Room 1: Modeling Customer Journeys
Chair: Sara Valentini

How Different Brand Encounters Impact Brand Purchase Choice
Shane Baxendale; Emma Macdonald; Hugh Wilson

Are Online Deal Prone And Offline Deal Prone Consumers The Same Consumers?
Sara Valentini; Elisa Montaguti; Scott Neslin

Designing Tailored Paths To Purchase Through An Improved Brand Touchpoints’ Combination
Grégoire Bothorel; Régine Vanheems; Anne Guérin

The Impact Of A Mobile Sales Channel On Online And Brick And Mortar Retail
Florian Dost; Erik Maier

Room 2: Product and Brand Management

Heroic Brand Biography: Characteristics And Effects Of Heroic Brands On Threatened Consumers
Gülen Sarial-Abi; Aulona Ulqinaku

How Storytelling Affects The Consumer: The Impact Of The Fit Between Story And Brand
Theresia Mennekes; Gunnar Mou; Gerhard Wagner; Hanna Schramm-Klein

Do You Feel Younger Enough To Choose Nostalgic Products? Exploring The Role Of Age Identity In Nostalgic Purchasing Behavior
Dovile Barauskaite; Justina Gineikiene

Brand Heritage: A Multidimensional Measurement Scale To Assess Consumers’ Perception
Pierre Valette-Florence; Fabien Pecot; Virginie De Barrière

Room 3: Willingness to pay

Heterogeneity In Willingness-To-Pay For Competitor Products
Jan Schikofsky; Ossama Elshewy

“I Am Excited, Thus I Pay More!” Emotions And Pay What You Want
Karl Akbari; Elisabeth Wolfsteiner; Udo Wagner

Cost Transparency: When Does It Matter?
Huseyin Sami Karaca; Ozlem Hesapci; N. Alican Mecit

Understanding Pay What You Want Pricing: An Examination Of How Different Pwyw Applications And Situational Factors Affect Customers’ Price Determination
Agnes Sophie Roggentin; Mirja Bues; Manuel Stegemann; Wayne D. Hoyer

Room 4: Managing Alliances and Networks

Challenges Of Value Co-creation In Service Eco-Innovations: Lessons From The ‘green Ship’ Network In Northern Denmark
Roberto Rivas Herrmann; Karin Wigger; Rosanna Garcia

Organizational Machiavellianism, Learning Strategies And Performance In Business Alliances
Giuseppe Musarra; Matthew Robson; Constantine Katsikeas

Can Unplanned Alliance Terminations Create Firm Value In Large Alliance Portfolios?
Mariia Koval

Room 5: Dealing with Negative Incidents

It’s Not All About The Money: The Salient Role Of Explanation In Improving Customers’ Responses To Service Termination
Amin Nazifi; Dahlia El-Manstrly

Does The Increase In Tuition Fees Matter? Differences In Evaluations Of Value Among Students Paying Varying Tuition Fees
Suha Omar

Compensate Or Explain? Management Responses To Negative Online Customer Reviews
Rico Pfehler; Michael Schade; Ines Nee; Tanja Fink; Christoph Burmann

Choice Overload In Services: The Role Of Decision Strategies
Alain Decrop; Giacomo Del Chiappa

Room 6: Social Situation: Celebrity Endorsement and Product Placement

Exploring The Perception Of Influencers Vs. Traditional Celebrities: Are Social Media Stars A New Type Of Endorsers?
Jan-Frederik Grave

The Behavioral Impact Of Product Placements In Film: Documenting The Crucial Roles Of Transportation-imagery And Parasocial Interaction
Ignacio Redondo; Cristel Russell; Jorge Bernal

Sponsorships Vs. Celebrity Endorsement: Analyzing Mediators For Their Different Impact On Brand Image
Oliver Schnittka; Julian Hofmann; Marius Johnen; Carsten Erfgen

The Effectiveness Of Celebrities As A Branding Device
Cathy Nguyen; Lucy Simmonds; Jenni Romaniuk

Room 8 (Topsportlounge): Marketing Theory and New Paradigms

Veselina Milanova

Roxane Favier; Anthony Galluzzo; Jean-philippe Galan

Understanding The Social Context Of Customer Engagement Behavior: Dynamics And Drivers
Julia Fehrer; Herbert Woratschek; Claas Christian Germelmann; Roderick Brodie

Organising For Marketing Creativity: A Set-theoretic Approach
Kholoud Mohsen; Teck-yong Eng

Room 10A: Donations & cause-related marketing

Effectiveness Of Cause-related Marketing Campaigns: A Meta-analysis On The Empirical Evidence
Robin Katzenstein; Christina Schamp; Tammo Bijmolt

The Effect Of Political Donations On Brand Preferences: The Moderating Roles Of Social Responsibility And Attitudes Toward The Candidates
Patrice Auger; Jill Klein; Samuelson Appau
Room 10B: Internet Usage Behavior
Fostering The Observing Brand Audience’s Willingness-To-Engage Through The Communication Of Co-Creational Efforts
Fanny Cambier; Ingrid Poncin
Pre-Purchase-Porn: How Adult Content Affects Purchase Decisions
Radosław Karpienko; Anatoli Colicev
The "Browsing Basket": Examining Internet Browsing And Purchasing Behavior Using Topic Models
Nadine Schroeder; Andreas Falke; Harald Hruschka; Thomas Reutterer
A Theoretical Model To Explain The Internet Of Things Adoption
Elodie Attié; Lars Meyer-Waarden

Room 11: Consumer Psychology
Does The Number Of Ingredients Depicted On Food Packaging Impact Information Processing And Product Judgment?
Fanny Thomas; Sonia Capelli
Are We Consuming Too Many Or Too Much Food(s)? Another Look At Food Partitioning Effects
Anneleen Van Kerckhove; Natalina Zlatevska; Stephen Holden; Jolien Vandenbroele
Embarrassed While Ordering Food? The Role Of Calorie Labeling And Social Influence
Melis Ceylan; Nilüfer Aydınoğlu; Vicki Morwitz
‘Low Fat’ But High In Sugar: Consumer Response To Potentially Misleading Nutrition Claims
Ossama Elshiey; Steffen Jahn; Tim Doering; Yasemin Boztug

Room 12: Special Session
Integrating Customer-Facing Functions In Innovation: Advances In B2c And B2b Settings
Chairs: Michel van der Borgh; Ad de Jong
How Can Salespersons as Knowledge Brokers Facilitate the Involvement of B2B Customers in Product Innovation?
Ad de Jong; Ed Nijssen
R&D’s Approaches to gather Customer Needs Intelligence during Product Innovation: Leveraging Customer-Facing Functions in Technology Intensive Markets
Michel van der Borgh; Vreni Borsboom
When a Lack of Service Innovation Becomes a Source of Boredom: Understanding Antecedents and Consequences of FLE Boreout
Ruth Stock; Ad de Jong

Room 13: Special Session
New Insights Into Customer Management
Chairs: Michael Haenlein; Barak Libai
How Customer Referral Programs Turn Social Capital into Economic Capital
Christophe van den Bulte; Emanuel Bayer; Bernd Skiera; Philipp Schmitt
Leveraging Purchase Timing Regularity for Predicting Customer Behavior
Michael Platzer; Thomas Reutterer
Network or Revenue? The Lifetime Value of Influencer Marketing Programs
Michael Haenlein; Barak Libai
The Pattern of Product Reviews
Verena Schoenmueller; Oded Netzer; Florian Stahl

Springerzaal: NWO-sponsored session on open access publishing
Theater foyer: Poster session & Book market
Springer foyer: Job market
Theater foyer: Poster session
Room 1: Online Retailing
Chair: Tanya Mark
Combining Psychographic Surveys And Transaction Data To Support Decision-Making About Online Store Development
Louna Laurila; Jukka Luoma; Henrikki Tikkanen
Profitability Of Manufacturer Online Channel Addition To A Dual-Channel Retailer Structure
Shahrzad Kurbiel; Jost Adler
Might Emails Be More Effective Than Catalogs? Evidence From A Multichannel Retailer
Tanya Mark; Jan Bulla; Rakesh Niraj; Ingo Bulla
How Online Customer Reviews Affect Retailers’ Performance
Jan Kemper

Room 2: Product and Brand Management
Visibility On Packaging – A Means To Embrace Food Appeal
Hannele Kauppinen-Räisänen; Outi Uusitalo
Savouring Morality: Moral Satisfaction From Buying And Consuming Food With Ethical Origin Leads To Subjectively Experiencing Its Taste As Superior
Nicolas Kervyn
Brand Architecture Change: When The Corporate Brand Steps Out Of The Shadow
Veronica Gabrielli; Illaria Baghi
Effect Of Internal Brand Communication On Employee Brand Commitment: A Moderated Mediation Study
Katja Terglav; Maja Konečnik Ruzzier; Robert Kaše

Room 3: Facets of International B2B Marketing
The Role Of Distance And Supplier’s Reputations In International Supplier Selection
Silviu Horia Tierean; Guido Berens; Cees Van Riel
Examining The Interplay Between The Dark Side And The Bright Side Of The Exporter-Importer Relationship: Performance Implications
Leonidas C. Leonidou; Bilge Aykol; Paul Christodoulides
The Resource-Based View In The Context Of Exporting: A Literature Review And Suggestions For Further Research
Ilıyda Ipek

Room 4: Interfirm Relationship Governance
The Double-Sided Effects Of Formal And Informal Governance
Ngoc Luu; Jack Cadeaux; Liem Ngo
The Joint Effects Of Ex Ante Contractual Completeness And Ex Post Governance On Compliance In Franchised Marketing Channels
Vishal Kashyap; Brian Murtha
Dispute Resolution And Relationship Dissolution In Franchising
Jeff Wang; Xu Zheng; Marko Grünhagen

Room 5: Service & Consumer Psychology
When And How To Ask Your Consumers: The Role Of Consumer’S Construal On Service Evaluations
Aruna Divya Tatavarthy
You Can Touch This – The Influence Of Holding A Service-Related Physical Object On Service Evaluation
Nora Nägele; Daniel Wentzel
The Impact Of Psychological Ownership On Customer Usage Processes
Michael Kleinaltenkamp; Jingshu Li; Patrick Gumprecht
Why And How Does Psychological Empowerment Matter To Service Workers? A Moderated Mediation Test
Weiying Wang; Hongwei He; Weichun Zhu; Gang Wang

Room 6: Prescriptive Analysis: Disclosure, Crisis and Ad Skipping
‘it’s My Own And Honest Opinion!’ The Effects Of Explicitness And Modality Of Sponsored Vlog Disclosures On Consumers’ Online Brand Engagement.
Stefan Bernritter; Somaiya Tabibi; Sophie Boerman
User Adaptation To Skippable Video Ad Formats: The Effect Of Previous Exposure, Habit And Time Urgency On Ad Skipping Behavior
Daniel Belanche Gracia; Carlos Flavían; Alfredo Pérez-Rueda
The Use Of Ambiguity Markers In Crisis Communication And The Moderating Role Of Source Of Information Disclosure
Hannelore Crijns; Veronique Caubergh; An-Sofie Claeyts; Liselot Hudders

Room 8 (Topsportlounge): Marketing Theory and New Paradigms
Paradox Management Approach To Communications - Embracing Paradoxical Values As A Factor Of Contextual Segmentation - Ivana Beveridge; Dr. Catherine De La Robertie; Dr. Guo-Ming Chen
Bringing It All Back Home: Transferring Dyadic Perspectives From Classic Marketing Channel Theory Into An Internal Marketing Context
David Brown; Anders Wappling; Helen Woodruffe-Burton
Choosing Methods Of Investigation
Robert East

Room 10A: Molding CSR perceptions
The Crux Of The Morality Halo: The Interplay Of Corporate Social Responsibility And Price Increases On Consumers’ Perceived Price Fairness
Johannes Habel; Sascha Alavi; Laura Marie Schons; Urs Müller
Let It Shine! – Flagship Csr Projects Affect Consumers’ Perception Of Corporate Social Responsibility And Consumer Behavior
Helena Maria Lischka; Marco Hubert; Tim Eberhardt; Xian Liu; Peter Kenning
Investigating The Relationship Between Co-Creation And Consumers’ Perceptions Of Corporate Social Responsibility: The Role Of Co-Creation Type
Catherine Janssen; Gwarlann De Kerviler; Véronique Pauwels
The Effects Of Attributions On Consumer Responses To Csr Initiatives: The Moderating Role Of Initial Trust
Grzegorz Zasuwa
Room 10B: Mobile and New Technologies
Voice Vs Touch: The Impact Of Mobile Experiences On Brand Trust
Margherita Pagani; Margot Racat; Charles Hofacker
“augmented Self“ - Impact Of Augmented Reality App On The Perception Of Self And Products
Ana Javornik; Marta Pizzetti
Connected Devices And Personal Coaching. The Effects Of Feedback Message On User’s Behavioral Intentions: The Central Role Of Well-Being
Agnes Helme-Guizon; Fanny Magnoni, Jean-Luc Giannelloni
How Does Mobile Online Shopping Fit Into Consumers’ Lifestyle And Needs? Empirical Insights Into The Drivers Of Perceived Mobile Online Shopping Compatibility
Stefanie Sohn; Jessica Fleer

Room 11: Consumer Psychology
Nudging Consumer Towards Sustainable Consumption Choices: Effects Of Psychological Distance Perceptions
Nicole Koenig-Lewis; Laura Grazzini
Can Concern For The Disadvantaged Promote Disadvantage?
Amit Bhattacharjee; Gabriele Paolacci
Carpe Diem: Examining The Impact Of Hedonic Experiences On Prosocial Behavior
Daniela Carmen Cristian; Bob M. Fennis; Luk Warlop
Get Some Respect, Buy Organic Foods! When Everyday Consumer Choices Serve As Prosocial Status Signaling
Sami Kurki; Petteri Puska; Merja Lähdesmäki; Marjo Siltaoja; Harri Luomala

Room 12: Special Session
From Footsteps To Footprints: The Growing Value Of Business-To-Business (b2b) Relationships In Firm Performance
Chair: Kenneth H. Wathne
Beyond Words: The Impact Of Firms’ Customer- and Dealer-Targeted Communications on Product Recall Efficacy
Vivek Astvansh; Kersi D. Antia; Xin (Shane) Wang
Network Governance
Stefan Wuyts; Kenneth H. Wathne
Technological Collaboration with Customers: Driver or Consequence of Product Innovation?
Ernst C. Osinga; Carlos D. Santos; Erik A. Mooi

Room 13: Special Session
Developing New Marketing Approaches And Models For The Multicultural Marketplace
Chairs: Catherine Demangeot; Eva Kipnis
Building Organizational Multicultural Competence for Sustainable Advantage
Eva Kipnis; Catherine Demangeot; Chris Pullig; Marylyn Carrigan
Challenges and Opportunities in Intercultural Service Encounters (ICSEs) Research
Piyush Sharma
Migrant Marginality and Adjustments in Contemporary Marketplaces
Samuel K. Bonsu; Julie Emontspool
On the Wisdom of Targeting Cultural Segments: Media Reporting of Reactions to Muslim Fashion Events across National Contexts
Catherine Demangeot, Stephanie Slater
The Role of Marketing in building the “new” South Africa: Perpetuating or Reducing Consumer Vulnerability?
Lizette Vorster; Eva Kipnis; Gaye Bebek

Springerzaal: Leaving footprints session
Chairs: Peter S.H. Leeftang; Peter C. Verhoef
Dominique Hanssens
P.K. Kannan
Debbie MacInnis

Theater foyer: Poster session & Book market

Springer foyer: Job market

Theater foyer: Poster session
Room 1: Online Retailing
Chair: Gunnar Mau
Does Delivery Time Moderate The Effects Of Vivid Product Images In Online Stores?
Gunnar Mau; Frederic Nimmermann; Hanna Schramm-Klein; Sascha Steinmann; Florentine Frentz
Envisioning Products When Shopping Online: Examining Consumer Product Size Perceptions Based On Online Retailing Product Pictures
Hanna Berg; Annika Lindström
How To Acquire New Customers When Online Retailers Are Forced To Non-Disclose Information? The Role Of Curiosity
Jana Göthke; Nicola Bilstein
Virtual Value Co-Creation In Fashion Retailing: Antecedents And Consequences
Maria-Del-Carmen Alarcón-Del-Amo; Marta Frasquet-Deltoro; Carlota Lorenzo-Romero

Room 2: Product and Brand Management
Towards A Dynamic Capability Perspective On Brand Love
Konstantin Garidis; Christoph Aurenz; Manuel Benk; Alexander Rossmann; Stefan Georg Trieflinger
Antecedents And Consequences Of Brand Love: The Interplay Between The Self, Engagement And Attachment Consequences
Aslı Kusçu; Özlem Hesapçı
The Effects Of Social Networking Sites On Brand Benevolence
Daniela Langaro; Maria De Fatima Salgueiro; Paulo Rita
Theory Of Brand Hate
Marc Fetscherin; Sabrina Hegner

Room 3: International Marketing Strategy
Does Export Product Adaptation Enable Customer Value Creation? An Examination Of Finnish Exporters
Eleni Tsougkou; João S. Oliveira; John W. Cadogan; Ian Hodgkinson; Tommi Laukkanen
Should International Marketing Capabilities Be Dispersed Across Firm Boundaries?
Itzhak Gnizy; Yoel Asseraf
Foreign Entry Mode Choices: Imitation Behavior Of Strategic Group Members
Enar Ruiz Conde; Francisco José Mas-Ruiz; Aurora Calderón-Martínez
The Role Of National Culture For Perceptions And Effects Of Cross-National Corporate Reputation
Johannes Hirschmann; Bernhard Swoboda

Room 4: Low Income Consumers and Emerging Economies
Stigmatized Religion In A Traditional Marketplace
Rajesh Nanarpuzha; Rohit Varman; Piyush Sinha; S. Abhishek
Evoces Of The Unheard: Insights From Emerging Markets
Alessandro Inversini; Isabella Rega; Nigel Williams; Ioanna Samakovlis
Product’s Characteristics As Drivers Of Trickle-Down And Reverse Innovation: Evidence From The Food Industry
Verdiana Giannetti; Gaia Rubera
Developing Access To Markets And People: An Empirical Investigation Of 4a Framework In Five Asian Bop Markets
Moutusi Malty; Ramendra Singh

Room 5: Service Place
Broadening Place Attachment In Service Settings
Ramazan Yavuz; Aysegül Toker
Who Lives Here? - Searching A Home-Like Nursing Home
Leila Hurmerinta; Birgitta Sandberg; Henna Leino; Mira Menzfeld
Consumer Confinement In Airline Travel
André Marchand; Stephanie Feiereisen; Vince Mitchell; Thorsten Hennig-Thurau

Room 6: Consumer Co-Creation: Product Reviews and Word of Mouth
Will I Share Positive Or Negative Word-Of-Mouth? An Analysis Of The Joint Effect Of Consumption Experience Valence And Choice Assortment On Sharing Behavior
Matteo De Angelis; Gregory S. Carpenter; David Dubois; Michele Costabile
Carmen Abril; Joaquin Sanchez; Carmen Marhuenda

Room 8 (Topsportlounge): EMAC climber

Room 10A: Food & beverage consumption, waste, and healthiness
Naturally Ugly: Consumer Perceptions Of Misshaped Produce
Mia Birau; Corinne Faure
Bargain Or Good Deed? Exploring How Retailers Should Communicate Expiration Date Pricing Of Suboptimal Foods
Jessica Aschemann-Witzel; Ilona E. De Hooge; Viktorija Kulikovskaja; Tino Bech-Larsen; Marije Oostindjer
Does Advertising Content Influence Alcohol Products’ Perceptions, Desire To Consume And Health Warnings’ Noticeability? An Experimental Approach Based On Verbal And Non-Verbal Measurements
Jacques François Diouf; Sophie Lacoste-Badie; Olivier Droulers; Karine Gallipol-Morvan
Tricky Numbers: The Effect Of Complex Nutrition Key Labels On Processing Fluency And Evaluations Of Reliability
Natalina Zlatevska; Sonia Vilches-Montero

Room 10B: Native and Search Advertising
Does Mental Construal Influence The Perception Of Incongruent Advertisement? The Case Of Incongruent Brands In Esports
Frederic Nimmermann; Hanna Schramm-Klein; Gunnar Mau; Gerhard Wagner
Using Past Browsing Behavior To Improve Bidding Strategies In Search Engine Advertising
Sebastian Alexander Schubach; Jan Hendrik Schumann; Alexander Bleier
Consumer Evaluation Of Digital Native Advertising Versus Banner Advertising
Bianca Harms; Tammo Bijmolt; Janny Hoekstra
Room 11: Consumer Psychology
A Break In The Clouds: Functional Benefits Of Conspicuous Consumption For Powerless Consumers
Sumaya Albalooshi; Mehrad Moeini-Jazani; Bob M. Fennis; Luk Warlop
The Heart Has Reasons That Reason Can’t Understand: Hedonic Goals Lead Consumers To Choose More Worse-Rated Products
Ignazio Ziano; Anneleen Van Kerckhove; Mario Pandelaere; Laurence Van Severen
Consumers With Low Self-Esteem Verify Negative Self-Views Through Miserable Products
Anika Stuppy; Nicole L. Mead; Stijn M. J. Van Osselaer
Banking Happiness
Ali Faraji-Rad; Leonard Lee

Room 12: Special Session
Current Topics In Digital Marketing
Chairs: Bernd Skiera; Klaus Miller
Economic Consequences of Cookie Deletion
Klaus Miller; Bernd Skiera
Identifying a Minimal Set and Sequence of Questions for Recommendation Agents
John Liechty; Arvind Rangaswamy; Yifan Zhang
Time Preferences for Online Subscriptions: The Impact of Framing Benefits as Price Discounts or Bonus Time
Veronica Valli; Florian Stahl; Daniel Bartels

Room 13: Special Session
Retailer-Manufacturer Relationships Under Pressure
Chairs: Michiel van Crombrugge; Sara van der Maelen; Els Breugelmans
Catching Friendly Fire: How Retailer Characteristics Influence the Impact of Manufacturer Direct-to-Consumer Sales on Retail Sales
Michiel van Crombrugge; Els Breugelmans; Kathleen Cleeren
Heterogeneity in Consumer Response to a Conflict Delisting
Sara van der Maelen; Els Breugelmans; Kathleen Cleeren; Kusum Ailawadi; Scott Neslin
Retailer Savings Weeks: The New Promotional Mantra
Jonne Guyt; Els Gijsbrechts
The Impact of Innovation Copycats on Original Pioneer Demand
Barbara Deleersnyder; Max Nohe; Anne ter Braak

Room 14: Meet the editor: General marketing journals
Chair: Maarten Gijsenberg
Pradeep Chintagunta, Quantitative Marketing and Economics
Rajdeep Grewal, Journal of Marketing Research
Constantine Katsikeas, Journal of the Academy of Marketing Science
Constantine Katsikeas, Journal of International Marketing
Neil Morgan, Journal of Marketing
Roland T. Rust, International Journal of Research in Marketing
Peter C. Verhoef, Marketing Science

Springerzaal: Leaving footprints session
Chair: Peter S.H. Leeflang
Cait Lamberton
Barak Libai
Koen Pauwels

Theater foyer: Book market
Springer foyer: Job market
Room 1: Challenges in Retailing
Chair: Arry Tanusondjaja
Multichannel Choice In Luxury Shopping: Evidence From Upscale Department Store Chain In East Asia
Mototaka Sakashita; Ewa Maslowska; Vijay Viswanathan
Return Rate Calculation Method Matters: Evidence From 16 Retailers
Namig Nurullayev; Siham El Kihal; Bernd Skiera; Christian Schulze
To Buy But Not To Keep: The Impact Of Mental Imagery Discrepancy In E-Commerce Product Return
Yakun Zhang; Sarah Hong Xiao
The (ongoing) Value And Loyalty Of Luxury Department Shoppers
Arry Tanusondjaja; Jenni Romaniuk; Magda Nenycz-Thiel; Mototaka Sakashita; Vijay Viswanathan

Room 2: Product and Brand Management
Personal Branding As A Networked Activity And A Cooperative Process
Guillaume Dumont; Mart Ots
Sizes Are Gendered: The Effect Of Semantic Size On Brand Stereotyping
Shaobo Li; Kuangjie Zhang; Sharon Ng
Me, Myself And I – Uncovering The Effects Of Product Name Personalization
Stefan Raff; Nora Nägele; Daniel Wentzel
The Way Back Into Warmth: Physical Coldness On Liking Of Heavy-Grained Products
Yu-Shan Athena Chen; Wei-Ken Hung; Lin-Lin Chen

Room 3: Authenticity, Materialism, Luxuries and Prestige Goods (The Sweet Life Across Cultures)
Materialism As A Driver Of Consumer Attitudes Toward Consumer Culture Brand Positioning
Fernando Fastoso; Boris Bartikowski
Negative Word-Of-Mouth About Unsustainable Luxury Products: An Examination Of Shame And Cultural Orientation
Cesare Amatulli; Matteo De Angelis; Giovanni Pino; Gianluigi Guida
The Role Of Authenticity Seeking In A Glocal World
Katharina Petra Zeugner-Roth; Fabian Bartsch

Room 4: Tourist satisfaction and loyalty
I Love This Tourist Attraction And Feel Good. Will I Be Back?
Luisa Andreu; Enrique Bigné; Carmen Perez-Cabañero; Carla Ruiz
Key Drivers Of Visitors’ Loyalty. Evidence From The Prado Museum
Nuria Recuero Virto; Jesus Garcia De Madariaga; Maria Francisca Blasco López
Volitional Reconsumption Of Leisure Events
Jan Drengner; Steffen Jahn; T. Bettina Cornwell; Hansjoerg Gaus
Influence Of Customer-Driven Factors In Future Loyalty From Wellness Tourists’ Perspectives
Lanlung Chiang; Liang-Ghih Fan

Room 5: Communication and persuasion
Rejecting The Person Leads To Rejecting The Message: Extending The Theory Of Psychological Reactance
Sabrina Lucke; Joerg Koenigstorfer; Angela Y. Lee
Providing Health Checks As Incentives To Retain Blood Donors — Evidence From Two Field Experiments
Martha Wegner; Sigrun Leipnitz; Clement Michel; Nina Mazar
The Relevance Of Congruent Pictures For The Percep-Tion And Assessment Of Health Claims – Results Of An Eye Tracking Study
Andrea Groeppel-Klein; Markus Freichel; Stephanie Kliebenstein
Now I Get It…how Manipulation Of Personal Relevance Facilitates Prosocial Behavior By Means Of Personal Distress
Natascha Loebnitz; Marco Hubert; Klaus Grunert

Room 6: Everywhere a Sign: Visuals and Symbolic Design
Which Side Of The Face Do You Like Better? Pose Orientation, Impression Formation, And Product Attitude
Jaewoo Park; Taku Togawa; Hiroaki Ishii
Humanizing Products With Typeface: Effects Of Handwritten Typefaces On Consumers’ Product Evaluations
Roland Schroll; Benedikt Schnurr; Dhruv Grewal
The Influence Of Parameters Of Symbolic Advertising And Symbol Affinity On Consumers’ Processing Fluency And Ad Responses
Eliza Pott; Jan R. Landwehr
The Dual Cuteness Effect: How Cute Packaging Design Influences Perceptions Of Food Products
Benedikt Schnurr

Room 8 (Topsportlounge): EMAC climber
Room 10A: Sustainable consumer behavior
The Effect Of Hope On Adopting Pro-Environmental Behaviors. Is It Hope Just For Women?
Maria Lagomarsino; Linda Lemarié
Reduce And Reuse Waste: The Role Of Perceived Consumer Effectiveness And Green Values On Disposal Behavior
Anna Mei Habitzreuter, Jörg Königstorfer
Optionally Green: The Role Of Green Attribute Optionality In Influencing Performance Evaluations
Bryan Usrey; Dayananda Palihawadana; Charalampos Saridakis; Aristeidis Theotokis
Continued Adoption Of Eco-Innovations: Effects Of Attitudes, Norms And Technology Optimism
Johan Jansson; Annika Nordlund; Agneta Marell

Room 10B: SIG Innovation & Stakeholders
SIG Innovation & Stakeholders
Chairs: Paul Driessen; Bas Hillebrand; Annouk Lievens
Jaideep Prabhu

Room 13: SIG Marketing Strategy
SIG Marketing Strategy
Chairs: Kapil Tuli; Thorsten Wiesel
Rajdeep Grewal
Stefan Stremersch
Room 11: SIG Customer Relationship Management
Chairs: Javier Sese; Manfred Krafft
Michael Haenlein
Roland T. Rust

Room 12: SIG B2B Marketing
Chairs: Michael Kleinaltenkamp; Vishal Kashyap
Adreas Eggert
Gary Lilien
Wolfgang Ulaga

Room 14: Tutorial on latent class analysis
Recent developments and applications of latent class analysis
Chair: Jeroen K. Vermunt

Theater foyer: Book market
Springer foyer: Job market

Wednesday, 17.30-18.30
Restaurant: IJRM editorial board meeting
Thursday, 09.00-10.30

**Room 1: Trial & Repeat Purchases in Retail**

**Chair: Susana Costa E Silva**

Factors Affecting Consumers’ Acceptance Of An Omnichannel Approach
Susana Costa E Silva; Carla C. Martins

How ‘pull Factors’ Inadvertently Advance Online Customers’ Mobile-Service Use-Resistance
Jacques Nel

A Comparison Of Brand Loyalty Between On The Go And Take Home Consumption Purchases
Giang Trinh

**Room 2: Sharing of Social Media Content**

Does Sharing Make Consumers Happy Or Does Happiness Make Consumers Share?
Ezgi Akpinar; Kivilcim Dogerlioglu Demir

Who Will Become The Next Hub?: An Early Prediction Framework For Influential Users During Urgent Events
Bill Rand; Hechao Sun; Shawn Mankad

Sharing Videos And Messages On Whatsapp
Lucas Souza; Ana Augusta Freitas; Marcio Mota; João Paulo Cavalcante

On The Likelihood To Comment On Posted Selfies
Stefania Farace; Tom Van Laer; Ko De Ruyter; Martin Wetzels

**Room 3: Country of Origin Effects**

The Country-Of-Destination Effect: How Foreign Target Country Information Affect Product Evaluations
Johanna Schwenk; Verena Hüttl-Maack

Global Brand Ambassadors: Antecedents Of In-Group And Out-Group Global Brand Advocacy Among Chinese At Home And Abroad
Mark Cleveland; Boris Bartikowski

Thinking Or Feeling? The Moderating Role Of Information Processing Modes On Country-Of-Origin Effects
Adamantios Diamantopoulos; Maja Arslanagic-Kalajdzic; Nicole Schischlik

Country-Related Emotions As Mediators Of The Relationship Between Country Stereotype Dimensions And Brand Affect
Georgios Halkias; Adamantios Diamantopoulos; Arnd Florack; Johanna Palcu

**Room 4: Marketing Strategy in Emerging Economies**

What To Learn And Whom To Learn From? An Empirical Study In An Emerging Economy
Xiaoyun Chen; Xiaofeng Zhang; Ying Wang

**Room 5: Charitable donation**

When Payment Undermines The Pitch: On The Persuasiveness Of Pure Motives In Fundraising
Alixandra Barasch; Jonathan Berman; Deborah Small

Investigating The Role Of National Identity In Charitable Decision Making: Does Charity Really Begin At Home?
David Hart; Andrew Robson

To Donate Or Not To Donate? Qualitative Investigation Of The Donation Intention-Behaviour Gap In Charity Celebrity-Endorsed Campaigns
Parichehr Riahi Pour

Dynamics In Charity Donating Decisions: Insights From A Large Longitudinal Dataset
Marijke Leilveld; Hans Risselada

**Room 6: Marketing Challenges for Managing and Protecting Customers**

Unlocked Versus Locked-In Customers’ Value In Contractual Setting
Matilda Dorotic; Evert De Haan; Socrates Mokkas

Too Good To Be True? Adverse Consequences Of Discounts Used In Advance Selling Via Crowdfunding
Daniel Blaseg; Christian Schulze; Bernd Skiera

Developing A Privacy Strategy: Assessing The Relative Importance Of The Main Elements Of Privacy Using A Conjoint Experiment
Frank Beke; Felix Eggers
Room 8 (Topsportlounge): EMAC-GAMMA joint symposium

Cutting Edge Issues in Marketing
Chairs: Udo Wagner; Sang-Hoon Kim

Alliance Cooperation and NPD Performance: A Focus on Focal Firm’s Capabilities
Sungkyu Lee; Tony Garrett; Jong-Ho Lee

Customer Assistance via Chat: An Exploratory Perspective and Users Typology
Marion Sanglé-Ferrière; Benjamin Voyer

How Intentional and Unintentional Verbal Abuses by Regular Customers and Casual Customers Affect Service Employees’ Emotional Resources
Yonghwan Choi; Junyong Kim

Identifying Potential Customers among Infrequent Attendees of Performing Arts
Sang-Hoon Kim; Youseok Lee; Jisu Yi

Local Customer and Visitor Behavior under Mobile Push-or-pull Promotions
Ruijin Zhang; Yeupeng Sui

Members’ Life Span in Virtual Community
Guoxin Li; Ting Lei; Xue Yang

Robotics in Multi-Channel Marketing
Juran Kim

Safety Service Quality and Customer Satisfaction
Hee Seok Woo; Sang-Jin Kim; Huanzhang Wang; Kyung Hoon Kim

The Impact of the Standardized Product Information Disclosure on Marketing: A study in China
Peng Zou; Yixin Li; Yan Liu; Guofeng Li

The Moderating roles of Scandalized brand’s Relative Market Position and The Competing brand’s Consumer Loyalty in Spillover of Brand Scandal
Hye-In Sung; Junyong Kim

Room 10A: Meet&greet the IJRM editors

Room 10B: Digital Media / Retailing

Embedding Products In Latent Attribute Spaces: Implications For Managing Assortments In Fmcg Retailing
Sebastian Gabel; Daniel Klapper

A Dynamic Clickthrough And Conversion Model For Paid Search Advertising
Anoek Castelein; Dennis Fok; Richard Paap

Prediction In Social Networks
Enric Junque De Fortuny

Manipulation Of Online Forums By Firms: The Efficiency Vs. Desirability Debate And Implications For Equilibrium Outcomes
Sreyaa Guha; Shameek Sinha

Room 11: Consumer Psychology

The Inspirational Power Of Aesthetics
Donghwy An; Nara Youn

We’ll Always Have Paris (though We May Not Think Of It): Consumers Overestimate How Often They Will Retrospect About Experiences
Stephanie Tully; Tom Meyvis

Editing Entertainment: Length Constraints, Consumption Experiences, And The Case Of The Motion Picture Industry
A. Peter Mcgraw; Anika Stuppy; Justin Pomerance

Seeing Something Sexy Makes One Sink Down? Gender Differences And Self-Construal Matter On Subsequent Indulgent Consumption
Chun-Tuan Chang; Xing-Yu Chu; Shr-Chi Wang

Room 12: Special Session

A Brand Reputation Tracker And Database
Chair: Roland T. Rust

Methodology and Initial Results
William Rand

The Brand Reputation Conference and EMAC-Oxford Brand Reputation Awards
Andrew T. Stephen

The Maryland-Oxford Brand Reputation Tracker
Roland T. Rust

Website and Accessible Database
Gillian Brooks

Room 13: Special Session

Connectivity In The Digital Space: The Impact Of Iot, Social, And Mobile Technology On Consumer Attitudes And Behaviors
Chairs: Eric Boyd; P.K. Kannan

Data Security Concerns and their Impact on Consumer Participation in Contextual Marketing Programs
Eric Boyd; P.K. Kannan; MinChung Kim; Kee Yeun Lee

Network Based Targeting: Modeling The Consumer Behavior Within A Network
Mantian Hu; Chih-Sheng Hsieh; Jiaman Jia

The Influence of Social Media Marketing on Consumers’ Conversion Behavior
Lara Lobshat; Evert de Haan; Peter C. Verhoef; Stefan Sommer

Visualizing Emergent Identity of Assemblages in the Consumer Internet of Things: A Topological Data Analysis Approach
Tom Novak; Donna Hoffman

Theater foyer: Book market

Springer foyer: Job market

Restaurant: 2017 EMAC/Sheth Foundation Doctoral Dissertation Competition jury preparation meeting (10.00-11.00)
Room 1: Consumer Behavior in Retailing

Chair: Erik Maier

Augmented Reality: A Combination Of Interaction And Augmented Images To Innovate Online Retailing
Sandra Wolnitz; Prof. Dr. Frank Huber; Cecile Kornmann

Cautiousness Caps Curiosity: The Influence Of Risk On Attitude Towards Product Subscription Models
Severin Bischof; Tim Bottger; Thomas Rudolph

Repeated Exposure Across Conceptually Related Products: Short-Term Posi–Tive And Long-Term Negative Effects In Retail
Erik Maier

Room 2: Firm Communication in Social Media Environments

How Important Is The Topic Of Corporate Messages To Get Retweets? Evidence From The Automobile Brands In The Spanish Twittersphere
Manuel Ceballos; Nora Lado Couste; Angel Garcia Crespo

How Is Social Media Data Used In Companies? An Exploration Of The Role Of Social Media Chatter In Internal Marketing Discourse
Farhooedeh Zamani Baidokhti; Mairead Brady

You Are All Competent, Now Tell Me More: Exploring The Effects Of CEO Leveraging Social Media
Hsin-Hsuan Meg Lee

When It Pays Off To Remain Silent – The Impact Of Social Media Environment On The Effectiveness Of Brand Responses To Negative Word-Of-Mouth
Marius Johnen; Marleen Relling; Oliver Schnittka

Room 3: Cross-Cultural Psychology

Choice Overload Revisited: Scale Development, Drivers, And Moderators Across Three Countries
Tatjana Koenig; Beatriz Dietz; Christina Roeder; Frank Hälsig

Approach And Avoidance In Intercultural Service Encounters: The Role Of Other Consumers
Nabil Ghantous; Amro Maher

Seeing More In Less: How Mindsets Influence The Process And Outcome Of Product Customization
Geetanjali Saluja; Rashmi Adaval

Cultural Differences In The Means-End Chain: The Effect Of Analytic Versus Holistic Thinking
Byung-joon Choi

Room 4: Consumer Behavior in Emerging Economies

Fan Motivation For Attendance Of Soccer Matches In Brazil: A Multi-Group Analysis By Club Membership
Andres Rodriguez Veloso; Luis Hernan Contreras Pinochet; Felipe Mageste; Guilherme Shiraiishi

Shopping Enjoyment To The Extreme: Hedonic Shopping Motivations And Compulsive Buying In Developed And Emerging Markets
Feray Adiguzel; Csilla Horvath

A Consumer Advocacy And Helping Behaviour Model For The Self-Service Technology Environment: Insights From Africa
Estelle Van Tonder; Cornelis Albertus Coetzee

Room 5: Sales Management and Personal Selling

Good Intention Gone Bad: Understanding The Effects Of Salespeople’s Positive Implicit Attitudes Towards Customers
Sascha Alavi; Johannes Habel; Jan Wieseke; Nick Lee; Philipp Haaf

Purchase Anxiety: Conceptualization And Development Of A Measurement Scale
Katarina Hellen; Maria Sääksjärvi; Johanna Gummerus

Salesperson’s Resilience And Its Positive Effects In A Mediated Role Ambiguity-Sales Performance Relationship
Sebastian Pyka; Cornelia Zanger

The Charismatic Salesperson: The Effects Of Charisma Training On Customer Responses In Personal Selling – An Experimental Study
Sandra Pauser; Udo Wagner

Room 6: Marketing Challenges for Learning and Creativity

Balancing Novelty And Usefulness In Creativity A Dynamic Team Composition Approach
Afra Koulaei; Fred Selnes; Håvard Ness

The Role Of Formal And Informal Marketing Controls In Enhancing Market-Focused Learning And Firm Performance
Xiaoning Liang; Johanna Frösén; Yuhui Gao

Brave New World 2.0? How Big Data Affects Managerial Decision-Making In Marketing.
Christoph Wortmann; Peter Mathias Fischer; Sven Reinecke

What Drives Customer Leading Capability?
Lancy Mac; Li Jingyao

Room 8 (Topsportlounge): EMAC-GAMMA joint symposium

Sustainable Fashion & Social Learning Platform / Global Fashion Market Equity for Traditional Market
Chairs: Roland T. Rust; Ming-Hui Huang

Examining the Influence of Green Advertising Claims on Green Brand Image, Green Trust, and Brand Love within Fast Fashion
Teona Gogichaishvili; Eunha Chun; Eunju Ko

Going Green or Not?: It’s a Matter of How to Frame Price Premiums and Monetary Savings of Eco-Friendly Products and Customers’ Environmental Concerns
Jungyun Jeong; Junyong Kim

How Service Quality Works for Customer Equity in Traditional Markets: A Cross-Cultural Study in Korea and China
Huanzhang Wang; Kyung Hoon Kim

Perceived Consumption Value and eWOM in Upcycling Fashion
Wei Jiang; Ji hye Yu; Eunha Chun; Eunju Ko

Sustainable Marketing Activities of Traditional Market and Brand Loyalty
Jaesuk Jung; Eunju Ko

The Effects of Sustainable Knowledge’s level on Perceived Value & Brand Preference: A Focus on Korean and Chinese Consumers
Jinghe Han; Eunju Ko

The Sustainable Fashion Index and Its Antecedents
Huanzhang Wang; Kyung Hoon Kim

The influence of sustainable packaging on the consumer behavior
Honglei Liu; Kyung Hoon Kim; Gang Song

e-Sustainable Marketing in Social Platform Service
Chang Suk Choi; Sang Jin Kim; Huanzhang Wang; Kyung Hoon Kim
Room 10A: Co-creation and co-production

When “valentino” Gets Personal: Is Self-Customization The New Luxury?
Silke Elisabeth Hieke; Page Moreau; Martin Schreier

The Boundaries Of Co-Production: How The Interplay Of Branding And Self-Printing Affects Product Evaluation
Aras Erkin; Daniel Wentzel

Customer Participation In Co-configuration: Antecedents And Outcomes
Jessica Pallant; Ingo Karpen; Emily Chung; Sean Sands

A Study On The Role Of Feedback On The Quality Of Ideas From Customers In Idea Crowdsourcing Community
Stella Yiyan Li; Kimmy Wa Chan; John Jianjun Zhu; Liyuan Wei

Room 10B: Choice Models

Confounding In Preference And Structural Heterogeneity
Narine Yegoryan; Daniel Guhl; Friederike Paetz; Daniel Klapper

Modelling Intra-Household Heterogeneity To Explain Multiple Discrete Continuous Choices
Vedha Ponnappan; Avadhoot Jathar; Srinivas Prakhya

Understanding Identification Of Alternative-Specific Heterogeneity In Mixed Logit Models Applied To Panel Data
Daniel Guhl

Measuring Substitution And Complementarity Among Offers In Menu Based Choice Experiments
Tetyana Kosyakova; Thomas Otter; Sanjog Misra; Christian Neuerburg

Room 11: Consumer Psychology

Of Wish Lists, Shopping Carts, And Open Tabs: When Delaying A Purchase Decision Reduces Purchase Likelihood
Ryan Hamilton; Deidre Popovich

Should We Really Instruct Survey Respondents To Think Carefully? Evidence From Choice-Based Conjoint Experiments
Roland Rüppell; Reto Hoftetter; Gerald Haubl

Asymmetrical Evaluation Of Pros And Cons In Future Context Based Choices
Gian Luca Marzocchi; Alessandra Zammit

Empirical Comparison Of The Adjustable Spanner And The Adaptive Toolbox Models Of Choice
Antonia Krefeld-Schwab; Christopher Donkin; Ben R. Newell; Benjamin Scheibehenne

Room 12: Special Session

Blessings And Burdens In The Sharing Economy – Value And Value Creation
Chair: Doreén Pick

Practice and Perception of Peer-to-Peer Sharing – A quantitative survey with peer-to-peer users in Germany
Christine Henseling

Sharing Economy Adoption barriers: A cross-cultural investigation of free-floating car sharing services
Jonas Bielefeldt; Uta Herbst; Marcel M. Zondag; James A. Eckhardt

Sharing in the private sphere: People’s means-end chains behind their motivation to borrow (not) from others
Alexandra Klemm; Mathias Peyer; Ingo Balderjahn; Florence Zeisemer

The augmented value-creation logic in product service systems
Payam Akbar; Stefan Hoffmann

Room 13: Special Session

What Drives (un)healthy Purchase Decisions?
Chair: Kelly Geyskens

Green keeps you lean: How shopping basket color can nudge consumers toward healthier food choices.
Caroline de Bondt; Anneleen van Kerckhove; Maggie Geuens

Healthy-Shopping Dynamics: The Relative Healthiness of Sequential Food Choices Within Major Shopping Trips
Martine T. van der Heide; Koert van Ittersum; Jenny van Doorn

The Impact of Adding a Health Symbol on Product Performance
Stijn Maesen; Anne ter Braak; Lien Lamey

The impact of nutritional health claims on SKU choice.
Niels Holtrop; Kathleen Cleeren; Kelly Geyskens; Peter C. Verhoef

Springerzaal: 2017 EMAC/Sheth Foundation Doctoral Dissertation Competition paper presentation

Alexander Edeling, Essays on Strategic Marketing Behavior and Its Financial Performance Implications
Sungtak Hong, The Perils of Category Management: The Effect of Product Assortment on Multicategory Purchase Incidence
Jessica Muller-Swedens, Gamification: Conceptualizing and Testing a New Consumer-Firm Interaction Paradigm

Theater foyer: Book market

Springer foyer: Job market
Room 1: GreenBEE
Chairs: Arto Rajala; Jenniina Sihvonen; Tamara Galkina

Room 2: Word-of-Mouth
Please, Don’t Give Us A Low Rating!
Gema Martinez Navarro; Diana Gavilan; Maria Avello
Identifying Product Features That Delight Customers: Are Online Reviews And Surveys Comparable?
Steffen Mueller; Markus Beinert; Roger Seiler
The Importance Of Electronic Word-Of-Mouth On Consumer Perception Of Content Marketing
Benedikt Hirschfelder, Joel Chigada
An Empirical Investigation Of Word-Of-Mouth Spillovers On Consumer Decision Process
Anatoli Colicev; Arnaud De Bruyn

Room 3: Global versus Local Branding
The Differential Effect Of Global Brand Origin: How Domestic-Global Brands Create Value
Fabian Bartisch; Timo Mandler; Michaela Kirchhofer
How Brand Equity Affects Market Share In Developed And In Emerging Markets: The Moderating Role Of Global Vs. Local Brand
Lia Zarantonello, Silvia Grappi; J. Josko Brakus
The Influence Of Localised Csr Activities And Perceived Brand Localness On Willingness To Buy At Foreign Grocery Retail Store And The Moderating Role Of Consumer Ethnocentrism
Dirk Morschett; Marta Keane
“removing The Halo”: Why, When And How Regret Anticipation Helps Local Brands
Vasileios Davvetas; Adamantios Diamantopoulos; Lucy Liu

Room 4: Decision-making by travellers
A Multinational Study On Perceptions Of Attractions/activities Of Student Tourists From Eight Countries
Jorge Lengler; Catarina Marques; Asad Mohsin
How Health-Related Signs Unexpectedly Promote Healthy Choices At Buffets
Huy Tran; Knut Ivar Karevold; Steffen Kallbekken; Brian Wansink
Exploring The Risk Reduction Strategies Of Travellers
Varuna Luximon; Yin Teng Chew; Yunus Ali

Room 5: Sales Management and Personal Selling
Retention And Turnover Of Direct-Selling Distributors
Julian F Allendorf; Anne T. Coughlan; Manfred Krafft
Better Deal Closure Predictions: A Matter Of “survival” For Sales Operations
Rakesh Niraj; Amit Garg; Ming Si
Role Of Cross-Functional Goal Alignment And Emotional Labor In Linking Internal Marketing To Customer Satisfaction
Selma Kadic-Maglajic; Nathaniel Bosso; Milena Micevski
The Dual Effect Of Trust On Managers’ Use Of Sales Information
Tamara Keszey; Wim Biemans

Room 6: Marketing Challenges and Financial Performance
Product Discontinuation And Firm Value
Ismail Erzurumlu; Nükhet Harmancioglu; Sundar G. Bharadwaj
Quantifying Marketing’s Holy Grail: Digital Advertising’s Impact On Firm Performance And Valuation
Shuba Srinivasan; Emanuel Bayer; Edward Riedl; Bernd Skiera
The Financial Performance Of Ancillary Fees
Leon Gim Lim, Kapil Tuli
Celebrity Endorser Scandals: Do They Spill Over To The Sponsor Firms’ Competitors?
Nico Friederich; Michael Paul

Room 8 (Topsportlounge): Word of mouth and customer-to-customer interaction
Group Consumption And Word Of Mouth In Experiential Goods
Irit Nitzan; Talia Rymon; Jehoshua Elashberg
Guilty But Happy: Conceptualizing And Delineating Special Treatment From Preferential Treatment
Jagrook Dawra; Kanupriya Katyal
Social Influence On Cross-Buying: The Importance Of Private And Social Information
Jeroen Van Den Ochtend; Markus Meierer; René Algesheimer
The Roles Of Extroversion, Opinion Leadership, And Contribution Margin In Customer Referral Programs
Sebastian Tillmanns; Vijay Viswanathan; Manfred Krafft; Daniel Asselmann

Room 10A: Design Innovativeness and Firm Innovation
Beating The Going-Public Effect In Firm Innovation
Simone Wies; Christine Moorman
Product Design: How Brand Recognition And Confusion Affect Sales Performance
Florian Waldner; Katrin Talke; Sebastian Müller
The Effects Of Licenses: A Games Industry Analysis
Alexa Burmester; Michel Clement; Steven Wu; Franziska Voelckner; Jan U. Becker
Design Innovativeness: Concept And Effect On Performance
Svetlana Khimina; Gaia Rubera

Room 10B: Miscellaneous Studies in Marketing Modeling and Analytics
A New Criterion For Assessing Estimation Accuracy In Covariance-Based Structural Equation Modeling
Andreas Falk; Nadine Schröder; Herbert Endres
Does Customer Satisfaction Mediate The Effects Of Mergers & Acquisitions On Firm Value?
David Rutambuka
Product Type And Impulse Buying: Empirical Evidence From A Large Field Experiment And Real Sales Data
Daniel Weimar; Reinhold Decker; Christian Deutscher
A Technology Acceptance Model For Entrepreneurs
Oliver Schuster; Christine Falkenreck; Ralf Wagner
Room 11: Consumer Psychology
The Effect Of Environmental Crowdedness On Word-Of-Mouth
Irene Consiglio; Matteo De Angelis; Michele Costabile
Feeding The 5000: The Value Of Shared Objects As A Function Of
The Number Of People Shared With.
Bart Claus
To Fill-In An Empty Self: The Impact Of Social Exclusion On
Consumer Preference For Visual Density
Lei Su; Wen Wan; Yuwei Jiang
Consumer Responses To Peers’ Luxuriously Looking Instagram
Accounts: The Moderating Role Of Materialism
Marijke De Veirman; Liselot Hudders; Veroline Cauberghe

Room 13: Special Session
Shaping The Future Of Virtual Reality Marketing: Perspectives And
Challenges
Chairs: Svetlana Bialkova; Enrique Bigné
From Computer to Cave: A simulated convenience store using
immersive virtual reality
Malcolm J. Wright; Alexander Schnack; Judith Holdershaw; Jonathan
Elms
In-store shopping vs. virtual reality retailing. A comparison through
neurobehavioral measures
Enrique Bigné; Mariano Alcañiz; Jaime Guixeres
Play me the music: How sound and vision interplay may enhance VR
experiences
Svetlana Bialkova; Marnix van Gisbergen
Wearable devices for Virtual Reality responding to humans
emotional state
Charles Nduka; Graeme Cox

Room 12: Special Session
Customer Management: From Pay & Satisfaction To Retention &
Recommendation
Chair: Koen Pauwels
Customer Journeys and their Effects on Customer Satisfaction and
Loyalty
Dennis Herhausen; Kristina Kleinercher; Oliver Emrich; Peter C.
Verhoef; Thomas Rudolph
It Pays to Pay Smart: Customer benefits of introducing Cashless App
Payments
Ziad Chouecki; Matilda Dorotic; Koen Pauwels
The Incremental Value of Unstructured Data in Predicting Customer
Retention
Evert de Haan; Elena Menichelli
The Role of Attitudinal Information in Managing Customer Loyalty
Rajkumar Venketesan; Werner Reinartz; Alexander Bleier; Nalini
Ravishanker

Room 14: Meet the editor: Behavioral marketing journals
Chair: Koert van Ittersum
Eileen Fischer, Journal of Consumer Research
Joel Huber, Journal of the Association of Consumer Research
Amna Kirmani, Journal of Consumer Psychology
Klaus Wertenbroch, Journal of Marketing Behavior
Joelle van Hamme, Journal of Business Ethics

Theater foyer: Book market
Springer foyer: Job market
Restaurant: 2017 EMAC/Sheth Foundation
Doctoral Dissertation Competition jury decision-making meeting

Thursday, 16.30-20.00
Martini church: Keynote speeches, award session, reception
Room 1: Retailing Strategy
Chair: Kathleen Cleeren
Integration Service Quality In The Context Of Omni-Channel Retailing: A Review And Agenda For Future Research
Manel Klibi; Élissar Toufaily
International Strategy-Implementation-Performance Paths For Retailers
Bernhard Swoboda; Lukas Morbe
The Market Valuation Of Conflict Delistings
Kathleen Cleeren; Marleen Hermans; Néomie Raassens
The Moderating Role Of Shopping Trip Type In Store Satisfaction Formation
Auke Hunneman; Peter C. Verhoef; Laurens Sloot

Room 2: Brand Engagement in Social Media Environments
How Brands Can Boost Their Fan Pages’ Overall Sharing: The ‘right’ Variation Of Fit Between Online Contents And Brand Fan Pages
Federica Vecchioni; Elisa Montaguti; Sara Valentini
Exploring Motivations To Engage In Online Brand Communities: A Comparative Analysis
Rodrigo Perez Vega; Maria Del Mar Portilla Iastorza
Engagement With Brand Posts During Consecutive Stages Of The Customer Journey
Joris Demmers; Jesse Weltevreden; Willeijn Van Dolen
Measuring Engagement With Charitable Events In Social Media Brand And User Posts
Jos G.A.M. Lemmink; Kilian Hensens; Benjamin Lucas; Kristina Heinonen

Room 3: Heterogenous topics
Competing With Free Content - Pricing Strategies For Cross-Platform Bundling Services In The News Industry
Petra Schulz; Michel Clement; Felix Eggers
Empirical Generalizations On Cross-Price Elasticities
Johannes Auer; Dominik Papiès
How Does The Price-Quality Cue Impact Perceived Financial Quality Of Mutual Funds? Investigating The Moderating Role Of Trust And Fund Management Style
Jonas Nilsson; Jeanette Carlsson Hauff; Anders Carlander

Room 4: Destination branding
How Perception Of Place Brand Authenticity Can Improve Tourists Satisfaction And Attitudinal Loyalty: A Cross Cultural Study
Elaine Martins; Eliane Cristine Francisco-Maftezzoli
Luxury Destination Brand – Factors That Help In Building It
Zoran Krupka; Andreja Dobra
Beyond Destination Branding – The Role Of Destination Brand Credibility And Its Impact On Tourists’ Approach Behavior
Bernd Frederik Reitsamer; Alexandra Brunner-Sperdin

Room 14: Nutrition information and healthy eating
The Effect Of Calorie And Physical Activity Menu Labels On Food Choice: Evidence From Field And Lab Experiments
Amir Heiman; Eyal Ert; Oshri Maidanik
The Impact Of The Australasian ‘health Star Rating’ Front Of Pack Nutritional Label On Consumer Choice: A Longitudinal Study
Robert Hamlin; Lisa Mcneill
How Summary Nutrition Information Reduces Overindulgence
Yasemin Boztug; Steffen Jahn; Till Dannenwald; Tim Doering; Jutta Schuch
Improving Planning Interventions: A Meta-Analytic Review In Healthy Eating
Irene Vila; Isabel Carrero; Raquel Redondo

Room 5: Service Recovery
The Value Of Process And Efforts: Implicit Theories And Customers’ Satisfaction With Service Recovery
Jenny Xiaoyan Liu; Shaoobo Li; Elison Lim
The Buffer Effect Of Wom On Consumers’ Post-Failure Reactions
Sabrina Gottschalk
Trust Recovery Tactics After Double Deviation: Is There A Right Timing?
Natalia Pacheco; Kenny Basso; Cristiane Pizzutti
Utilizing Firm-Hosted Virtual Community For Service Recovery
Cindy Yunhsin Chou; Shuling Liao; Yu-Ting Huang

Room 6: Happily Ever After: Metaphor, Story Telling and Emotion
Food Metaphor In Advertising Of Non-Food Brands: Towards A Conceptual Model Of The Impact On Consumer Affective Responses
Othman Boujena; Isabelle Ulrich; Yolande Piris; Laetitia Chicheportiche
Experiential Marketing Of Luxury Brand - Value Co-Creation In Branded Events
Pekka Mattila; Elina Koivisto; Elina Korpela
Making Advertising Entertaining: Insights From Performing Artists
Nicole Hartnett; Adam Gelzinis; Magda Nenycz-Thiel; Rachel Kennedy
Is Storytelling Always A Good Idea? Investigating Identification & Anthropomorphism In Storytelling Ads
Laurence Dessart; Renaud Lunardo
Room 8 (Topsportlounge): Relationship marketing and consumer behaviour

Effects Of Goal Attainment And Locus Of Causality In Relational Exchanges On Emotion Valence And Future Loyalty Intentions
Prithwiraj Nath; Sally McKechnie; Jiya Xun

Martin Moosbrugger

Designing Touchpoints Across The Customer Journey
Christina Kühl; Christian Homburg; Danijel Jozic

Multichannel Communications As Determinants Of Trust In Consumer Relationships With Their Service Providers?
Chris Halliburton

Room 10A: Product adoption

The Impact Of Resale Value On The Willingness-To-Pay For Electric Vehicles
Felix Eggers; Maik Havinga

Customer Attitudinal Adoption Of Industrial Innovations: The Role Of Salespeople’S Adoption, Degree Of Innovation, And Number Of Competing Products
HerBERT Endres; Roland Helm; Christian Nowack; Christian Schmitz

Communicating Future Opportunities: How Growth Mindset Increase Consumers’ Evaluations Of Radically New Products
Ajmal Hafeez; Marit Engeset; Fred Selnes

Towards An Integrated Theory Of Pro-Poor Innovation Adoption In The Bop
Md Rajibul Hasan; Professor Ben Lowe; Dr. Dan Petrovici

Room 10B: Online Display Advertising

Value Of Third-Party Data For Targeting In Online Advertising
Elham Maleki; Iman Ahmadi; Nadia Abou Nabou; Bernd Skiera

The Impact Of Ad Viewability On Advertising Effectiveness
Christina Uhl; Nadia Abou Nabou; Klaus Miller

The Effect Of Banner Exposures On Consumer Memory
Titah Yudhistira; Tammo Bijmolt; Eelko Huizingh

Disclosing Information About Ad Placements In Online Display Advertising: The Effect On Demand And Price
Sila Ada; Nadia Abou Nabou

Room 11: Consumer Psychology

Can Social Support Alleviate Stress While Shopping?
Raúl Pérez López; Laura Lucia-Palacios; Yolanda Polo-Redondo

Getting Personal Power From Heroes: Effects Of Heroes On Mitigating Psychological Threats
Autana Ulqinaku; Gülen Sarial-Abi

Who Am I? : How Identity Conflicts Can Influence The Emotional Connections Between Brands And Consumers
Marilyn Giroux; Bianca Grohmann

Understanding The Feeling Of Missing Out
Ceren Hayran; Zeynep Gurhan-Canli

Room 12: Special Session

Electronic Word Of Mouth: Taking The Next Step
Chairs: Peeter W.J. Verlegh; Francesca Sotgiu

Earned Attention, Earned Sales: The Role Of Owned Media Across Platforms
Francesca Sotgiu; Peeter W.J. Verlegh

Paying Peanuts Lowers Legitimacy: When And Why Monetary Incentives Hinder Word-Of-Mouth Sender Persuasiveness
Christielen de Plessis; David Dubois

Social Media’s Impact on Consumer Mindset: When to Use Which Sentiment Extraction Tool?
Raoul Kübler; Anatoli Colicev; Koen Pauwels

What Makes Consumers Share Negative Product Information?
Ezgi Akpinar; Peeter W.J. Verlegh; Ale Smidts

Room 13: Special Session

Some Surprising Effects Of Negative Emotions On Consumers’ Behavior
Chairs: Liat Levontin; Yael Steinhart

Negative self-disclosure on the web – More than a therapist or a priest
Liat Levontin; Elad Yom-Tov

On the Consumption of Anger-Eliciting Items
Nira Munichor; Yael Steinhart

Personalized Advertising in Public Environments: Perceptions and Consequences
Nicole Heß; Jan Hendrik Schumann; Martin Mende; Maura Scott

The Effect of Disgust Exposure on Consumers’ Identity and Compensatory Consumption
Elena Fumagalli; L.J. Schrum

Theater foyer: Book market

Springer foyer: Job market

Room 14: Round Table Session

Foundations for Developing a Research Tradition to Bridge the Theory-Praxis Gap
Chair: Roderick J. Brodie

Ajay Kohli
Nick Lee
Peter S.H. Leeflang
Kristian Möller
Suvi Nenonen
Room 1: Shopper Marketing
Chair: Klemens Knöferle
An Upbeat Crowd: The Effect Of Social Density And Instore Music Tempo On Retail Sales
Klemens Knöferle; Alexander Vossen
Personalized Collaborative Recommendations In The Mass-Retailing Sector: The Impact Of The Recommended Products And The Accompanying Message On Consumer Behavior
Virginie Vandenbulcke; Caroline Ducarroz; François Fouss
"when Prices Per Kilogram Are Perceived Higher Than Prices Per Gram!" Package Size As A Boundary Condition For The Unit Effect
André Fecher; Thomas Robbert; Stefan Roth

Room 2: Emotional Responses in Social Media Environments
Measuring Consumer Misbehaviour On Social Media
Chedia Dhaoui; Cynthia Marie Webster; Lay Peng Tan
Emotional Contagion In Social Media Communication: An Unconscious And Conscious Process?
Lisa Schoner-Schatz; Verena Hofmann; Nicola Stokburger-Sauer
Do Experiential Purchases Trigger More Envy Than Material Purchases?
Niels Van De Ven; Ruoyun Lin; Sonja Utz
"like", "comment" And "share"! The New Political Strategy In The Digital Era
Donia Ferjani; Rahim Kallal

Room 3: Impact and measure of harmful & unethical behavior
Customer Transgressions And Perceived Employee Misbehavior In A Context Of Uk And Russian Service Industries
Sergey Kazakov; Jose Ruizalba; Spiros Gounaris
Being A Socially Responsible Or Irresponsible Retailer: Does It Matter For Consumers?
Valérie Swaen; Nathalie Demoulin; Véronique Pauwels-Delassus
Indirect Questioning As An Instrument To Obtain Consumers' (un)ethical Responses In Experiments: A Comparison With Behavioural Data
Anja Spilski; Andrea Groeppel-Klein; Meikel Soliman; Juliane Schaefler
Alexander Mafael; Sascha Raithel; Stefan J. Hock

Room 4: Perceived value and quality of tourism experiences
Quality Conceptualizations In The Hotel Industry And Tourists' Satisfaction
Vesna Babic-Hodovic; Maja Arslanagic-Kalajdzic
Exploring Festival Impacts And Visitors’ Quality Of Life
Liang-Ghih Fan; Lanlung Chiang
Employing Mindfulness, Images And Experience Evaluation To Predict Perceived Value Of Travel Experience: The Role Of Perceived Authenticity
Sandra Loureiro; Nikolaos Stylos

Room 14: Public policy
Moving Into Energy-Efficient Homes: A Dynamic Approach To Understanding Residents’ Decision-Making
Dorothea Schaffner; Christian Weibel; Timo Ohnmacht; Helmut Schad
Towards A Better Understanding Of Generic Drugs Prescription Behavior
Asma Baazaoui; Tiri Abdeltatteh
Segmenting Population Regarding The Acceptance Of The Water Charges In Ireland
Carla Rodriguez-Sanchez; Franco Sancho-Esper; Geertje Schuitema
Making The Case For Business Identity Building In Technology Transfer Offices – Examining The Factors That Shape The Stakeholders Perceptions On The Success Of University To’s
Szabolcs Pronay; Norbert Buzas; Tamara Keszsey; Takayuki Sakai; Kensuke Inai

Room 5: Technology and Customer Interaction
Customer Preferences And The Willingness To Pay For Interaction Choice
Niklas Barwitz; Peter Maas
Do You E-Care? Analyzing The Impact Of Conversational Agreement In Online Customer Service
Francisco Villarroel Ordenes; Christina Pittas; Dhruv Grewal
Understanding Perceptions Of Chat As A Customer Assistance Channel
Marion Sanglé-Ferrière; Benjamin Voyé
Self-Serving Technology Or An Employee? That’s That Question: A Neuroscientific Approach
Nanouk Verhulst; Iris Vermeir; Hendrik Slabbinck; Maurizio Mauri; Vincenzo Russo

Room 6: Doing Good: Sustainability, Literacy and Impact
Incentive Or Prevention? The Impact Of Warning Messages On Consumer Behavior
Aline Degorre; Dragana Medic
The Effect Of Health And Environmental Claims On A Non-Hypothetical Willingness To Pay Evaluation
Dominic Lenken; Mandy Knigge; Stephan Meyerding; Achim Spiller
Children’s Responses To Internet Advertising: Are Native Advertisements More Persuasive Than Online Banners?
Steffi De Jans; Liselot Hudders; Veroline Cauberghe

Room 8 (Topsportlounge): Relationship marketing and brands
Antecedents And Consequences Of Brand Love In Adolescents: The Case Of Fashion Brands
Sonja Bidmon; Lisa Brandis; Isabella Paier
Brand Engagement And Jealousy
Doaa Talaat
Explaining Repurchase Probabilities After A Brand Switch
Philippe Aurier; Victor Mejía
Leaving Footprints On Online Brand Communities: The Role Of Positive And Negative Engagement On Commitment
Ricardo Bilro; Sandra Loureiro; Maria Inês Marques
**Room 10A: Customer perceptions of innovation**

I Feel You! How Catching On Emotions Via Online Customer Reviews Affects Innovation Adoption
Elisa Konya-Baumbach; Ryan Viehrig; Sabine Kuester

Pay Enough Or Don’t Pay At All For New Product Ideas
Oguz Ali Acar

Lost In Fantasy Or Alive In Reality: The Elution Hypothesis —balancing Immersion And Emersion In Virtual Realities
Alexander Schulte-Mattler; Daniel Boller; Andreas Herrmann

Innovative Prescribing: Is It Due To Opportunity Or Expertise?
Malcolm J. Wright; Phil Stern

**Room 10B: Path to Purchase**

Maximizing Purchase Conversion By Minimizing Choice Deferral: Exploring The Impact Of Choice Set Design On Preference For The No-Choice Alternative
Jeffrey Dotson; Mark Ratchford; Jeff Larson

The Effect Of Consumer Mindset On Online Shopping Cart Abandonment
Diogo Hildebrand; Chrissy Martins; Veronika Iliuk; Thomas Kramer

Living In A Digital Era: A Comparison Of Consumer Preferences Concerning Music And Video Platforms
Sam Van Der Linden; Bert Weijters

Shaking Strangers Or Fostering Friends: How Website Browsing Sequences Affect Consumer Purchase Behavior
Daniel Boller; Tobias Schlager; Andreas Herrmann

**Room 11: Consumer Psychology**

Gamification In Prosumption; The Mediating Role Of Privacy Concerns
Reza Movarrei; Jaakko Aspara; Kristina Wittkowski

Marjolaine Bezancon; Denis Guiot; Emmanuelle Le Nagard

Insight Or Effort? Communicating The Creative Process In Arts And Sciences
Gaetano Miceli; Irene Scapelliti; Maria Antonietta Raimondo

**Room 12: Special Session**

How Technology Empowers Or Reduces Consumer Behavior
Chairs: Jacob Goldenberg; Chen Pundak

How does social media use affect consumer well-being?
Andrew T. Stephen; Gillian Brooks; Peter Zubcsek

Reducing Peak-Hour Subway Crowding: Investigating the Effectiveness of Disincentives.
Leonard Lee; Xiuping Li; Catherine Yeung

The Dematerialization of Consumption
Maria Cristina Cito; Eugina W.L. Leung; Gabriele Paolacci; Stefano Puntoni

The Selfish and Caring of Sharing: Reasons and Personal Outcomes of Public-Shaming
Chen Pudak; Yael Steinhardt; Jacob Goldenberg

**Room 13: Special Session**

Processing And Value Change In Repeated Choices
Chair: Joel Huber

Attention, Information Processing and Choice in Incentive-Aligned Choice Experiments
Liu Cathy Yang; Olivier Toubia; Martijn de Jong

Information Processing in Repeated Multi-attribute Choice – The Influence of Complexity and Changing Complexity
Martin Meissner; Harmen Oppewal; Joel Huber

Predictable object locations enhance top down control of eye movements
Jacob L. Orquin; Nina Chrobot; Klaus G. Grunert

**Springerzaal: Distinguished scholar session**

Chair: Gary Lilien

**Theater foyer: Book market**

**Springer foyer: Job market**
Room 1: Retail Assortment & Promotion Management

Chair: Auke Hunneman

Flyer Design Characteristics: Influence On The Perceived Variety Of The Retailer’s Assortment
Maciel Prediger; Rubén Huertas-García; Juan Carlos Gázquez-Abad

I Can’t Decide! – The Influence Of Multi-Channel Assortment Integration On Customer Confusion
Laura Emmanuelle Bertrandie; Stephan Ziekle

The More, The Better? Price Promotion And Retailer Performance
Ruo Hao Sun; Fred Selnes; Auke Hunneman

The Effects Of Complement-Based Assortment Organization On Basket Size: An Interrupted Time Series Approach
Panagiotis Sarantopoulos; Aristeidis Theotokis; Katerina Pramatari

Room 2: Designing Social Media Channels

Deconstructing The Influence Of Social Presence Factors On Consumer Attitudes To Social Networking Sites
Barney Pacheco; Rhonda Jaipaul-O’garro

Designing Social Media Channels To Meet Consumer Needs
Philipp Hendrik Steiner; Peter Maas

Social Media Communication Styles And The Dna Of Luxury Brands
Kristina Kleinlercher; Tim Böttger; Thomas Rudolph

Room 3: Influence of identity, materialism and religiosity on behaviors

A Group At A Time: Using Social Group Effects To Engender Sustainable Consumer Behaviors
Hugh Wilson; Guy Champniss; Emma Macdonald; Radu Dimitriu

Christian Martin; Pia Furchheim; Felicitas Marhart

This Is Not A Game: Parents’ Religiosity And Its Role In Children’s Materialism
Juan Francisco Dávila; Mónica Casabayó

Room 4: B2B Solutions and Innovation

The Joint Effect Of Shared Organizational Knowledge And Purchasing Centralization On Buyer’s Cost Reduction Outcomes And Innovativeness
Silja Karhonen-Sande; Jon Bingen Sande; Sven A. Haugland

Dyadic Value Perception Maps In Solution Relationships
Uta Jüttner; Katharina Windler; Dieter Hottiger

Knowledge Sharing As A Starting Point For Business Model Innovation
Per Freytag; Kristin Munksgaard

Negotiation Strategies, Fairness, And Contract Renewal In B2b Relationships
Fabio Cassia; Sven A. Haugland; Francesca Magno; Marta Ugolini

Room 5: Unexpected and Unintended Customer Behaviors

Andreas Lechner

Reducing Spectator Aggression In Rival Competitions: The Superiority Of Dual Identity (vs. Downplay) Statements In Team Sport Services
Johannes Berendt; Sebastian Ulrich

The Role Of The Cultural Match Of Customer And Employee For The Service Satisfaction Of Immigrants
Milena Micevski; Christina Sichtmann; Sabine Artner

Room 6: Making Sense: Touch, Music and Authenticity

Does Background Music In Tv-Commercials Help To Position Brands?
Ivar Vermeulen

The Sensation Of Touch Makes Me Feel Better: Touch As An Antidote For Psa Ads
Akshaya Vijayalakshmi; Meng-Hsien Lin; Melika Kordrostami

Let’s Be Realistic: The Impact Of Perceived Brand Authenticity And Authentic Advertisements On Consumers’ Purchase Intentions
Klaus G. Grunert; Natascha Loebnitz

Room 8 (Topsportlounge): CRM Implementation and evaluation

Customer Relationship Management Involvement An Integrative Review And Future Research Directions
Ersin Karatepe; Brian Tjemkes

It’s The How That Matters: The Importance Of Authenticity In Evaluating Relationship Marketing Investments
Jessica Hoppner; Ryan White

Crm Implementation And Performance Model: The Case Of Greek Companies’ Perceptions During The Fiscal Crisis
Chrysa Agapitou; Sotiris Bersimis; Dimitrios Georgakellos

Room 10A: Antecedents and innovative strategies

Does Having A Procurement Strategy Improve Customer Performance In Public Procurement Of Innovations?
Jani Saastamoinen; Helen Reijonen; Timo Tammi

The Effects Of Strategic Orientations On Firm Performance, And The Mediating Role Of Innovation Performance: A Meta-Analytic Path Analysis
Juan David Reyes; Maria Pilar Lopez-Belbeze; Josep Rialp-Criado

The Causal Effect Of Cooperative Values On Innovation: An Experimental Study
Verena Rieger

Innovation Strategies: How Much Is Driven By Market Expectations And Competitive Positioning?
Michel Zins; Dave Caissy
Room 10B: Privacy & Fraud
Understanding The Privacy Paradox: The Influence Of Disclosure Willingness On Actual Data Disclosure
Mirja Bues; Wayne D. Hoyer
How To Detect Fraud — Evaluation Of B2c E-Commerce Transaction Data
Tobias Knuth; Dennis Ahnholdt
To Share Or Not To Share: The (monetary) Value Of Shareable Coupons For Face Concerned Consumers
Eline De Vries; Sha (sandy) Zhang

Room 11: Consumer Psychology
Seeing Is Smelling: Visual Images Can Induce Olfactory Imagery And Improve Product Evaluations
Varun Sharma; Zachary Estes
How Do Implicit/explicit Attitudes And Emotional Reactions To Sustainable Logo’s Relate? A Neurophysiological Study.
Hendrik Slabbinck; Giulia Songa; Iris Vermeir; Vincenzo Russo
Setting The Stage For The Product: How Visually Embedding Products Into Context Can Make You Spend More
Lisa Maria Schiestel; Reto Hofstetter; Dennis Vogt
Multiple Sources And Consequences, Yet Only One Experience? A Systematic Analysis Of Processing Fluency Effects
Laura K. M. Graf; Stefan Mayer; Jan R. Landwehr

Room 12: Consumer Psychology
Spoiled Rotten: Repetitive Preferential Treatment And Consumer Retaliation
Elena Fumagalli; Yi Li
To Trace Is To Trust: Consumers’ Response To Product Traceability
Jing Wan; Pankaj Aggarwal; Min Zhao
Development Of A Scale To Measure Customer Cognitive Legitimacy
Miriam Lohrmann; Tomás Bayón; Martin Eisend
Conceptualizing The Human Value Content Of Perceived Brand Intentions
Steffen Jahn; Hansjoerg Gaus; Tina Kiessling; Jan Drengner

Room 13: Special Session
Brands, Experiences And Social Relationships In The Sharing Economy
Chairs: Felicitas Morhart; Doreén Pick
Branding at the commercial and communal interface: Humanist brand networks
Katharina Hellwig; Felicitas Morhart; Robert Kozinets; Bruno Kocher
Experience of use and potential for use of peer-to-peer sharing in Germany
Maike Gossen
Free Lunch, Anyone? Different motivational Factors for explaining Foodsharing Intention
Nadine Schreiner; Olga Zibert; Peter Kenning
Providing value for societies in the sharing economy – The providers’ perspectives
Doreén Pick

Room 14: Meet the editor: Domain-specific journals
Chair: Jenny van Doorn
Thomas Anker, European Management Journal
Eric Boyd, Journal of Business Research
Steve Brown, Journal of Retailing
Eunju Ko, Journal of Global Fashion Marketing
Nick Lee, European Journal of Marketing
Nick Lee, Journal of Personal Selling and Sales Management
Andrea Ordanini, Journal of Service Research
Room 1: Product and Brand Management
Complaining About Product Defects: The Moderating Role Of Severity And Warranty On Quality Perceptions
Giuseppe Catenazzo; Marcel Paulssen
How Choices That Are Disconfirmed By Comparative Product Reviews Elicit Feelings Of Schadenfreude: The Case Of Brand Rivalry
J. Joško Brakus; Maximilian H. E. E. Gerrath
When Do Journalists Report Negative News About A Brand? A Comparison Between Six Countries
Samuel Staebler; Marc Fischer

Room 2: Cross-Channel Effects
Do Advertising And Social Media Activities Drive Consumption? Ewa Maslowska; Vijay Visvanathan; Edward Malthouse; Steven Hoornaert; Dirk Van Den Poel
Exploring Dependencies Across Multiple Online Social Network Platforms: The Role Of Overlapping Friends
Hwang Kim; Vithala Rao

Room 3: Social issues and pro-social behavior
The Benefits Of The Collaborative Economy For Financially Constrained Consumers: The Case Of Second-Hand Buy-And-Sell Platforms
Eva Delacroix; Béatrice Parguel; Florence Benoît
Courting Controversy: When Taking A Stand On Social Issues Hurts Or Helps Business
Sourjo Mukherjee; Niek Althuizen
Marketing Concepts And Their Relevance At The Bop - Consolidating Research On Entrepreneurship To Alleviate Poverty
Katharina Raab; Katrin Zulauf; Ralf Wagner
Entitled To Do Good: How Self-Enhancement Motivations Shape Behavior Of Those Feeling Special
Alexandra Polyakova; Gülen Sarial-Abi

Room 4: B2B Relationships and accountmanagement
Loyalty Programs And Relationship Strength In Business-To-Business
Hesham Gad; Piotr Kwiatek; Zazly Lily Wisker
Emotions In Organizational Decision Making: A B2b Research Agenda
Benoit Bourguignon; Harold Boeck
Which Resources And Capabilities Underpin Strategic Account Management?
Rodrigo Guesalaga; Beth Rogers; Mika Gabrielsson; Lynette Ryals; Javier Marcos
Corporate Entrepreneurship Gone Wrong: How Customer Relationships Moderate The Effect On Industrial Salesperson’s Sales Performance
Desirée Jost; Stephan Volpers; Alexander Haas

Room 5: Value Creation and Co-Creation
Patient-Centric Productivity: Toward A Service Ecosystem Perspective
On Efficiency, Effectiveness, And Quality Of Life In Health Care
Ilias Danatzis; Carolin Wernicke; Michael Kleinaltenkamp
Actor Engagement: A Psychological Microfoundation For Value Generation
Donia Waseem; Sergio Biggemann; Tony Garry
“service Sweethearting”: A Value Co-Creation Perspective
Ping-Jen Kao; Scott Dacko
A New Conceptual Framework For Value Co-Creation: The Implementation Of Service Design For Hotel Customer Experience
Szu-Hsin Wu; Yuhui Gao; Qinhai Ma

Room 6: Marketing Challenges at the Corporate Level
The Effect Of Ceo Transformational Leadership On Firm Performance: The Role Of Environmental Dynamism And Customer And Innovation Orientations
Guangping Wang; Weichun Zhu; Sean Hannah; Hongwei He; Gang Wang
An Exploratory Analysis OfCorporate Reputation
Sezen Aksin-Sivnikaya; Lutz Hildebrandt; Joachim Schwalbach
Can Control Mechanisms For Managers Help To Bridge The Gap Between Marketing And Sales?
And Vomberg; Leonie Roecker; Christian Homburg
The Impact Of Ceo Core Self-Evaluation On Firm’s Market Orientation And Innovation Performance
Hao Zhang; Shiquan Wang; Zhiqi Dong

Room 8 (Topsportlounge): Collaboration and networking in relationship management
Activating The Hidden Value Of Access-Based Services With Consumer Appropriation: The Case Of Coworking Spaces
Adèle Gruen
Where And How Can Academic Entrepreneurs Create Business Relationships?
María Redondo-Carretero; Carmen Camarero-Izquierdo

Room 10A: Product management and strategy
A Quantitative Exploration Of Service Brand Avoidance And Its Antecedents Among Cno Customers — An Emerging Market Perspective
Daniel Petzer; Pierre Mostert; Adele Berndt; Sotira Petrou
A Self-Determination View On Individual Opportunity Recognition Within Firms
Clara Von Gagern; Andreas Engelen
Do Product Recalls Help Or Hinder Inventions? Understanding Changes To Firm Routines After A Recall
Abhishek Borah; Anna Fung; Mukund Chari
Room 10B: User Generated Content
The Boundaries Of Gamification In Engaging Customers: The Study Of Loss Aversion Effects On Online Co-Creation Platforms
Thomas Leclercq; Wafa Hammadi; Ingrid Poncin
“this Review Is Sponsored By”: When The Disclosure Of Incentivized Reviews Affects Blog Loyalty
Maximilian H. E. E. Gerrath; Bryan Usrey
Call Me Maybe: Imbalanced Dyads In Networks Across Four Communication Channels
Jan Schalowski; Christian Barrot

Room 11: Consumer Psychology
When Are Numbers Frightening? Effect Of Probability Formats On Judgments Of Risk And Behavioral Intentions
Nevena Koukova; Joydeep Srivastava
The Compromise Effect In Post-Purchase Consumption Behavior: Evidences From Field Experiments
Veronica Valli; Florian Stahl; Elisa Montaguti
Construal Level Theory Explains Consumer Response To Uncertainty In New Product Preannouncements
Reinhard Grohs; Roland Schroll

Room 12: Consumer Psychology
Hédia El Ourabi; Marc-Alexandre Tomiu; Ahmed Khalil Ben Ayed
Healthy Is The Winner’s Choice: How Does Activation Of Health Motivation Affect Food Choices Across Consumer Value Segments?
Jennina Mira Marjaana Sihvonen; Harri Luomala
Meaning Is Movement: A Visual Analysis Of The (trans)formation Of Consumers’ Multiple Identity Positions
Georgia Stavraki; Emmanuella Plakoyiannaki
The Role Of Thinking Styles In Price Evaluations
Thomas Robbert; André Fecher; Stefan Roth

Room 13: Special Session
From Food Choice To Waste: Towards A More Sustainable Future
Chair: Jenny van Doorn
Exploring food waste: The role of time and health motivation
Marit Drijfhout; Jenny van Doorn; Koert van Ittersum
Reducing food waste with authenticity
Ilona E. de Hooge; Roxanne I. van Giesen; Erica van Herpen; Jorna Leenheer
Understanding consumer skepticism towards sustainable food innovations
Jan Andre Koch; Koert van Ittersum; Jan Willem Bolderdijk
When do ethical consumers elicit inspiration instead of denigration?
Claire Brouwer; Jan Willem Bolderdijk