged, brands including them in their advertising can easily be perceived as exploitative. The brand must hence be careful not to highlight the disability of the model, otherwise the disability premium vanishes.

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

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

## **EMAC–Sheth Foundation Sustainability Research Competition**

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

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

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

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

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

The 2022 winners are:

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

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

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

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

### **Do Sustainable New Products Contribute to Firm Value?**

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

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

## **EMAC Climber Community**

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

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

potential marketing professors of the future. In other words, they are the „climbers” of the European Marketing Academy.

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

## Agenda

### Formal meeting

**Wednesday, 25<sup>th</sup> May, 14:00–17:30** (two subsequent hybrid afternoon sessions)

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

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



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

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

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

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

# IJRM special session on Blockchain Meets Marketing: Opportunities, Threats, and Avenues for Future Research

26<sup>th</sup> Thursday, 14:00; 3rd Floor, 332

## Session Chair

Renana Peres (renana.peres@mail.huji.ac.il, The Hebrew University Business School, Jerusalem, Israel)  
Senior Editor (SE), International Journal of Research in Marketing

## Session Discussant

Martin Schreier (Martin.Schreier@wu.ac.at, WU Vienna University of Economics and Business, Austria)  
Editor-in-Chief (EIC), International Journal of Research in Marketing

## Session Description

Blockchain technology is having an increasingly profound impact on the business landscape. However, marketing research and practice are still tentative about the use of blockchain and are yet to fully understand it and embrace it.

In this session, we gather to discuss ways toward incorporating blockchain technology into our scholarly marketing thinking.

We have four short presentations and then open the discussion to the audience.

This session will be followed by a special conference in Dec 2022, and a special issue in IJRM accepting submissions starting Jan 2023.

**Renana Peres** – The Hebrew University Business School, IJRM Senior Editor: **An introduction to blockchain and marketing and relevant research questions**

Blockchain technology allows storing information and transactions in secure, decentralized manner, and thus has many potential applications for marketing. This presentation will review the basic terminology and principles of the blockchain process, provide an overview of the impact of blockchain on several core marketing areas and propose research questions that can help advance both research and practice as this technology develops.

**Bernd Schmitt** – Columbia Business School, Journal of Consumer Research Editor-in-Chief:

**Crypto-marketing: Progression and paradigm shift**

This presentation will fit the crypto-marketing phenomenon into the broader picture of technology in marketing -- from old new products research to digital research (internet, e-commerce, social media) to emerging technologies (IoT, AI, Robots, and of course metaverse) . The speaker will argue that crypto-marketing is a progression but may also constitute a paradigm shift, and that researchers may need to create new theories and methods to understand it.

**Anatoli Colicev** – Bocconi University: **Can Non-Fungible Tokens bring value to brands?**

This presentation is aimed at providing a perspective on how brands can take advantage of NFTs. From a brand perspective, NFTs can be viewed as digital representations of brand's product ideas and, at the same time, as an online brand community. I contextualize the role of NFT within the marketing funnel stages and focus on several exciting research directions.

**Reto Hofstetter** - University of Lucerne: **How Non-Fungible Tokens (NFTs) Challenge Traditional Marketing**

NFTs call into question traditional marketing assumptions about digital ownership, uniqueness, and value; authenticity, status, and sharing; and branding and distribution. The talk will propose a set of preliminary research questions based on these areas, with the goal of providing entry points for future programmatic investigation of the broader field of „crypto-marketing.”

# Heads of Marketing Forum

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

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

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

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

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

## The program is as follows:

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

# Summary of EMAC Associated Meetings (Invite only)

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

## Monday 23<sup>rd</sup> May 2022

14:00-17:00	Steering Committee Meeting	Main Building, 311
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## Tuesday 24<sup>th</sup> May 2022

10:00-16:00	EMAC Executive Committee Meeting	Main Building, Faculty Club
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## Wednesday 25<sup>th</sup> May 2022

09:00-10:30	EMAC-Aimark Doctoral Dissertation Competition Breakfast Meeting	Main Building, Faculty Club, Cigar Room
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12:30-14:00	Head of Marketing Forum	Main Building, Faculty Club, Saloon
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14:00-15:30	EMAC-Aimark Doctoral Diss. Competition Jury Meeting	Main Building, Faculty Club, Cigar Room
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14:00-17:30	Climber Community Meeting	Main Building, 3001
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17:00-18:30	IJRM Board Meeting	Main Building, 3005
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## Thursday 26<sup>th</sup> May 2022

08:30-09:30	EMAC General Assembly	Main Building, Faculty Club, Theatre
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11:00-11:30	Coffee with the IJRM Editors	Main Building, Ground Floor Foyer
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11:30-13:00	EMAC Fellows Meeting	Main Building, Faculty Club Cigar Room
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# EMAC Special Interest Groups (SIGs)

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

## **B2B Marketing**

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

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## **Branding**

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

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## **Consumer Behavior**

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

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## **Customer Relationship Management**

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

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## **Digital Marketing**

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

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## **Innovation and Stakeholders**

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

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## **Marketing Strategy**

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

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## **Quantitative Marketing**

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

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## **Service Marketing**

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

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

**25<sup>th</sup> May Wednesday, 09:00; Ground Floor, Faculty Club Theatre**

**Chair: Stefan Markovic, Copenhagen Business School**

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

Stefan Markovic

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**Establishing the Boundaries of Brand Co-creation**

Catherine da Silveira\*, Cláudia Simões

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

Christian Dam\*, Dannie Kjeldgaard

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

Fabian Bartsch, Bart Claus\*

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

Discussants: Milena Micevski, Nina Michaelidou

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

Facilitator: Stefan Markovic

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## SIG – Digital Marketing: Digital Marketing in a cookieless world

**25<sup>th</sup> May, Wednesday, 11:00; Ground Floor, Faculty Club Theatre**

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

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

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

**25<sup>th</sup> May, Wednesday, 14:00; Ground Floor, Faculty Club Theatre**

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

**Session Discussant:** Martin Schreier, WU Vienna University of Economics and Business and Editor-in-Chief (EIC), International Journal of Research in Marketing



**What Makes People Cool?**

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

**The Impact of Framing on Political Conservatives' Attitude toward Boundaries**

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

**The Positive Effect of Physical Constraints on Consumers' Evaluations**

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

**The Downside of Subscription Models for Consumers**

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

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

### 25<sup>th</sup> May, Wednesday, 16:00; Ground Floor, Faculty Club Theatre

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

**Session Discussant:** Jan Schumann, University of Passau

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

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

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

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

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

Jenny van Doorn\*, University of Groningen

## SIG Customer Relationship Management: New Research Areas in CRM

### 26<sup>th</sup> May, Thursday, 09:30; Ground Floor, Faculty Club Theatre

**Session Chair:** Manfred Krafft, University of Münster

**Introduction by CRM SIG coordinators**

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

**Identifying Competitive Structures in Geographical Markets**

P.K. Kannan, University of Maryland

**CRM for a Better World**

Tammo Bijmolt, University of Groningen

**Discussion**

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

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**26<sup>th</sup> May, Thursday, 11:30; Ground Floor, Faculty Club Theatre**

**Session Organizer:** Elham Ghazimatin, University of Stavanger

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

## SIG Innovation & Stakeholders: Stakeholder networks for sustainable innovation

**27<sup>th</sup> May, Friday, 11:00; Ground Floor, Faculty Club Theatre**

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

In cooperation with ANZMAC SIG MASHIN

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

### **Innovative approaches to serving all stakeholders**

Raymond P. Fisk, Texas State University

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### **Shaping circular service ecosystems**

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

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### **Multi-actor engagement in circular business model innovation**

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

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### **Panel discussion**

**Moderated by:** Paul H. Driessen, Radboud University

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# Poster Session

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

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

## Poster Session Details

### Consumer Behavior

**P-01 Mapping the fashion research landscape: a bibliometric analysis**

Ana Büttner, ESPM; Suzane Strehlau, ESPM

**P-02 Lookalike the tutor: Pet keeping characterization in consumption practices context on the relationship between aged and their dogs**

Helton da Silva, ESPM; Ricardo Zagallo Camargo, ESPM

**P-03 History Sells: How Positive History Shapes Consumers' Preferences for Used Products**

Yang Cao, Xiamen University; Charis Li, Grenoble Ecole de Management; Jun Ye, Xiamen University

**P-04 How a "China-made" Label Influences Chinese Youth's Product Evaluation: The Priming Effect of Patriotic and Nationalistic News**

Anqi Yu, University of Antwerp; Shubin Yu, BI Norwegian Business School; Huaming Liu, University of Granada

**P-05 Role of identity appeals on pro-environmental self-identity and sustainable consumer behaviours**

Catalin Stancu, Aarhus University

**P-06 Olfactory priming in consumer research: Bibliometric literature review**

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

**P-07 The resale of luxury goods in the second-hand market: How emotional detachment and professionalization involved in resale affect consumers' perceived value of luxury brands ?**

Camille Bardin, Université d'Aix-Marseille, CERGAM, IAE; Aurélie KESSOUS, Aix Marseille Univ, Université de Toulon, CERGAM

**P-08 The Impact of Sales-related Costs on confusion, hesitation and store-visit postponement**

Maali Benhissi, EDC Paris Business School

**P-09 Post-Pandemic Luxury Shopping**

Sona Klucarova, Montpellier Business School; Xin He, University of Central Florida; Baiyun Gong, Nova Southeastern University

**P-10 Mass customization's online sales configurator capabilities and purchase intention: the roles of psychological empowerment and ownership**

Marwa Meddeb, Aix Marseille University; Jean-louis Moulins, Aix Marseille University

**P-11 Understanding how familiarity and motivation to avoid new foods influence meat substitute consumption: a survey among French consumers**

Andrea Sanchez, Université Clermont Auvergne; Richard Ladwein, University School of Management, Université de Lille

<b>P-12</b>	<b>The Consumer's Cognitive Flexibility Scale – Scale development and validation</b> Nadine Benninger, Technical University of Munich; Jutta Roosen, Technical University of Munich
<b>P-13</b>	<b>Fair trade in unfair times - Do we only buy ethically when we are feeling well?</b> Philipp Dieckmann, RWTH Aachen University; Moritz Jörling, EMLYON Business School; Daniel Wentzel, RWTH Aachen University
<b>P-14</b>	<b>Defining the Area of Construct - Development of the Definition of Media Brands and Media Brand Trust underlying the Scale Development Process</b> Steffen Heim, Helmut-Schmidt-University; Sylvia Chan-Olmstedt, University of Florida; Claudia Fantapié Altobelli, Helmut-Schmidt-University; Michael Fretschner, Nordakademie University of Applied Sciences; Lisa-Charlotte Wolter, IUBH Internationale Hochschule
<b>P-15</b>	<b>Label design for non-alcoholic wines in Germany – an eye tracking case study</b> Yvonne Zajontz, Baden-Wuerttemberg Cooperative State University; Naïla Wagner, Baden-Wuerttemberg Cooperative State University
<b>P-16</b>	<b>Cultural adaptation and consumer acculturation - double filter approach</b> Eszter Bogáromi, Corvinus University of Budapest; Erzsebet Malota, Corvinus University of Budapest; Tamás László, Eötvös Loránd University
<b>P-17</b>	<b>Nudge mystery – Are consumers aware and consciously affected?</b> Zsófia Gyulai, University of Szeged ; Anita Kéri, University of Szeged; Balazs Revesz, University of Szeged
<b>P-18</b>	<b>Why Low-Complexity Numbers Appeal to Consumers</b> Elinor Amit, Tel Aviv University; Meyrav Shoham, Tel Aviv University; Yael Steinhart, Tel Aviv University; Uriel Cohen Priva, Brown University
<b>P-19</b>	<b>“I Did It! I Feel Guilty!”: Expressing Guilt and Facing Less Punishment by Independent Observers</b> Afra Koulaei, Inland Norway University of Applied Sciences; Arash Talebi, EDHEC Business School
<b>P-20</b>	<b>“It’s a Matter of Perception”: Extraverts’ Tendency to Perceive Purchases as Experiences versus Material Objects Brings Them Greater Happiness</b> Wilson Bastos, Universidade Catolica Portuguesa; Fernando Machado, Universidade Catolica Portuguesa
<b>P-21</b>	<b>The role of Cosmopolitanism in the Erasmus enrolment decisions</b> Susana Silva, Universidade Católica Portuguesa; Miriam Salomão, IPAM; José Côtó, Católica Porto Business School
<b>P-22</b>	<b>Use of nutritional labels and claims during COVID-19: the moderating effect of risk perception</b> Lara Bou Fakhreddine, Public University of Navarra; Marian Garcia, University of Kent; Mercedes Sanchez, Public University of Navarra
<b>P-23</b>	<b>Social Class Influences on Purchase Intention Following a Product-Harm Crisis: The Mediating Roles of Subjective Social Status and Attribution of Stability</b> Andy Ng, Cardiff University
<b>P-24</b>	<b>Treating Employees like Robots: The Effect of Political Ideology on Consumer Response to Employee Agency Control</b> Hung Dao, University of Liverpool; Aristeidis Theotokis, University of Leeds; J. Joško Brakus, University of Leeds

**P-25 I'm Off: Advergames' Potential to Stimulate Attitude, Visiting Intention, and Recommendation in Traveling**

Maria Madlberger, Webster Vienna Private University; Maja Stipetic, University of Rijeka

**P-26 Instagram's influence on beauty standards adoption by young women**

Sergio Moraes, ESPM; Paola Amalfi, ESPM; Maria Luiza Gouveia, ESPM; Beatriz Penati, ESPM; Alessandra Sister, ESPM

**P-27 Using IoT to Unlock Novel Ways of Customer Interaction – A Field Experiment**

Sven Beisecker, WHU - Otto Beisheim School of Management; Christian Schlereth, WHU - Otto Beisheim School of Management

**P-28 Employers' changing needs for digital marketing: Results of an n-gram analysis of job advertisements**

József Hubert, Corvinus University of Budapest; András Bauer, Corvinus University of Budapest

**P-29 The attitude – behaviour gap in eWOM: the paradoxical Generation Z**

David D'Acunto, University of Pisa; Raffaele Filieri, Audencia Business School

**P-30 Internal determinants of social media followers' willingness to pay a premium price: A moderated mediation model**

Filipe Coelho, University of Coimbra, CeBER; Concepción Varela-Neira, Universidade de Santiago de Compostela; Zaira Camoiras-Rodríguez, Universidade de Santiago de Compostela

**P-31 Mining the Text of Online Consumer Reviews to Analyze Brand Image, Brand Positioning and Market Structure**

Miriam Alzate, Universidad Publica de Navarra; Javier Cebollada, Public University of Navarre; Marta Arce, Universidad Publica de Navarra

**P-32 Predicting the Virality of Fake News at early stage of diffusion**

Lisbeth Jimenez Rubido, Universidad Carlos III de Madrid; Mercedes Esteban-Bravo, Universidad Carlos III de Madrid; Jose Vidal-Sanz, Universidad Carlos III de Madrid

**P-33 Thumbs up: An Empirical Analysis on Employee's Intention to Interact with Corporate Content**

Jesse Bächler, ZHAW School of Management and Law; Manuel Benz, VZ VermögensZentrum; Nina-Monique Heim, ZHAW School of Management and Law

**P-34 You Better Believe it: The Impact of Social Identity Based Naïve Theories in Reward Based Crowdfunding**

Stefan Rose, Bern Univeristy of Applied Sciences; Daniel Wentzel, RWTH Aachen University

**P-35 How May I Help You? Chatbots Implementation in Marketing**

Svetlana Bialkova, Liverpool Business School

**P-36 Combining Human and Digital in Online Customer Support: the Role of Regulatory Focus**

Aleksandra Petelina-Walsh, University of Reading

**P-37 “Hot from the Press!”: Crash Coverage as a Psychological Barrier to Autonomous Vehicle Adoption**

Thomas Teychenie, TSM-Research, Université Toulouse Capitole, CNRS; Julien Cloarec, IAE Lyon School of Management, Université Jean Moulin Lyon 3, Magellan; Lars Meyer-Waarden, Toulouse School of Management Research -CNRS University Toulouse 1 Capitole

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**P-38 Culture of Innovation: A Comprehensive Literature Review Using Latent Dirichlet Association**

Serena Pugliese, Bocconi University; Verdiana Giannetti, Leeds University Business School; Sourindra Banerjee, Leeds University Business School

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**P-39 Motivators function as catalysator for the use of smart home devices. A user perspective**

Anja Janoschka, Lucerne School of Business; Remo Kälin, Lucerne School of Business; Thomas Wozniak, Lucerne School of Business; Larissa Dahinden, Lucerne School of BusinessInternational Marketing & Marketing in Emerging Countries

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## International Marketing & Marketing in Emerging Countries

**P-40 Consumer knowledge about brand origin on the food market**

Pawel Bryla, University of Lodz

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**P-41 The Impact of SMEs' Multidimensional Proximity towards Marketing Knowledge Sharing Via Coopetition: A Proposed Conceptual Model**

Mohammad Reza Mazandarani, University of Valencia; Marcelo Vela, Universidad De Valencia

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## Methods, Modelling & Marketing Analytics

**P-42 Measuring the Return of Experiential Marketing**

Holly Barry, Munster Technological University; Rose Leahy, Munster Technological University; Pio Fenton, Munster Technological University

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**P-43 Tell Me How to Drive Safer, but Not Now! - The Effect of Timely-Disconnected Feedback on Driving Behaviour**

Sybilla Merian, University of Zurich; Patrick Bachmann, ETH Zurich; Erika Meins, ETH Zurich; Martin Natter, University of Zurich

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## Pricing & Promotions

**P-44 Investigating the effect of external reference prices on consumer price evaluation and purchase decision: A multi-method approach**

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

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**P-45 Measuring and triggering price sensitivity of disruptive technologies**

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

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## Product and Brand Management

**P-46 Building green brand trust of environmental-conscious consumers by using identity-based brand management on the example of natural cosmetic brands**

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

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## Public Sector and Non-Profit Marketing

**P-47 I am too good to be true: how self-enhancement motivations shape prosocial behavior of entitled individuals**

Alexandra Polyakova, Toulouse Business School

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**P-48 Educating marketing students for sustainability through inclusion of NGO partners**

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

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**P-49 Investigation of sense of community in case of Hungarian cyclists**

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

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**P-50 The Effect of Self-construal on Engagement in Cause-related Marketing Campaigns**

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

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## Relationship Marketing

**P-51 The influencing chain of physician rating website usage: a cross-sectional study in Austria**

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

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**P-52 A virtuous circle: the relationship between Loyalty and Loyalty programs in Brazilian retail**

Luciana de Almeida, ESPM; Erica Ortiz, ESPM

**P-53 The experience of anticipating the use of a technology. The case of digital tools in stores**

Bechtel Soki, Université de Bourgogne

**P-54 No spectators, no sponsorship? Exploring the impact of Covid-19 on sport sponsorship effectiveness**

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

## Retailing & Omni-Channel Management

**P-55 Acceptance of Cryptocurrencies in E-Commerce: Consumers' Perspective Using a Proposed Cryptocurrency Technology Acceptance Model (CCTAM)**

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

**P-56 The Influence of Legitimacy, Reputation and Status on Online Store Loyalty**

Aijing Song, Yunnan Normal University

**P-57 Risk of cash payment and retail support in mobile payment acceptance during the pandemic**

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

**P-58 Applying channel preferences as a mediating and segmentation variable in the case of sports goods customers – an omnichannel behaviour perspective**

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

## Sales Management and Personal Selling

**P-59 New Sales Practices: Are Salespeople Value Co-Creator?**

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



## Services Marketing

### **P-60 The role of COVID anxiety in case of intention to use e-health services**

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

### **P-61 Clustering Patients According to their Medication Preference based on Conjoint Analysis**

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

## Social Responsibility & Ethics

### **P-62 Overcoming consumption barriers for conscious food products: The influence of sustainability and health-related product information on sensory acceptance differentiated according to diets**

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

### **P-63 Avoiding greenwashing: should fashion brands create a separate sustainable collection to present their eco-friendly products?**

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

### **P-64 Consumer Engagement and the Change to a Sustainable Transport Consumption Pattern**

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

### **P-65 Influence of individual cultural orientations on privacy protective responses: the mediating role of concern for privacy breaches**

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

### **P-66 Communicating on Ethics in the Textile Market: Results of an Exploratory Study on Corporate Communication and Communication on Social Networks of Fast Fashion and Ethical Fashion Actors**

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

### **P-67 Sustainability approaches of European contemporary art museums based on their mission statements**

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

### **P-68 Social media communication of local and international CSR initiatives concerning customer education and engagement of German discount supermarket chains in Europe**

Rita Lukács, Budapest Metropolitan University

- P-69 Customer's perspective on front-line service employees with disabilities: The role of interaction and emotions**  
Musa Essa, University of Bologna
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- P-70 Consumer Engagement in Sustainable Initiatives through Crowdfunding**  
Natalia Maehle, Western Norway University of Applied Sciences; Pia Piroshka Otte, Ruralis - Institute for Rural and Regional Research
- 
- P-71 Climate-related disclosures – how increase CSR communication with gamification?**  
Filip Wójcik, University of Warsaw
- 
- P-72 Improving life quality of consumers: a sin tax as a marketing tool to promote the consumption of healthy beverages**  
Anastasia Kovalenok, Higher School of Economics
- 
- P-73 The Use of CSR Advertisements by Different Business Models and Its Effects on the Perception of Corporate Credibility**  
Verena Batt, Lucerne University of Applied Sciences and Arts; Finja Fischenbeck, Unity AG; Adrienne Schäfer, Lucerne University of Applied Sciences and Arts; Karina Von dem Berge, Lucerne University of Applied Sciences and Arts; Katharina Windler, Lucerne University of Applied Sciences and Arts; Anja Zimmermann, Lucerne University of Applied Sciences and Arts
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- P-74 Purchasing Behaviour in Sustainable Financial Services**  
Jonas Jahnert, University of St. Gallen; Hato Schmeiser, University of St. Gallen; Meike Zehnle, University of St. Gallen
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## Tourism Marketing

- P-75 Motivations, facilitators, and inhibitors in the choice of tourist destinations by people with visual impairments**  
Vivian Strehlau, ESPM; Aline Delmanto, ESPM
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- P-76 Notre-Dame is burning: Coping with the destruction of heritage**  
Damien Chaney, EM Normandy; Pascal Brassier, Universite Clermont Auvergne - CleRMa Lab
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- P-77 Touchless technology for contactless hospitality – A real post-COVID alternative?**  
Zsofia Hajnalka Cserdi, Corvinus University of Budapest; Zsofia Kenesei, Corvinus University of Budapest
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- P-78 How veganism impacts tourists attitudes toward tourism destinations: an empirical study**  
Sílvia Cavalinhos, Instituto Universitário de Lisboa (ISCTE-IUL); Ricardo Godinho Bilro, Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU-IUL).; Luis Miguel, ISCTE-IUL
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- P-79 Humorous response to consumer complaints: an ally or an enemy?**  
Shynar Dyussebayeva, University of Portsmouth; Marta Nieto García, University of Portsmouth; Ali Selcuk Can, University of Portsmouth
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- P-80 Exploring Airbnb user preferences during the pandemic: a Choice based Conjoint Analysis approach**  
Stelios Tsafarakis, Technical University of Crete; Georgios Bekos, Alliance Manchester Business School, The University of Manchester
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**P-81 Does sharing equal caring? Findings from an empirical study analyzing motivation for consumers to participate in the sharing economy in Austria**

Stefan Grohs-Müller, Fachhochschule Wiener Neustadt, Campus Wieselburg

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**P-82 What's in it for me? Consumer perception of diversity communication in retailing**

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

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**P-83 Small businesses and neighbourhood satisfaction**

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

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# Detailed Conference Programme

**25<sup>th</sup> May, Wednesday, 09:00-10:30 (W-0900)**

## **Meet the Editor – Journal of Product Innovation Management**

**Ground Floor, Lecture Room I**

Jelena Spanjol

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

**Ground Floor, Lecture Room II**

**Session Chair:** Jochen Reiner, Goethe University Frankfurt

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

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

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

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

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

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

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

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

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## **Digital Marketing & Social Media – AI**

**Ground Floor, Lecture Room IV**

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

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

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

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

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

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

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

**Ground Floor, Faculty Club Theatre**

## Methods, Modelling & Marketing Analytics – Analyzing and Managing Customers

3<sup>rd</sup> Floor, Room 328

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

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

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

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

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### Optimal Price Targeting

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

## Consumer Behavior - Identity and Technological Environment

3<sup>rd</sup> Floor, Room 330

### Consumption in virtual worlds: Extending identity into digital markets

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

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

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

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### Future incentives to reduce mobile phone usage

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

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

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

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

3<sup>rd</sup> Floor, Room 332

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

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

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### The Effect of Sustainable Packaging Communication on Perceived Brand Ethicality

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

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### Racial Diversity in Advertising

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

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

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

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

49

3<sup>rd</sup> Floor, Room 334

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

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

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

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

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### Visitor perception of museum brand value

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

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

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

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## Social Responsibility & Ethics – Sustainable Consumption I

3<sup>rd</sup> Floor, Room 336

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

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

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

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

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

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

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

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

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

3<sup>rd</sup> Floor, Room 338

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

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

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

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

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## Innovation Management & New Product Development – Innovation Adoption

3<sup>rd</sup> Floor, Room 340

### Antecedents to the Adoption of Olfactive Devices

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

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

Anika Honold, Karlsruhe Institute of Technology

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

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

## Special Session - New Technologies and CRM

3<sup>rd</sup> Floor, Room 3001

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

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

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

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

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

### Targeting Prospective Influencers on User-Generated Content Platforms

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

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

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

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

3<sup>rd</sup> Floor, Room 3005

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

### Adding Good or Removing Bad: Consumer Response to Nutrition Claims

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

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

Pierre Chandon, INSEAD; Romain Cadario\*, Erasmus University

### How Positive Nutri-Scores Backfire

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

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

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

## **Meet the Editor - Journal of Advertising**

Ground Floor, Lecture Room I

Sara Rosengren

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## **EMAC-Aimark Doctoral Dissertation Competition Presentation**

Ground Floor, Lecture Room II

## **Advertising & Marketing Communications - Senses and emotions in advertising**

Ground Floor, Lecture Room IV

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

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

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### **The Impact of Personalization and Transparency Information Levels on Perceived Creepiness**

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

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### **The development of a typology for voices in marketing communications**

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

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## **SIG – Digital Marketing: Digital Marketing in a cookieless world**

Ground Floor, Faculty Club Theatre

## **Marketing Strategy & Theory – Innovation and Customization**

3<sup>rd</sup> Floor, Room 324

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

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

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

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

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### **Mass-Customization Strategies in a Multi-Market Oligopoly**

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

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

3<sup>rd</sup> Floor, Room 328

### **AI-based Re-identification of Behavioral Clickstream Data**

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

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### **Understanding Fashion Product Sales Using Product Images and Convolutional Neural Networks**

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

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

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

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## Consumer Behavior - E-commerce & Digital Consumption

3<sup>rd</sup> Floor, Room 330

### Language properties of successful collaborative conversations

Alisa Wu, Columbia University; Melanie Brucks, Columbia University

### Designing Persuasive Crowdfunding Videos

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

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

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

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

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

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

3<sup>rd</sup> Floor, Room 332

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

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

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

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

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

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

### Understanding touchpoint criticality in customer churn journeys

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

## B2B Marketing & Supply Chain Management Session

3<sup>rd</sup> Floor, Room 334

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

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

### Does engaging content marketing help generate more B2B leads?

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

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

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

## Social Responsibility & Ethics – Sustainable Consumption II

3<sup>rd</sup> Floor, Room 336

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

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

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

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

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

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

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

**3<sup>rd</sup> Floor, Room 338**

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

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

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

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

**Consumer perceptions of sustainability labels for alternative consumer networks**

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

**Innovation Management & New Product Development – Adoption of AI**

**3<sup>rd</sup> Floor, Room 340**

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

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

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

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

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

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

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

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

**Special Session – Teaching Marketing Analytics: Challenges and Best Practices**

**3<sup>rd</sup> Floor, Room 3001**

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

**Teaching Marketing Analytics: a Bauhaus approach**

Raoul Kübler\*, University of Münster

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

Hannes Datta\*, Tilburg University

**Marketing analytics: educating managers vs. educating technicians**

Arnaud De Bruyn\*, ESSEC Business School

**Teaching Marketing Analytics with the Value Creation Model**

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

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

**3<sup>rd</sup> Floor, Room 3005**

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

**The Donor's Choice Dilemma**

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

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

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

**Giving Suggestions: Using Quantity Requests to Increase Donations**

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

**25<sup>th</sup> May, Wednesday, 14:00-15:30 (W-1400)**

**Meet the Editor – Journal of Interactive Marketing**

**Ground Floor, Lecture Room I**

Arvind Rangaswamy

**Consumer Behavior – Retailers, Assortment and Service**

**Ground Floor, Lecture Room II**

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

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

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

Yuliya Kolomojets, Modul University Vienna

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

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

**Digital Marketing & Social Media – Advertising**

**Ground Floor, Lecture Room IV**

**Pacing in Real-Time Bidding for Online Display Advertising**

Ugurcan Dünder, WU Vienna; Nadia Abou Nabout, WU Vienna; Bernd Skiera, Goethe-University Frankfurt, Germany

**Quantifying the Benefits of Syncing Search Engine and Television Ads**

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

### Causal impact of Digital Display Ads on Advertiser Performance

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

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

Julian Wichmann, University of Cologne

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

Ground Floor, Faculty Club Theatre

### Marketing Strategy & Theory – Marketing Ethics and Authenticity

3<sup>rd</sup> Floor, Room 324

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

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

#### Competition and Unethical Firm Behavior

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

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

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

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

Peren Ozturan, Ozyegin University; Amir Grinstein, Northeastern University

### Pricing & Promotions – Pricing in FMCG

3<sup>rd</sup> Floor, Room 326

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

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

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

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

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

Tanetpong Choungprayoon, Stockholm School of Economics

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

3<sup>rd</sup> Floor, Room 328

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

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

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

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

**Long-term Ad Effectiveness: Dual Contribution of Ads on Sales and Brand Equity**

Christina Reh, WHU-Otto Beisheim School of Management; Christian Schlereth, WHU - Otto Beisheim School of Management

**Tourism Marketing Session**

3<sup>rd</sup> Floor, Room 330

**Gamification and visitor engagement in smart exercise travel: A spatial approach**

Seongsoo Jang, Cardiff University; Jinwon Kim, University of Florida

**What Makes Destinations Smart? The Visitors' Perspective**

Nina Michaelidou, Loughborough University; Milena Micevski, Copenhagen Business School; Živa Kolbl, University of Ljubljana, Marketing Department; Marc Herz, Kleinundpläcking GmbH

**The appearance of digital dynamic visual identities in the marketing of tourist destinations**

Balázs Fekete, Corvinus University of Budapest; Kitti Boros, Corvinus University of Budapest

**International Marketing & Marketing in Emerging Countries – International Marketing Strategy**

3<sup>rd</sup> Floor, Room 332

**Agile Mindset and Agile Slack: Impact on Marketing Effectiveness And International Performance**

Yoel Asseraf, Ruppin Academic Center; Itzhak Gnizy, Ono Academic College

**International franchising governance mode choice: A stakeholder perspective**

Vanessa Bretas, National University of Ireland - Galway; Ilan Alon, University of Agder; Thelma Rocha, ESPM; Jefferson Galetti, University of Johannesburg

**Marketing capabilities and market effectiveness of the exporting SMEs, a two-country study**

Izabela Kowalik, Warsaw School of Economics; Lidia Danik, Warsaw School of Economics; Agnieszka Pleśniak, Warsaw School of Economics

**B2B Marketing & Supply Chain Management Session**

3<sup>rd</sup> Floor, Room 334

**Green Marketing Capability and Performance: A Configurative Approach**

Prithwiraj Nath, Northumbria University; Angsaya Siepong, Stamford International University

**Comparing Value Propositions and Reference Cases for Persuading Customers in Business Markets**

Dominik Ebinger, Karlsruhe Institute of Technology

**From box-movers to lacemakers: When logistics becomes the backbone of BtoB distributors' marketing strategy**

Elsa Dessaigne, Excelia Business School; Catherine Pardo, EM Lyon Business School; Gilles Paché, CERGAM Aix-Marseille University

**Social Responsibility & Ethics – CSI/Unethical Behaviors**

3<sup>rd</sup> Floor, Room 336

**The Impact of Corporate Social Irresponsibility on Ethical Consumer Behavior**

Sumin Kim, Alliance Manchester Business School, The University of Manchester; Hongwei He, Alliance Manchester Business School, The University of Manchester; Anders Gustafsson, BI Norwegian Business School

**How corporate irresponsibility affects negative word of mouth: the moderated mediation approach**

Grzegorz Zasuwa, The John Paul II Catholic University of Lublin; Magdalena Stefańska, Poznań University of Economics and Business

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

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

## Retailing & Omni-Channel Management – Promotion strategies

3<sup>rd</sup> Floor, Room 338

**“Will High Expectations Backfire?”—The Role of Overoptimism, Disconfirmation, and Affective Reactions When Resolving a Mystery Deal**

Florian Brodschelm, University of Passau; Sebastian Schubach, University of Passau; Jan Schumann, University of Passau; Verena Hüttl-Maack, University of Hohenheim

**Cashback in retail? Effects of promotions via app in the buying behaviour of retail consumers**

Carlos Lourenco, Fundacao Getulio Vargas; lucas sakajiri, FGV-EAESP; Isotilia Costa, Universidad Adolfo Ibanez

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

Mareike Sachse, Humboldt University Berlin; Sebastian Oetzel, University of Applied Sciences, Fulda, Germany; Daniel Klapper, Humboldt University Berlin, Germany

## Climber Community

3<sup>rd</sup> Floor, Room 3001

## Exhibitor Showcase – Hubro Education

3<sup>rd</sup> Floor, Room 3005

**25<sup>th</sup> May, Wednesday, 16:00-17:30 (W-1600)**

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

Ground Floor, Lecture Room I

Katrijn Gielens, Elif Karaosmanoglu

## Consumer Behavior - Product design

Ground Floor, Lecture Room II

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

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

**Consumers’ Reaction to Taste-based Product Modification**

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

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

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

**Functional product design: Fluency effects on perceived functionality and ease of use**

Fabian Rieger, Goethe University Frankfurt; Jan Landwehr, Goethe University Frankfurt

## Special Session - Online Consumer Privacy II

Ground Floor, Lecture Room IV

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

### Can Privacy Protection be Profitable?

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

### Balancing Consumer Privacy with Marketing Insights in Mobile Location Data

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

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

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

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

Ground Floor, Faculty Club Theatre

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

3<sup>rd</sup> Floor, Room 324

**Session Chair:** Bianca Harms, NHL Stenden University

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

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

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

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

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

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

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

D. Luyckx, K. Poels, T. Smits

## Pricing & Promotions – Consumer and firm responses to pricing

3<sup>rd</sup> Floor, Room 326

### Foe or Friend: Flat-Rate Pricing and Market Outcome

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

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

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

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

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

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

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



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

59

3<sup>rd</sup> Floor, Room 328

**The picture of the science - path meta-modelling. An example of management sciences**  
Przemysław Tomczyk, Kozminski University

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**Latent Models for Brand Equity Metrics**  
Pablo Marshall, PUC

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**Why Aren't All Marketers Bayesians?**  
Charles Hofacker, Florida State University

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## Consumer Behavior – Consumer Identity and Happiness

3<sup>rd</sup> Floor, Room 330

**Social Comparison Effects on Exercise Performance and Happiness: A Two-Mechanism Model**  
Karen T. Bowen, University of Leeds; J. Joško Brakus, University of Leeds; Yi-Chun Ou, Institute of Service Science, National Tsing Hua University

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**Experiential Purchases as a Status Signal: Exploring the Role of Intrinsic Motivation**  
Evrin Yanar, University of Lausanne; Felicitas Morhart, HEC Lausanne

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**The effect of simultaneous and sequential decision mode on the number of food choices**  
Sadaf Mokarram Dorri, University of Amsterdam; Siegfried Dewitte, KU Leuven

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**How Does Media's Reporting Tone Influence Consumption? Evidence from the US-China Trade War**  
Celina Proffen, Goethe University Frankfurt; Lukas Jürgensmeier, Goethe University Frankfurt

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## Digital Marketing & Social Media - Emotions

3<sup>rd</sup> Floor, Room 332

**Can't wait to use it- the role of time convenience and anticipated emotions in augmented reality application usage intention**  
Gaukhar Chekembayeva, Modul University Vienna; Marion Garaus, MODUL University Vienna; Orsolya Schmidt, Modul University Vienna

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**The Role of Emotions as Impression Management Device in the Sharing Economy**  
Camille Lacan, IAE - University of Perpignan Via Domitia; Olga Goncalves, IAE - University of Perpignan Via Domitia

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**Measuring awe using online user comments**  
Felicitas Morhart, HEC Lausanne; Zitian Qiu, HEC Lausanne; Francine Espinoza Petersen, HEC Lausanne

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**How Firms Can Steer Social Media Conversations**  
Mohammad Saljoughian, University of Tennessee; Kelly Hewett, University of Tennessee; Harald van Heerde, University of New South Wales Sydney; Bill Rand, North Carolina State University

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## B2B Marketing & Supply Chain Management Session

3<sup>rd</sup> Floor, Room 334

**Resource Sharing in Business-to-Business Contexts: A Conceptualisation and Guide for Future Research**  
Karina Von dem Berge, Lucerne School of Business, Lucerne University of Applied Sciences and Arts; Uta Juettner, Lucerne School of Business, Lucerne University of Applied Sciences and Arts; Stan Maklan, Cranfield School of Management

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**Multi-actor touchpoints in the customer journey**  
Lisa Lundin, Linköping University; Daniel Kindström, Linköping University

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

Mehak Gandhi, University of St.Gallen

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

3<sup>rd</sup> Floor, Room 338

### Assessing customer journeys with survey-based attribution modelling

Anssi Tarkiainen, Lappeenranta University of Technology

### Dynamic capabilities in the realization of omni-channel retailing

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

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

Nils Fränzel, Trier University; Bernhard Swoboda, Trier University

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

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

## Product and Brand Management – Brand Communication I

3<sup>rd</sup> Floor, Room 340

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

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

### Managing Product Recall Effectiveness

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

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

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

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

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

## Climber Community

3<sup>rd</sup> Floor, Room 3001

**25<sup>th</sup> May, Wednesday, 17:00-18:30**

## IJRM Board Meeting

3<sup>rd</sup> Floor, Room 3005

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

Ground Floor, Lecture Room I  
Constantine S. Katsikeas, Bernd Schmitt

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

Ground Floor, Lecture Room II

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**Digital Marketing & Social Media Session**

Ground Floor, Lecture Room IV

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

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

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**Driving the Reach of Research in the Pharmaceutical Industry**

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

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**Measuring Fair Competition on Digital Platforms**

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

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

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

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**SIG Customer Relationship Management: New Research Areas in CRM**

Ground Floor, Faculty Club Theatre

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**Marketing Strategy & Theory – Digital Tools and Consumer Insights**

3<sup>rd</sup> Floor, Room 324

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

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

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

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

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

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

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**Special Session – Empirical Models of Information Acquisition**

3<sup>rd</sup> Floor, Room 326

**Session Chair:** Arash Laghaie, Goethe University Frankfurt

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**Utility Accumulation During Decision Making: Attention Trajectories Predict Brand Choice**

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

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

Rafael Greminger\*, Tilburg University

### **Consumer choice under limited attention when alternatives have different information costs**

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

### **Discrete Choice in Marketing through the Lens of Rational Inattention**

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

## **Sales Management and Personal Selling – The Individual Salesperson: Attitudes, Emotions, and Behaviors**

**3<sup>rd</sup> Floor, Room 328**

### **Winning the War for Sales Talent: How to Dispel Lay Beliefs, Fight the Stigma, and Create a Profession of Choice**

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

### **Sharing emotions: Empathy and its influence on Selling skills**

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

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

Laurianne Schmitt, EM Strasbourg Business School

## **Consumer Behavior – Decisions**

**3<sup>rd</sup> Floor, Room 330**

### **Easy Calculation or Easy Result: The Paradoxical Effects of Decimal Numbers**

Yi Li, Macquarie University

### **The Precise-Unique Intuition: Semantic Precision Signals Product Uniqueness**

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

### **Variety Seeking in a Context of Joint Decisions**

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

### **How ensembles affect consumer preferences – The role of aesthetic consistency**

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

## **Retailing & Omni-Channel Management – Retail innovations**

**3<sup>rd</sup> Floor, Room 332**

### **Frontline Employee Inspiration: How Inspired Frontline Employees Impact Customers during Service Encounters**

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

### **Investigating Control Perceptions in AI-Based Data Disclosure Processes**

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

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

Thomas Scholdra, University of Cologne

## Transformative Consumer Research – I don't want to waste

3<sup>rd</sup> Floor, Room 334

### It's safe and healthy! Increasing consumers' willingness to consume aging produce

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

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

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

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

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

### Why do consumers discard products prematurely? A Consumer Value Perspective

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

## Social Responsibility & Ethics – Ethical Issues Related to Parenting and Technology

3<sup>rd</sup> Floor, Room 336

### Parenting Motivation and Pro-environmental Behavior

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

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

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

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

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

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

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

## International Marketing & Marketing in Emerging Countries – Stereotypes, COO & Country Bias

3<sup>rd</sup> Floor, Room 338

### What Drives Brand Stereotypes? Investigating the Role of Consumer Characteristics on Brand Warmth and Brand Competence

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

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

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

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

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

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

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

## Innovation Management & New Product Development – Behavioral Perspective on Innovation

### 3<sup>rd</sup> Floor, Room 340

#### Do you want to be creative? Be stupid first

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

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

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

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#### Negative relationships in the interactions between consumers and smart objects

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

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

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

## Special Session - Food Sustainability: Sustainable Diets and Food Waste

### 3<sup>rd</sup> Floor, Room 3001

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

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

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

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#### What drives the likelihood of consumption after purchase?

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

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

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

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

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

## Special Session - Advertising in a Digital World

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3<sup>rd</sup> Floor, Room 3005

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

### Adverse Effects of TV Advertising on Online Shopping Behavior

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

### Understanding Multichannel Multimedia Allocation

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

### Endorsement Portfolios of Social Media Influencers

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

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

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

**26<sup>th</sup> May, Thursday, 11:30-13:00 (T-1130)**

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

Ground Floor, Lecture Room I

Cait Lamberton, Martin Schreier

## Special Session - Transparency in Products and Markets

Ground Floor, Lecture Room II

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

### Transparency on Product Packaging: How Consumers Use Nutrition Information

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

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

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

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

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

### Transparency in Communication: Uncertainty in Expectations and Customer Satisfaction

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

## Digital Marketing & Social Media – Influencer marketing I

Ground Floor, Lecture Room IV

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

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

### How Influencer-Brand Relationship Can Be Perceived as Authentic

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

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

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

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

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

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

Ground Floor, Faculty Club Theatre

### Tourism Marketing Session

3<sup>rd</sup> Floor, Room 326

#### Linking Travel Destination Recommendation with Unlearning Through Destination Image

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

#### Destination love: Conceptualization, scale development and validation

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

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

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

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

3<sup>rd</sup> Floor, Room 328

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

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

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

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

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

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

## Retailing & Omni-Channel Management – Tech assisted online shopping

3<sup>rd</sup> Floor, Room 332

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

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



**Acceptance of Augmented Reality in Interactive e-Shopping Apps**

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

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

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

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

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

**Transformative Consumer Research – Tech solves problems? I****3<sup>rd</sup> Floor, Room 334****The effect of different types of self-tracking on motivation in health**

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

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

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

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

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

**Social Responsibility & Ethics – CS(i)R Impact on Consumers****3<sup>rd</sup> Floor, Room 336****Consumer Responses Toward Corporate Irresponsible Actions in Times of Crisis: The case of Covid-19**

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

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

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

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

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

**Product and Brand Management – Brand Communication I****3<sup>rd</sup> Floor, Room 338****Lost in translation? Effects of multilingual packaging on consumers' product and brand evaluation**

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

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

Florian Waldner, TU Berlin; Katrin Talke, TU Berlin

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

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



## Innovation Management & New Product Development – Innovation Strategy

3<sup>rd</sup> Floor, Room 340

### Does Marketing Experience in Corporate Board Make Firm Innovative?

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

### The impact of innovation failures on brand sales.

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

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

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

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

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

## Special Session - The Darker Shades of The Sharing Economy

3<sup>rd</sup> Floor, Room 3001

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

### The Multiple Logics of User Governance at Airbnb

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

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

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

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

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

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

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

## Special Session - The Hidden Effects of Online Reviews

3<sup>rd</sup> Floor, Room 3005

**Session Chair:** Chen Pundak, NYU

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

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

### The Effects of Reviews on Consumer Experiences

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

### The Impact of Online Review Linguistic Features on Reviewers and Readers

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

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

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

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

Ground Floor, Lecture Room I

Kelly Hewett, Mark Houston

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

Ground Floor, Lecture Room II

### A new brand present in the customer journey

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

### Location-Based Interactions with Geographically Targeted Advertising

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

### Creatives' Brand Attitudes Affect Forecasting Accuracy

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

## Digital Marketing & Social Media Session

Ground Floor, Lecture Room IV

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

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

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

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

### The Role of Supervisor in Driving FLEs' Social Media Use

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

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

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

## Tourism Marketing Session

3<sup>rd</sup> Floor, Room 326

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

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

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

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

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

Karin Foidl-Mehrlaender, Fachhochschule Salzburg GmbH

## Consumer Behavior – WOM

3<sup>rd</sup> Floor, Room 330

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

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

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

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

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

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

## IJRM Special Session

3<sup>rd</sup> Floor, Room 332

## Social Responsibility & Ethics – Sustainability

3<sup>rd</sup> Floor, Room 336

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

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

### No shackles story: the case of Sustainable Born Global firms

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

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

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

## Product and Brand Management – Brand Strategies I

3<sup>rd</sup> Floor, Room 340

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

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

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

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

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

Bernardo Pontes, Carleton University; Aron Darmody, Carleton University

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

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

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

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3<sup>rd</sup> Floor, Room 3001

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

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

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

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

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

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

### Dynamic Pricing: Consumer Reactions and Effective Retailer Responses

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

## Consumer Behavior - Behavioral Change

3<sup>rd</sup> Floor, Room 3005

### Days-of-the-week effect in temporal judgments

Tatiana Sokolova, Tilburg University

### Opportunity Neglect

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

### The Impact of Temporal Framing on Motivation in Nonspecific Goal Pursuits

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

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

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

**26<sup>th</sup> May, Thursday, 16:00-17:30**

## Plenary Session – Keynote Speaker & Award Ceremony

Ground Floor, Lecture Room IV

**26<sup>th</sup> May, Thursday, 18:30-20:30**

## Poster Session

Ground Floor Foyer

**27<sup>th</sup> May, Friday, 09:00-10:30 (F-0900)**

## **Meet the Editor - European Journal of Marketing**

**Ground Floor, Lecture Room I**

Debbie Isobel Keeling

## **Advertising & Marketing Communications - Advertising in a Connected World**

**Ground Floor, Lecture Room II**

### **Athlete Endorsements: They Cannot Hurt, Can They?**

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

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

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

### **Dynamics of Firm-Consumer Interactions on Social Media Platforms**

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

### **The separate and joint effect of influencer marketing and giveaways**

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

## **Digital Marketing & Social Media – Voice**

**Ground Floor, Lecture Room IV**

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

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

### **Effects of message design adaptations in voice shopping**

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

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

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

### **Conversational Interfaces Reduce Financial Planning Stress**

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

## **Special Session – Studies on Time-Related Dynamics in Marketing**

**Ground Floor, Faculty Club Theatre**

### **B2B Projects, Task Configuration, and Innovation**

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

### **Benefiting from Diverse Alliance Portfolios during Recessions**

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

### **Pharmaceutical Detailing After Generic Entry**

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

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

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

## Consumer Behavior - Gains and Losses Experiments

3<sup>rd</sup> Floor, Room 330

### Why Do People Condemn and Appreciate Experiments?

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

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

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

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

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

### Chosen from the crowd: task complexity and attraction effects

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

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

3<sup>rd</sup> Floor, Room 332

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

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

### Managerial Heuristics in Service Recovery Decisions

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

### Green products in the fashion industry

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

## Transformative Consumer Research – Tech solves problems? II

3<sup>rd</sup> Floor, Room 336

### The role of Twitch betting on gambling behaviours amongst esport spectators

Jamie Thompson, Edinburgh Napier University

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

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

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

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

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

3<sup>rd</sup> Floor, Room 338

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

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

### **Why Opt-Out Defaults Diminish Living Organ Donations**

Pascal Güntürkün, Vienna University of Economics and Business; Sinika Studte, University of Hamburg; Eva-Maria Merz, Vrije Universiteit Amsterdam; Michel Clement, University of Hamburg; Jonathan H. W. Tan, School of Social Sciences, Nanyang Technological University; Eamonn Ferguson, School of Psychology, University of Nottingham

### **To Split or not to split? The impact of the Breadth of Giving on Perceived Morality**

Matilde Lucheschi, Bayes Business School (formerly Cass); Oguz Acar, City University of London

## **Product and Brand Management – Brand Strategies II**

### **3<sup>rd</sup> Floor, Room 340**

#### **Driving Brand Communion through Brand Agency and Brand Conservative-Progressive Beliefs: The ABC Model of Consumer Stereotypes about Brands**

Petar Gidaković, University of Ljubljana; Mateja Kos Koklic, University of Ljubljana; Mila Zečević, University of Ljubljana; Vesna Zabkar, University of Ljubljana

#### **The impact of marketing on regulatory investigations**

Samuel Stäbler, Tilburg University; Vivek Astvansh, Indiana University

#### **How do Brands evolve? An Exploration of Brand Co-Creation Performances**

Lars Griebel, University of Bayreuth; Tim Ströbel, University of Bayreuth

#### **Co-creation in B2B branding: a systematic literature review**

Yuqian Qiu, ESADE Business School; Oriol Iglesias, ESADE Business School; Stefan Markovic, Copenhagen Business School; Cristina Sancha, Esade Business School

## **Retailing & Omni-Channel Management – Challenges in (online) apparel shopping**

### **3<sup>rd</sup> Floor, Room 3001**

#### **Managing Product Returns in Swiss Online Apparel Retailing: A Multiple Case Study Approach**

Karyna Gaidarzhy, Graduate MScBA Online Business & Marketing, Lucerne School of Business; Thomas Wozniak, Institute of Communication and Marketing, Lucerne School of Business; Matthias Schu, Institute of Communication and Marketing, Lucerne School of Business

#### **A Risky Sense of Comfort? How Device Type Affects Decision Quality and Product Returns in E-Commerce**

Alisa Keller, University of Passau; Dirk Totzek, University of Passau; Alexander Keller; Andre Marchand, Leipzig University

#### **Innovative Decision Aids in the Context of Online Size Selection**

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

#### **Body size similarity between model and shopper: mitigating the risk in online clothes purchasing**

Iina Ikonen, University of Bath; Jiska Eelen, Vrije Universiteit Amsterdam

## **Digital Marketing & Social Media – Influencer marketing II**

### **3<sup>rd</sup> Floor, Room 3005**

#### **Ego Depletion and Product Saliency Moderate the Effect of Sponsorship Disclosure on Persuasion Knowledge Activation in Social Media Influencer Posts**

Jasper David Brüns, Technical University of Munich; Martin Meißner, Technical University of Munich; Dorian Quelle, University of Oxford

#### **Too good to be true! The effects of number of followers and language intensity on consumer responses to influencers' sponsored content**

Giovanni Luca Cascio Rizzo, Luiss Guido Carli University; Rumén Ivaylov Pozharliev, Luiss Guido Carli University; Matteo De Angelis, Luiss University; Francisco Villarroel Ordenes, Luiss Guido Carli University; Michele Costabile, Luiss Guido Carli University



## **Brand-Influencer Collaborations and Change in Content Strategy**

Anwasha De, Bocconi University; Beth Fossen, Indiana University

## **Delight my eyes and my brain: Affective and cognitive responses to attractive social media influencers**

Sara Volkmer, Zeppelin University; Martin Meißner, Technical University of Munich

**27<sup>th</sup> May, Friday, 11.00-12:30 (F-1100)**

## **Meet the Editor - Journal of Consumer Psychology & Marketing Letters**

**Ground Floor, Lecture Room I**

Zachary Estes, Sandy Jap

## **Special Session - Disruptions in the Retailing Environment**

**Ground Floor, Lecture Room II**

**Session Chairs:** Saeid Vafainia, ESCP Business School; Els Breugelmans, KU Leuven

### **Banning Unsolicited Advertising Mail: Helping the Environment but Hurting Business?**

Jonne Guyt, University of Amsterdam; Arjen van Lin\*, Tilburg University; Kristopher Keller, University of North Carolina at Chapel Hill

### **May the workforce be with you: Consumers' behavioral responses to strike-induced store closures**

Marco Kotschedoff\*, KU Leuven; Liliana Kowalczyk; Els Breugelmans, KU Leuven

### **What Happens in a Category, Does Not Stay in That Category Only: How Uninvolved Categories Become Collateral Damage in Conflict Delistings**

Saeid Vafainia\*, ESCP Business School; Els Breugelmans, KU Leuven; Kathleen Cleeren, KU Leuven; Sara Van der Maelen

### **The Impact of the Evolving Retailscape: Brand Building or Brand Destroying?**

Katrijn Gielens\*, University of North Carolina; Marnik Dekimpre, Tilburg University; Inge Geyskens, Tilburg University

## **Digital Marketing & Social Media – Online reviews and social media**

**Ground Floor, Lecture Room IV**

### **Reaching for the stars: Identifying drivers of online reviews for proactive customer review management**

Konstantin Kremslehner, Vienna University of Economics and Business Administration; Filipe Sengo Furtado, Vienna University of Economics and Business Administration; Nadine Schröder, WU Wien; Thomas Reutterer, WU Vienna University of Economics and Business

### **How Luxury Content Becomes Viral on Social Media: The Positive Role of Disfluency**

Zitian Qiu, HEC Lausanne; Felicitas Morhart, HEC Lausanne

### **Can readers judge the trustworthiness of online product reviews based on positive versus negative emotional terms?**

Xzavier He, Vlerick Business School; Barbara Briers, IESEG School of Management

### **How cool is to be engaged with Drunk Elephant? An analysis of user-generated content campaigns on Instagram**

Ricardo Godinho Bilro, ISCTE-IUL; Sara Serras, ISCTE-IUL; Sílvia Cavalinhos, ISCTE-IUL; Luis Miguel, ISCTE-IUL; Susana Marques, ISCTE-IUL



## SIG Innovation & Stakeholders: Stakeholder networks for sustainable innovation

Ground Floor, Faculty Club Theatre

### Consumer Behavior – Perspective Taking and Sensorial

3<sup>rd</sup> Floor, Room 330

#### When adding regret to fear appeals harms message effectiveness: The moderating role of consumers' risk perception

Sandra Praxmarer-Carus, Universität der Bundeswehr München; Stefan Wolkenstoerfer, Universität der Bundeswehr München

#### A Bird in the Hand is Yours: Psychological Proximity influences Feelings of Ownership

Bart Claus, IESEG School of Management; Jiska Eelen, Vrije Universiteit Amsterdam; Luk Warlop, BI Norwegian Business School; Michail Kokkoris, Vrije Universiteit Amsterdam

#### Guilty or Not Guilty that Is the Question: Effect of Guilt Relieving Opportunity on Consumer-Brand Relationships

Didem Isiksal, Istanbul Aydin University; Elif Karaosmanoglu, Istanbul Technical University; Zeynep Gürhan-Canli, Koç University

### Services Marketing – Technology at your Service - Technology-Infusion in Service

3<sup>rd</sup> Floor, Room 332

#### Characterizing smart tracking-based self-service technologies (STB SSTs) and their acceptance antecedents: a systematic literature review

Virginie Schweitzer, Université de Haute-Alsace

#### Are you selling me access to my property!? How perceptions of betrayal may undermine internal product upgrades

Janina Garbas, University of Passau; Sebastian Schubach, University of Passau; Martin Mende, Florida State University; Maura Scott, Florida State University; Jan Schumann, University of Passau

#### Mediated communication and the impact on frontline employee learning

Anne Cordts, Karlsruhe Institute of Technology (KIT); Martin Klarmann, Karlsruhe Institute of Technology (KIT); Johannes Habel, University of Houston

#### The role of preference for moderation and de-ownership orientation in explaining the usage of sharing economy services

Barbara Culiberg, University of Ljubljana; Mateja Kos Koklic, University of Ljubljana; Petar Gidaković, University of Ljubljana

### Retailing & Omni-Channel Management – Channel choices in an omnichannel retail setting

3<sup>rd</sup> Floor, Room 334

#### Factors of Customers' Channel Choice in an Omnichannel Environment: A Systematic Literature Review

Lukas Wolf, Friedrich-Alexander-Universität Erlangen-Nürnberg; Martina Steul-Fischer, Friedrich-Alexander-Universität Erlangen-Nürnberg

#### The Price of Friction in Multi-Channel Retail: Insights for Retail Operations Managers

Aneesh Banerjee, City, University of London; Sabrina Gottschalk, City, University of London; Joerg Ries, City, University of London

#### The Impact of Manufacturer Brands on Retailer Brand Image - The Moderating Role of the Number of Manufacturer Brands Offered by the Retailer

Patrick Rossmann, Duale Hochschule Baden-Württemberg - Ravensburg; Michael Schade, University of Bremen; Christoph Burmann, University of Bremen

**Established consumer goods manufacturers and Direct-to-Consumer (D2C) strategies:  
How to build capabilities for manufacturers' own D2C brands**

Severin Lienhard, University of St. Gallen

## **Transformative Consumer Research – I wanna be good**

**3<sup>rd</sup> Floor, Room 336**

**Should Brands Protest or Celebrate with Pride? The Impact of Representation Format on Consumer Responses to Pride Branding**

Raian Razal, Aarhus University; Polymeros Chrysochou, Aarhus University; Tobias Otterbring, University of Agder

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**Healthy first, unhealthy out: the impact of health-based product sorting and product filtering on shopping basket healthiness**

David Olk, University of Groningen; Koert van Ittersum, University of Groningen; Tammo Bijmolt, University of Groningen

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**Brand attitudes versus pro-environmental intentions: The tension brought by financial rewards and penalties**

Maja Fors, Stockholm School of Economics; Catalina Wache, Freie Universität Berlin; Alexander Mafael, Stockholm School of Economics

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**Letting go to be me: Carving a unique path of ethical consumerism through Danshari**

Charis Li, Grenoble Ecole de Management; Xiao-xiao Liu, Xiamen University; Jun Ye, Xiamen University; Siyu Zheng, Xiamen University; Chien Yu Lin, Xiamen University; Songyin Cai, Xiamen University

## **International Marketing & Marketing in Emerging Countries – National cultures, consumer cultures and lifestyles**

**3<sup>rd</sup> Floor, Room 340**

**How Cultural Dimensions affect Purchase Intention on Social Commerce**

Giang Dao, University of Twente; Agata Leszkiewicz, University of Twente; Efthymios Constantinides, University of Twente

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**Relative importance of value-added product attributes across international lifestyle consumer segments**

Violeta Stancu, Aarhus University; Rikke Nyland Christensen, Aarhus University; Karen Brunsø, Aarhus University; Athanasios Krystallis, American College of Greece (ACG); Irene Peral, AZTI, New Foods, Bizkaiko Zientzia eta Teknologia Parkea; Luis Guerrero, IRTA, Finca Camps i Armet

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**A Conceptualisation of Consumer Multiculturalism**

Duong Nguyen, Newcastle University; Qionglei Yu, Newcastle University; Natalia Yannopoulou, Newcastle University

## **Special Session - Strategic Pricing and its Implications**

**3<sup>rd</sup> Floor, Room 3001**

**Session Chairs:** Hoorsana Damavandi, Western University; Kersi D. Antia, Western University

**The Impact of Short-Term Rental Policies on Home-Sharing Markets: Evidence from Airbnb**

Hojat Abdolanezhad, University of Toronto; Mohsen Foroughifar, University of Toronto; Unnati Narang\*, University of Illinois at Urbana-Champaign; Doreen Shen, University of Illinois at Urbana-Champaign

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**Discounting Local Subscriptions May Inadvertently Prune the Most Loyal Subscribers**

Vamsi Kanuri\*, University of Notre Dame; Michelle Andrews, Emory University; Caglar Irmak, University of Miami

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**Asymmetries in Penny Rises and Penny Drops: A Case for Strategic Intent**

Xiao Ling\*, Northeastern University; Sourav Ray, McMaster University

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**Justifying a Price Increase in a Subscription Services Context**

Hoorsana Damavandi\*, Western University; Kersi D. Antia, Western University; Praveen Kopalle, Dartmouth University

**Special Session - Leveraging Unstructured Data for Marketing Insights: Novel Perspectives on Text, Image, Video, and Voice Analytics**

3<sup>rd</sup> Floor, Room 3005

**Session Chair:** Christian Hildebrand, University of St. Gallen

**“Love the Shape, But Hate the Weight”: Using Aspect-Based Sentiment Analysis to Identify Product Innovation Opportunities**

Francesc Busquet\*, University of St. Gallen; Anouk Bergner, University of St. Gallen; Christian Hildebrand, University of St. Gallen

**Comparing Automated Image Classification Methods at Scale**

Keno Tetzlaff\*, University of Hamburg; Jochen Hartmann, University of Hamburg; Mark Heitmann, University of Hamburg

**Does It Help to Be Creative on Social Media? A Machine Learning Approach to Examine Originality of Video Content from TikTok**

Marc Bravin\*, University of Lucerne; Melanie Clegg, University of Lucerne; Reto Hofstetter, University of Lucerne; Marc Pouly, University of Applied Sciences Lucerne; Jonah Berger, The Wharton School

**Leveraging Voice Analytics to Understand Consumer-Smart Object Interactions in the IoT**

Christian Hildebrand\*, University of St. Gallen; Donna Hoffman, George Washington University; Tom Novak, George Washington University

**27<sup>th</sup> May, Friday, 14:00-15:30 (F-1400)**

**Meet the Editor - Psychology & Marketing**

Ground Floor, Lecture Room I

Giampaolo Viglia

**Services Marketing – Served by the Bot - Challenges of User AI and Robots**

Ground Floor, Lecture Room II

**Making decisions with AI in a service context: conceptualization and perceived shared agency**

Marion Sangle-Ferriere, CY Cergy Paris Université; Benjamin Voyer, ESCP Europe; Laszlo Sajtos, University of Auckland; Billy Sung, Curtin University

**Artificial Intelligence: Service Employees Skills and Fear of Replacement**

Darina Vorobeva, NOVA IMS; Yasmina El Fassi, NOVA IMS; Diego Costa Pinto, NOVA IMS; Diogo Hildebrand, Baruch College, CUNY; Anna Mattila, Pennsylvania State University; Márcia Herter, Universidade Europeia, Lisboa

**Just Name it: How Naming Humanoid Service Robots can Decrease Eeriness and Increase Repurchase Intent**

Malak El Halabi, Grenoble Ecole de Management; Olivier Trendel, Grenoble Ecole de Management

**Does Anthropomorphism in Chatbots Enhance Customers' Willingness to Pay? First Evidence from a Preliminary Study**

Lennart Seitz, Leuphana University Lueneburg; Sigrid Bekmeier-Feuerhahn, Leuphana University Lueneburg

## Digital Marketing & Social Media – AR + VR

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### Ground Floor, Lecture Room IV

#### **Making Sense of the Metavers: an Empirical Investigation of Real-Time Multisensory Social Interactions in a New Computer-Mediated Environment**

Dorothea Aliman, University of Münster; Thorsten Hennig-Thurau, University of Münster; Alina Marie Herting, University of Münster; Gerrit Cziehso, Münster University; Marc Linder, University of Münster; Raoul Kübler, Marketing Center Münster

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#### **Context Matters – Even in Virtuality: Perception of Object Proximity and Ownership in Augmented Reality**

David Finken, University of Lucerne; Reto Hofstetter, University of Lucerne; Aradhna Krishna, University of Michigan; Florian von Wangenheim, ETH Zürich

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#### **Tidy your room! The Impact of Product Evaluation Context on Augmented Reality's Effectiveness in E-Commerce**

Alexander Pfaff, LMU Munich School of Management, Ludwig-Maximilians-Universität München; Martin Spann, Ludwig-Maximilians-Universität München

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## Consumer Behavior – New Technologies

### Ground Floor, Faculty Club Theatre

#### **Laser Marking as New Technology in Organic Labelling: Cognitive Dissonance as Hindrance of More Sustainable Consumption**

Olga Untilov, Audencia Business School; Jean Pfiffelmann, EM Strasbourg Business School

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#### **Ambiguity and Herd Behavior Drive Uptake of New Technology Vaccines**

Laura Zimmermann, IE University; Jeeva Somasundaram, IE Business School; Barsha Saha, Indian Institute of Management Shillong

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#### **Blurring the Boundary between Humans and Consumption Objects: Dehumanizing Consequences of Anthropomorphism**

Alican Mecit, SKEMA Business School; L. J. Shrum, HEC Paris; Tina Lowrey, HEC Paris

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#### **Self versus Silicone: How identity motives influence the preferred breast reconstruction technique**

Fabienne Krywuczky, PhD Candidate, Vrije Universiteit Amsterdam; Kobe Millet, Vrije Universiteit Amsterdam; Jiska Eelen, Vrije Universiteit Amsterdam

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## Transformative Consumer Research – I wanna be healthy

### 3<sup>rd</sup> Floor, Room 330

#### **Packed to persuade. The persuasiveness of colors and claims to make food and drinks seem healthy or sustainable**

Lotte Hallez, KU Leuven; Helena Vansteenbeeck, KU Leuven; Filip Boen, KU Leuven; Tim Smits, KU Leuven

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#### **Consumer materialism in times of Covid-19: How does it influence consumers' reactions and the evolution of their consumption patterns?**

Gilles Sere De Lanauze, Montpellier University; Jeanne Lallement, University of La Rochelle; Béatrice Siadou-Martin, University of Montpellier; Florence De Ferran, University of La Rochelle

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#### **Humanizing Health Apps to Promote Usage Among the Elderly: The Roles of Human-Technology Relationship and Anticipated Emotions**

Shuili Du, University of New Hampshire; Chunyan Xie, Western Norway University of Applied Sciences; Richard Bagozzi, University of Michigan; Kristi Bjornes Skeie, University of Stavanger; Tatiana Iakovleva, University of Stavanger Business School together with Valide; Elin M. Oftedal, University of Stavanger

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## Innovation Management & New Product Development Session

### 3<sup>rd</sup> Floor, Room 332

#### **Elaboration of an Idea towards New Product Success in User Innovation**

Suyun Mah, Singapore Management University

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**Can Company Image Explain the Influence of Perceived Innovativeness and Target Group Similarity on Consumers' Willingness to Co-Create with Companies? A multilevel analysis**

Lina Jacobsen, Aarhus University; Ana Tudoran, Aarhus University

**You're One in a Million: Uniqueness of Mass-Customized Products**

Jonas Goergen, University of St. Gallen; Emanuel de Bellis, University of St.Gallen; Franziska Krause, EBS University of Business and Law; Nikolaus Franke, WU University; Gerald Häubl, University of Alberta

**Public Sector and Non-Profit Marketing – Covid-19 and the adoption of public safety measures: Hesitation and refusal factors**

**3<sup>rd</sup> Floor, Room 336**

**Cognitive underpinnings of COVID-19 vaccine hesitancy**

Daniela Cristian, Bayes Business School; Sinem Acar-Burkay, USN Business School

**Promoting Vaccines Among Vaccine-Hesitant Message Receivers: When Adding Regret and Emphasizing Similarity Backfire**

Stefan Wolkenstoerfer, Universität der Bundeswehr München; Sandra Praxmarer-Carus, Universität der Bundeswehr München

**How Compassion Influences Privacy-Related Decision-Making – Prosocial Data Disclosure in Covid-19 Contact Tracing Apps**

Klara Greinwald, University of Passau; Eileen Dauti, University of Passau; Alisa Keller, University of Passau; Eva Pieringer, University of Passau; Dirk Totzek, University of Passau

**Marketing Strategy & Theory – Marketing Capabilities and Resources**

**3<sup>rd</sup> Floor, Room 338**

**Organizing for Customer Analytics Excellence in Firms of Different Ages: Complementarity of Outside-in and Inside-out Resources**

Hamed Mehrabi, Kingston University; Abbas Keramati, Ryerson University; Yongjian (Ken) Chen, Trent University

**Is relative power between Marketing & Sales associated with departmental authority, conflict and company performance?**

Konstantinos Lionakis, Athens University of Economics & Business; Maria Psimouli, ACG; Ioannis Rizomyliotis, University of West Attica; Kleopatra Konstantoulaki, St. Petersburg State University

**Micro, Small, Medium Enterprises and their Marketing Capabilities**

Sarita Uniyal, Indian Institute of Management Udaipur; Prakash Satyavageswaran, Indian Institute of Management Udaipur; Ashish Galande, Indian Institute of Management

**Marketing and Financial Analysts**

Paul Hilfrich, Goethe University Frankfurt; Simone Wies, Goethe University Frankfurt

**Tourism Marketing Session**

**3<sup>rd</sup> Floor, Room 340**

**Social Media Marketing Communication of Tourism Destinations before and during COVID-19: An Application of Media Richness Theory**

Ursula Scholl-Grissmann, UMIT TIROL Private University for Health Sciences; Reinhard Grohs, Seeburg Castle University; Christoph Pachucki, Seeburg Castle University

**Through the storm: Mapping Customer – Management Expectations, Interactions, and Interpretations of a social media storm in tourism**

Konstantinos Rigopoulos, Democritus University of Thrace; Konstantinos Kottikas, Athens University of Economics and Business; Pernille Rydén, IT University of Copenhagen; Efthymia Kottika, Prague University of Economics and Business; Ioannis G. Theodorakis, Paris School of Business

### Exploring the Twitter Myth: The Value of Twitter-generated Variables on Forecasting Tourist Arrivals

Yuanming Qiu, University of Edinburgh Business School; Jake Ansell, University of Edinburgh

### Do hotels' circular economy efforts really attract guests?

Florent Girardin, HES-SO University of Applied Sciences and Arts Western Switzerland; Luciano Lopez, HES-SO University of Applied Sciences and Arts Western Switzerland; Marie Gillet, HES-SO University of Applied Sciences and Arts Western Switzerland

## Special Session - Online Consumer Privacy I

3<sup>rd</sup> Floor, Room 3001

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

### Regulatory Spillovers and Data Governance: Evidence from the GDPR

Christian Peukert, HEC Lausanne; Stefan Bechtold, ETH Zurich; Michail Batikas\*, Rennes School of Business; Tobias Kretschmer, LMU Munich and CEPR London

### Navigating Marketing Analytics Governance: Scope and Boundary Conditions of Data Protection Officers' Self-Accountability

Christelle Aubert-Hassouni, ESCP Business School, Julien Cloarec\*, Université Jean Moulin Lyon 3

### When Apps Ask to Track

Kyeongbin Kim, Emory University; Michelle Andrews\*, Emory University; David A. Schweidel, Emory University

### The Impact of the General Data Protection Regulation (GDPR) on the Amount of Online Tracking

Karlo Lukic\*, Goethe University Frankfurt; Klaus Miller, HEC Paris; Bernd Skiera, Goethe University Frankfurt

## Exhibitor Showcase – Hubro Education

3<sup>rd</sup> Floor, Room 3005

**27<sup>th</sup> May, Friday, 16:00-17:30 (F-1600)**

## Meet the Editor - Journal of the Association for Consumer Research & Journal of Current Issues and Research in Advertising

Ground Floor, Lecture Room I

Vicki G. Morwitz, Sukki Yoon

## Special Session - Effective Influencer Marketing

Ground Floor, Lecture Room II

**Session Chairs:** Maximilian Beichert, University of Mannheim; Andreas Lanz, HEC Paris

### Influencing on Short or Long Leashes? How Contract Design Drives Influencer Marketing Performance

Reto Hofstetter\*, University of Lucerne; Andreas Lanz, HEC Paris; Navdeep Sahni, Stanford University; Martin Falzl, University of St.Gallen

### Be careful what you look for: Biased Brand Portrayal in Social Media

Julia Rosada\*, University of Hamburg; Jochen Hartmann, University of Hamburg; Jasper Schwenzow, University of Hamburg; Mark Heitmann, University of Hamburg

### **Influence Corridors: A New Path to Seeding Targets on User-Generated Content Platforms**

Jacob Goldenberg, Reichman University and Columbia University; Andreas Lanz, HEC Paris; Daniel Shapira\*, Ben-Gurion University and University of Mannheim; Florian Stahl, University of Mannheim

### **Who to Target? Low- Versus High-Status Seeding in User-Generated Content Networks**

Maximilian Beichert\*, University of Mannheim; Andreas Bayerl, University of Mannheim; Jacob Goldenberg, Reichman University and Columbia University; Andreas Lanz, HEC Paris

## **Digital Marketing & Social Media - Tracking and Measuring**

**Ground Floor, Lecture Room IV**

### **Satisfaction Surveys or Online Sentiment: Which Best Predicts Firm Performance?**

Evert de Haan, University of Groningen

### **Engagement Quality: An Automated Measure of User Responses to Social Media Marketing Posts to Indicate Marketing Performance**

Daniel Bruns, University of Wuppertal; Steffen Prior, University of Wuppertal

### **Analyzing Purchase Decisions Using Dynamic Location Data**

Tal Shoshani, University of Southern California; Peter Pal Zubcsek, Tel Aviv University; Shachar Reichman, Tel Aviv University

### **The Economic Value of User-Tracking Data for Publishers**

René Laub, Goethe University Frankfurt; Klaus Miller, HEC Paris; Bernd Skiera, Goethe-University Frankfurt, Germany

## **Consumer Behavior – Diversity and Crossgenerational Marketing**

**Ground Floor, Faculty Club Theatre**

### **What Women Do: First Report of the Effect of Youth-Ideal Internalisation on Generation X Female Consumer Behaviour**

Amanda Bowden, University of Brighton; Nasos Poulis, University of Brighton; Francisca Farache, University of Brighton

### **The Measurement of Pro-Environmental Behavior: convergent validity and stability of existing measurements**

Berre Deltomme, Ghent University; Karen Gorissen, Vrije Universiteit Amsterdam; Bert Weijters, Ghent University

### **Forgoing Consumption of Products that Others Cannot Access**

Kirla Ferreira, City University of London; Janina Steinmetz, Cass Business School; Irene Scopelliti, City, University of London

### **Sustainable Design for Food Well-Being**

Yating Tian, University of Twente; Qeis Kamran, ISM International School of Management GmbH

## **Social Responsibility & Ethics – CSR & Brand Purpose**

**3<sup>rd</sup> Floor, Room 330**

### **Analyzing Perceived Corporate Social Responsibility Effects across Nations: Do Country-Specific Differences Matter?**

Lukas Zimmer, Trier University; Bernhard Swoboda, Trier University

### **Brand purpose: a marketing agency perspective**

Alessandro Feri, Edinburgh Napier University; Nicholas Ind, Kristiania University College; Nathalia C Tjandra, Edinburgh Napier University

### **Meta-Analysis on the impact of Corporate Social Responsibility Initiatives on Consumer Behavior**

Rita Coelho do Vale, Universidade Católica Portuguesa; Pedro Verga Matos, Universidade de Lisboa, ISEG; Filipa Almeida, Universidade Católica Portuguesa



## Product and Brand Management – Retail Branding

3<sup>rd</sup> Floor, Room 332

### Not even Amazon is always right – How to drive private-label brand architecture decision-making

Michael Schade, University of Bremen; Christopher Kanitz, University of Applied Sciences Upper Austria; Eike Abraham, University of Bremen; Christoph Burmann, University of Bremen

### Suspicious online product reviews and brand and product characteristics: An empirical analysis with Amazon review data

Eunhee Ko, Northwestern University; Douglas Bowman, Emory University

### Are e-retailer brands affected by the manufacturer brands they offer? The case of beauty subscription boxes

Richard Huaman-Ramirez, EM Strasbourg Business School; Jean-François TOTI, Université de Lille - IAE

## Marketing Strategy - Digital Content and Channel Choices

3<sup>rd</sup> Floor, Room 338

### Content Distribution in the Netflix Era: Contingency-based Revenue Maximization Across Channels for Filmed Home Entertainment

Paul-Vincent Mayr, Chair of Marketing & Media | Westfälische Wilhelms-Universität Münster; Ronny Behrens, WWU Münster, Germany; Thorsten Hennig-Thurau, University of Münster; Raoul Kübler, Marketing Center Münster

### Reconceptualizing Digital Marketing Capabilities: A Systematic Literature Review

Onur Osmanoglu, Koç University; Ayşegül Özsoyer, Koç University

### A Taxonomy of Marketing Instruments in E-Commerce

Benjamin Klink, University of St.Gallen; Thomas Rudolph, University of St. Gallen, Institute of Retail Management

## Relationship Marketing – Relationship Marketing Programs and their Effectiveness

3<sup>rd</sup> Floor, Room 340

### The Impact of Goal Enabling Technology Adoption on Customer Lifetime Value

Jake An, UNSW Sydney; Andre Bonfrer; Christine Eckert, University of Technology Sydney

### A Neglected Strategy of Partial Service Termination and Its Impact on Customers' Patronage

Mathieu Béal, Grenoble Ecole de Management; Charlotte Lecuyer, University of Lyon; Caroline Bayart, University of Lyon; Denis Clot, University of Lyon

### Managing Customer Relationships While Providing for Customer Wellbeing

Agata Leszkiewicz, University of Twente; V. Kumar, Indian School of Business; Angeliki Herbst, California State University

### The Role of Self-Rewarding Behavior in Cashback Loyalty Programs

Maren Becker, ESCP Business School; Nico Wiegand, VU Amsterdam; Lena Steinhoff, University of Rostock; Ksenija Baidina, 4Data Analyst, Yandex Go

## Retailing & Omni-Channel Management – New trends for brick-and-mortar retailing

3<sup>rd</sup> Floor, Room 3001

### Consumers' Usage Intention of Refill-Stations: An Empirical Examination of Station Design Aspects

Louisa Pfeifer, University of Hamburg; Jennifer Zeißler, University of Hamburg



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**A Comparison of Perceived Environmental Sustainability of Brick-and-Mortar Retailing and Online Retailing**

Patrick Klein, Saarland University; Bastian Popp, Saarland University

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**„Just try it on!” - Using location-based bluetooth technology to reveal the effects of fitting room visits on purchases and in-store movement**

Gerrit Cziehso, Münster University; Tobias Schaefers, Technische Hochschule Ostwestfalen-Lippe; Stefan Brinkhoff, TU Dortmund University; Nina Nauß, Münster University

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**Advertising & Marketing Communications - Advertising impacts on the brand**

**3<sup>rd</sup> Floor, Room 3005**

**Unbothered by the Story's Ambiguity? Effects of Individual Differences in Need for Closure on Transportation and Brand Attitude**

Matthias Glaser, University of Vienna

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**This Can Happen to Me: The Importance of Activity-Target Congruence in Driving Consumer's Response to Arousal-Inducing Stimuli**

Arash Talebi, EDHEC Business School; Sourjo Mukherjee, Audencia Business School; Gopal Das, Indian Institute of Management Bangalore

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**This is Awesome so I'll Have the Regular: Feeling Awe Decreases Preferences for Limited Edition Products**

Aysu Senyuz, Central European University; Jonathan Hasford, University of Tennessee Knoxville; Ze Wang, University of Central Florida

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**Time for action: Implied-action does it!**

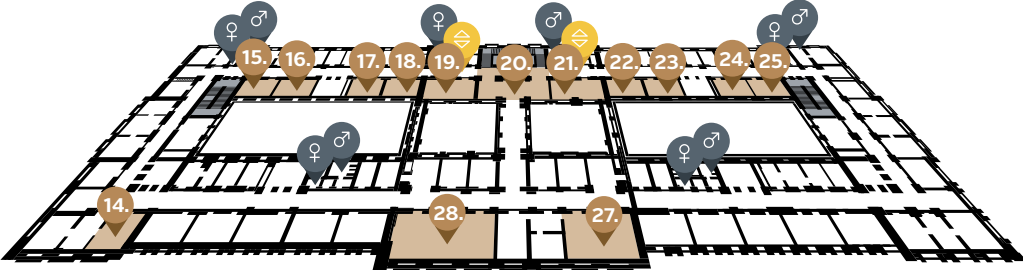
Gudrun Roose, IESEG School of Management; Maggie Geuens, Ghent University

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# Venue Floor Plans

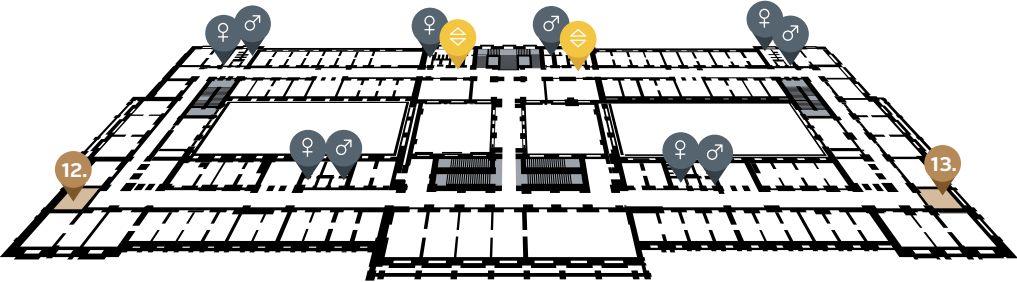
## Main Building

### 3RD FLOOR



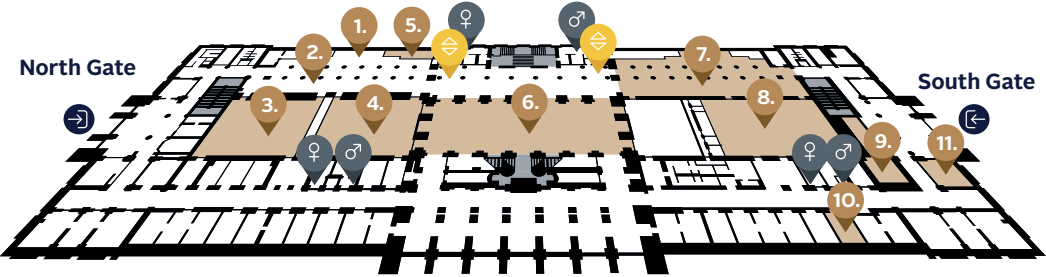
- 14. E311
- 15. E322
- 16. E324
- 17. E326
- 18. E328
- 19. E330
- 20. Foyer
- 21. E332
- 22. E334
- 23. E336
- 24. E338
- 25. E340
- 26. E3001
- 27. E3005

### 2ND FLOOR



- 12. Meeting room 219./a
- 13. Meeting room 281./a

### GROUND FLOOR



- entrance / exit
- elevator
- women's toilet
- men's toilet
- 1. Registration and information desk
- 2. Exhibitors
- 3. Lecture Hall II.
- 4. Lecture Hall I.
- 5. Cloakroom
- 6. Aula
- 7. Ground Floor Foyer
- 8. Lecture Hall IV.
- 9. Faculty Club
- 10. E79 (Medical room)
- 11. E69 (Prayer room)

