Managerial Decisions on International Price Adaptation: 
An Abstract ............................... 1
Christina Papadopoulou, Aristeidis Theotokis, and Magnus Hultman

A Cross-Cultural Comparison of Middle-Class Meanings of Money in India and South Korea: An Abstract ................. 3
Altaf Merchant, Gregory Rose, Sunmee Choi, Drew Martin, and Mohit Gour

Ad Length and the Presence of the Timer in In-Stream Commercial: 
An Abstract ............................... 5
Yongwoog Jeon, Hyunsang Son, and Arnold D. Chung

Strategies for Theory Assessment and Enhancement in Marketing: 
An Abstract ............................... 7
Matthew Wilson and Jeannette Paschen

Understanding Perceived Values and Behavioral Effects of Mobile Apps: An Abstract ............................... 9
Ines Hackeradt

When the Service Experience Drives Negative and Positive Emotions: The Moderating Role of Pride in the Effects of Guilt on Coping and Satisfaction: An Abstract ................. 11
Camille Saintives and Renaud Lunardo

Seeking Relief from Negative Emotions: Customer Revenge as an Emotional Outlet: An Abstract ............................... 13
Marilena Gemtou and Haiming Hang

The Company or the Crowd? Comparing Consumers’ Reactions to Peer-Provided and Firm-Provided Customer Support: An Abstract ................. 15
Lan Jiang, Matthew O’Hern, and Sara Hanson
Boryana V. Dimitrova, Saejoon Kim, Monique Bell, and Nikita Frantz

Philipp Simbrunner and Bodo B. Schlegelmilch

The Role of Honor as a Key Global Marketing Dimension for Business and Academia 21
Michael Czinkota

The Influence of Posture on Taste: An Abstract 33
Courtney Szocs and Dipayan Biswas

The Power of Scent: Effects of Scent on Temperature Perception Due to Synesthesia: An Abstract 35
Amy Rebecca Jones

If I Touch I Like It! The Interplay Between Tactile Inputs and Gustatory Perceptions: An Abstract 37
Felipe Pantoja, Adilson Borges, Patricia Rossi, and Amanda Pruski Yamim

The Unconscious Affection Factor: Exploring the Dual Facets of Customer-Perceived Value and Their Impact on Brand Attachment: An Abstract 39
Sascha Langner, Steffen Schmidt, Levke Albertsen, Evmorfia Karampournioti, and Klaus-Peter Wiedmann

Five Seconds to the Ad: How Program-Induced Mood Affects Ad Countdown Effects: An Abstract 41
Tiffany Venmahavong, Sukki Yoon, and Kacy Kim

The Effect of Advertising Concentration on Retailers’ Market and Financial Performance: An Abstract 43
Chi Zhang and Douglas Vorhies

Stacey Sharpe and Nicole Hanson

Marketing Strategy and Strategic Environment Performance Sustaining Configurations: A Set-Theoretic Approach: An Abstract 47
Simos Chari and George Balabanis

The FREE (Firm Resources and External Environment) Framework as an Alternative to SWOT: An Abstract 49
Sreedhar Madhavaram, Shelby D. Hunt, and Pelin Bicen
Can Marketing and IT Be Friends? The Impact of Information Strategy, Structure, and Processes on Business Performance: An Abstract ................................. 51
Stefan Sleep and Dana Harrison

Perspective Taking and Persuasiveness of Charity Advertising Appeals: An Abstract ................................. 53
Guangzhi Zhao, Qiyu (Jason) Zhang, and Lefa Teng

Political Ideology of Donors and Attribution Messages in Charity Advertising: An Abstract ................................. 55
Younghwa Lee and Sukki Yoon

Cause-Related Marketing from the Nonprofit’s Perspective: An International Comparison: An Abstract ................................. 57
Debra Z. Basil, Carolina O. C. Werle, and Mary Runte

Developing a Scale to Measure Brand-Evoked Nostalgia in Belgium and the United States: An Abstract ................................. 59
John B. Ford, Altaf Merchant, Anne-Laure Bartier, and Mike Friedman

Style of Thinking as Moderator of Drivers of Consumer Brand Identification: An Abstract ................................. 61
Jose Saavedra Torres, Omid Dadgar, and Monika Rawal

Jianping Huang and Jeffrey P. Radighieri

Managing Customer Reactions to Brand Deletion: An Abstract ................................. 65
Purvi Shah

The Influence of Chief Executive Officers’ Regulatory Foci on Firms’ Advertising, R&D, and Corporate Social Responsibility: An Abstract ................................. 67
Saim Kashmiri, Prachi Gala, and Cameron Duncan Nicol

Co-Designing Active Workplace Social Marketing Campaign: Barriers and Motivators to Sit Less and Stand Up: An Abstract ................................. 69
Haruka Fujihira, Joy Parkinson, and Sharyn Rundle-Thiele

The Mechanisms of Punishment on Consumer’s Forgiveness and Trust Repair: An Integrated Causal Attribution Model of Trust Repair ................................. 71
Shih Chuan-Feng, Huang Heng-Chiang, and Lee Han

An Exploratory Analysis of Consumer Opinions, Ethics, and Sentiment of Neuromarketing: An Abstract ................................. 79
Cuauhtemoc Luna-Nevarez
Ethical vs. Unethical Advertisements: Evaluation and Recall: An Abstract .................................................. 81
Kevin Lehnert and Mark Kubik

Entering the Performance-Based Contracting Business: An Exploration of Sales-Related Challenges: An Abstract .......... 83
Stefan Ruffer and Tobias Schaefers

Performance Impact of Customer Orientation, Task Interdependence, and Information Sharing in Sales Teams: An Abstract ............ 85
Christine Jaushyuam Lai and Ying Yang

Cross-Border M&A: Implications for Marketing Capability: An Abstract ................................................................. 87
Mahabubur Rahman and Mary Lambkin

Radical Multicultural Marketing: Examining the Communication Strategies Used by Multicultural Marketing Agencies: An Abstract .................................................. 89
Nessa Adams

Task Master or Task Novice: An Abstract on a Strategic Decision-Making Experiment .................................................. 91
Kirk Plangger and Douglas West

Self-Affirmation of Narcissists on Social Media: A Study Proposing a New Method of Categorization on Facebook Ads. ........ 93
Mario Cassar, Amir Dabirian, Hoda Diba, and Jirka Konietzny

You’ve Got It! Pronouns Increase Self-Referencing and Engagement on Facebook: An Abstract ................................. 103
Ryan Cruz and James M. Leonhardt

The Effects of Holistic Thinking Style on Attitude Toward Innovative Design: Role of Value Presentation: An Abstract ........ 105
Junghwa Jenny Hong and Kyung-Ah Kay Byun

Sensory Similarity: A Physical Product Perception in Online Context ................................................................. 107
Margot Racat, Sonia Capelli, and Danilo Dantas

Who Regrets More After a Choice? The Role of Dialectical Thinking: An Abstract .................................................. 121
Rongrong Qiu, Lan Xia, and Xiucheng Fan

More than a Black Eye! The Effect of Violence Exposure in Anti-IPV Campaigns: An Abstract ................................. 123
Amanda Pruski Yamim and Adilson Borges

Integrating Social Media into Health-Care Marketing: An Abstract .... 125
Rui Sun and Bing Xu
Patient Safety and Employee Word-of-Mouth Communication: An Abstract .............................................................. 127
Soumya Upadhyay and Thomas L. Powers

Does Customer Co-Creation Really Produce Value? An Abstract .......... 129
Weiling Zhuang and Barry J. Babin

Purchase Quantity Restrictions: Good or Bad? An Abstract ............... 131
Siddharth Bhatt, Srinivasan Swaminathan, and Rajneesh Suri

A Comparison of Brand Loyalty Between On-the-Go and Take-Home Consumption Purchases: An Abstract ............... 133
Giang Trinh

The Role of Brand Strength and Customer Satisfaction in Explaining Store Loyalty: An Abstract ......................... 135
Paraskevi Sarantidou

The Effect of Gender Differences on Online Shopping Payment Methods: An Abstract ............................................. 137
Mahmood Awan and Han Chiang Ho

Consumer Reactions to Low vs. High Levels of Customization: An Abstract .............................................................. 139
Silke Bambauer-Sachse

Big Data-Driven Marketing: An Abstract ........................................ 141
Samppa Suoniemi, Lars Meyer-Waarden, and Andreas Munzel

Comparing Lab, Virtual, and Field Environments in Sensory Product Acceptance Testing: An Abstract .................. 143
Marcel Lichters, Robert Möslin, Marko Sarstedt, and Andreas Scharf

The Influence of Place Attachment and a Certification of Environmental Impacts and Event Support: An Abstract ........ 145
Girish Prayag, Marcello Mariani, and Andrea Guizzardi

Yiru Wang and César Zamudio

An Abstract on AEL as a Fundraiser’s Relationship-Building Tool ....... 149
Tanya Drollinger

I Don’t Think It’s Real: Exploring the Genres of Reality Programming: An Abstract ............................................. 151
Christine M. Kowalczyk and Alexa K. Fox

Automation in Credit Card Repayment: A Friend or a Foe? An Abstract .............................................................. 153
Sandra Awanis and Ahmad Daryanto
A Financial Leap of Faith: Government Funding for Community CSR and Sustainability Initiatives: An Abstract ................................. 155
Heather F. Ross

A Framework to Monitor Corporate Sustainable Development in Supply Chains: An Abstract .............................................................. 157
Göran Svensson and Nils Høgevold

Providing Value to SMEs and Their Stakeholders Through Corporate Social Responsibility Initiatives: An Abstract ......................... 159
Solon Magrizos, Eleni Apospori, and Marylyn Carrigan

Embedding CSR in the Firm’s DNA, The Case for Strategic CSR in Emerging Markets: An Abstract .................................................... 161
Cezara Nicoara, Dayananda Palihawadana, Matthew Robson, and Constantinos Leonidou

E-Mobility Marketing: Standardization or Specialization ....................... 163
Marc Kuhn, Sarah Selinka, and Natalie de Jong

Is Online Sharing and Word of Mouth More Prevalent Among Collectivist Consumers? ................................................................. 177
Todd Pezzuti and James M. Leonhardt

Examining Online Chinese Buyer-Seller Relationships, Understanding E-Guanxi: An Abstract ......................................................... 189
Wenkai Zhou, Michael R. Hyman, and James M. Leonhardt

Uber and the Sharing Economy, Changing Strategies and Global Markets: An Abstract ................................................................. 191
Syed Tariq Anwar

A Study on the Relationship Between BOP Orientation and Firm Performance: An Abstract ................................................................. 193
Fengxia Zhu, Zelong Wei, and Yongchuan Bao

Resource Advantage Theory, Service Dominant Logic, and Healthcare Consumer Experiences: An Abstract ........................................ 195
Kevin W. James, Kerri M. Camp, and Janna Parker

Improving Personal Hygiene and Water Conservation Among South African Children, a Pilot Test of Knowledge and Attitude Change: An Abstract ................................................................. 197
David Schmidtke, Alice Baker, Mohammad Kadir, Julia Baum, and Sharyn Rundle-Thiele

Moritz vom Hofe, Paul Baginski, and Hartmut Holzmüller
Short- and Long-Term Consumer Reactions to Promotions:
An Abstract ......................................................... 201
Silke Bambauer-Sachse and Laura Massera

Does “Hot” Lead to “Not So Hot?” Sexy Images, Indulgent
Consumption, and the Impacts of Gender and Self-Construal:
An Abstract ......................................................... 203
Xing-Yu Chu, Chun-Tuan Chang, and Shr-Chi Wang

Gender, Emotions, and Judgments: An Analysis
of the Moderating Role of Gender in Influencing the Effectiveness
of Advertising and Pricing Tactics: An Abstract ...................... 205
Vahid Rahmani and Elika Kordrostami

Influence of Social Context on Consumption in the USA:
An Abstract .......................................................... 207
José-Domingo Mora

Revealing the Young People’s Cognitive Structure of Sharing
Video Online: An Exploratory Research: An Abstract ............... 209
Chin-Feng Lin and Chen-Su Fu

User-Generated Advertising, The Effects of Consumer-Created
Brand Videos on Brand Attitudes: An Abstract ....................... 211
Paulo Mora-Avila and Ria Wiid

Exploring the Role of Audience Participation and Para-social
Interaction on Endorsement Effectiveness in Vlogs: An Abstract ..... 213
Juha Munnukka and Devdeep Maity

Technology-Based Self-Service (TBSS) Innovations
in B2B Settings: An Abstract ........................................ 215
Peter Ekman, Randle Raggio, Jimmie Röndell, and Steven Thompson

Open Data Innovation, What are the Main Issues/Challenges
for Open Data Projects in Sweden: An Abstract ...................... 217
Serdar Temiz and Terrence Brown

Consumers’ Perception of Price Premiums for Greenwashed
Products: An Abstract ............................................. 219
Jeonggyu Lee, Siddharth Bhatt, Rajneesh Suri, and Prabakar
Kothandaraman

Exploring Consumer Spending When Redeeming
Online Daily Coupons: An Abstract .................................. 221
Chinintorn Nakhata, Anne Roggeveen, Ali Besharat, and James Stock

Price Promotion for a Preordered Product, The Moderating
Role of Time of Release: An Abstract ................................ 223
Subhash Jha, Phillip M. Hart, and George Deitz
An Examination of Heavy Coupon Use, Opinion Leadership, and Self-Confidence: An Abstract ........................................... 225
James J. Zboja and Kevin M. Gatzlaff

Investigating Social Media Activity as a Firm’s Signaling Strategy Through an Initial Public Offering .................................................... 227
Atthaphon Mumi, Michael Obal, and Yi Yang

Digital Retailing: An Abstract for Preliminary Results of a Systematic Literature Review ......................................................... 243
Virginia Vannucci, Valentina Mazzoli, Raffaele Donvito, and Gaetano Aiello

Challenges in Data-Driven Innovation Toward European Digital Single Market: An Abstract ...................................................... 245
Serdar Temiz and Terrence Brown

The Effects of Color and Position of Add-to-Cart Button on Click Intention: An Abstract .............................................................. 247
Zhen Yang and Yanliu Huang

Why Do Certain Products Influence Grocery Store Choice? The Role of Anchor Products and Their Relationships with Other Store Choice Factors: An Abstract ...................................................... 249
Pilsik Choi

Effects of Product Categories on Consumers’ Spending in Multiple Retail Formats: An Abstract ...................................................... 251
Qin Zhang, Manish Gangwar, and Brian Ratchford

Well That’s Embarrassing: An Examination of Product Package Differences and the Impact on Embarrassment: An Abstract ...................................................... 253
Christian Barney, Carol Esmark, and Stacie Waites

Marketing’s Theoretical and Conceptual Value Proposition: An Abstract ...................................................... 255
Martin Key, Terry Clark, O. C. Ferrell, Leyland Pitt, and David Stewart

The Mind of the Beholder: Luxury Product Placement and Product-Background Scene Congruency: An Abstract ...................................................... 257
Patricia Rossi, Felipe Pantoja, Kacy Kim, and Sukki Yoon

The Lovemarks Effect: An Abstract ...................................................... 259
Cleopatra Veloutsou and Jantakarn Bell Aimpitaksa

Globalizing Consumers’ Attitudes Toward Marketing: An Exploratory Study in a Multicultural Marketplace: An Abstract ...................................................... 261
Tarek Mady, Ajay Manrai, and Lalita Manrai
Material Possessions and Hedonic Experience: Paradoxes of Luxury Consumption in Emerging Markets: An Abstract 263
José Marcos Carvalho de Mesquita, Gregory Kivenzor, and Natalia Corradi Franco

Welcome to Brand-Topia: The Role of Transportation and Identification in Brand Storytelling: An Abstract 265
Klaus-Peter Wiedmann, Evmorfia Karampournioti, Nadine Hennigs, Steffen Schmidt, and Levke Albertsen

The Ideology Underlying Consumer Boycott Studies: Are We Boycotting a Deeper Understanding of the Theme? An Abstract 267
Daniela Abrantes Ferreira and Paula Castro P. de Souza Chimenti

Explaining Motivational Needs Through Positive Affect and Brand Tribalism: An Abstract 269
Jeremy J. Sierra and Harry A. Taute

The Quantified Self: The Role of Consumers’ Smart Wearables Perception Offered by Insurance Companies: An Abstract 271
Stefanie Paluch and Sven Tuzovic

Spencer M. Ross and Lauren I. Labrecque

Ting-Ting Chen, Shih-Ju Wang, Huang Heng-Chiang, and Shih-Tsen Wang

The Influence on Need for Cognition, Web Expertise and Trust on Online and Offline Information Search Behaviour: An Abstract 277
Elfriede Penz, Agnieszka Zablocki, and Philipp Simbrunner

The Effect of Placement Context on Brand Persuasiveness: An Abstract 279
Fanny Fong Yee Chan and Ben Lowe

Lora Mitchell Harding and Mark T. Schenkel

Green Identity, Myth or Reality: An Abstract 283
Samreen Ashraf and Maria Musarskaya
Nobuyuki Fukawa

Nostalgia and Astrometry as Precursors of Superstitious Beliefs: An Abstract ................................................................. 287
Jeremy J. Sierra, Michael R. Hyman, and Anna M. Turri

Love Makes the Daredevil, Mating Mindset and Proactive Tendency: An Abstract ................................................................. 289
Yang He and Marcus da Cunha

Thankfulness and Hope as the Driving Emotions in Mommy Blogs: An Abstract ................................................................. 291
Angeline Close Scheinbaum, Anjala Krishen, Axenya Kachen, Amanda Mabry-Flynn, and Nancy Ridgway

Red Sox Versus Yankees, Sports Team Rivalry, Sports Symbols, and Distance Performance: An Abstract ........................................... 293
Sukki Yoon, Austin Beltis, John Logan, Kacy Kim, and Gayatri Subramanian

The Way to Regained Trust Through Service Recovery Is Paved with Consumer Forgiveness: The Effects of Service Failure Characteristics ......................................................... 295
Lee Han, Huang Heng-Chiang, and Shih Chuan-Feng

Service Quality and Satisfaction of Traditional and Technology-Enhanced Services ................................................................. 303
Somkiat Eiamkanchanalai and Nuttapol Assarut

The Moderator Effect of Previous Dissatisfaction with Service Category on Co-creation with Consumers ........................................... 317
Melby Karina Zuniga Huertas and Ingrid Pergentino

Cross-Cultural Study of Social Media-Based Brand Communities: An Abstract ................................................................. 331
Ali Heydari and Michel Laroche

Keep It Simple, Readability Increases Engagement on Twitter: An Abstract ................................................................. 333
James M. Leonhardt and Igor Makienko

The Stories Packages Tell, A Typology of Product Stories Told on Grocery Product Packages: An Abstract ........................................... 335
Adam J. Mills

Ulrich Paschen, Jeannette Paschen, and Jan Kietzmann
Contents

Emily Treen, Philip Grant, Gene Van Heerden, Joseph Vella, Elsamari Botha, and Anthony Chan

The Taste of Ageing, a 26-Year Analysis of Publications in the International Journal of Wine Business Research: An Abstract ................................................................. 341
Aya Rizk, Jirka Konietzny, Mario Cassar, Richard Wong, Åsa Wallström, and Joseph Vella

Special Doctoral Colloquium Session: The Difficulties, Issues, and Pitfalls Doctorate Students Must Conquer in Becoming a Researcher, Author, and Scholar: An Abstract ............. 343
Lisa Monahan, Christian Bushardt, Kristina Stuhler, Iana Lukina, and David J. Ortinau

Salesperson Performance and Commitment and Buyer Relational Behaviors as Antecedents of Buyer’s Desire for Business Relationship with Suppliers: An Abstract .................. 345
James Boles, Rita de Cássia de Faria Pereira, Valter Afonso Vieira, Julie Johnson-Busbin, and Hiram Barksdale Jr.

The Effects of S-D Logic on Interfirm Relationships: An Abstract .............................................................. 347
Zhenning (Jimmy) Xu, Edward Ramirez, and Gary L. Frankwick

The Mediating Effect of Trust and Commitment on Economic and Noneconomic Satisfaction: An Abstract .... 349
Juan Carlos Sosa-Varela and Göran Svensson

Business Mating Online: How Online Referrals Influence Supplier Selection? An Abstract .......................... 351
Zsofia Toth, Marzena E. Nieroda, and Bernadett Koles

Social Media Links on Magazine Advertisements: When Do We Need Them? ........................................... 353
Selcuk Ertekin and Linda Barton

Snapchat as an Influential Tool for Marketing Communication: An Exploratory Analysis of Brands Usage: An Abstract ................................................................. 355
Lina Gomez, Kasim Bernabe, Yanitzary Alvarado, and Lourdes Meléndez

Covert Persuasion Attempts: Do People Notice? An Abstract ................................................................. 367
Adam D. Slobodzian and Marjorie Delbaere

Improving Banner Ad Strategies Through Predictive Modeling .............................................................. 369
Michael Obal and Wen Lv

A Brand Foci Model to Explain Achievement Needs: A Contradictory Explanation: An Abstract ................ 385
Jeremy J. Sierra, Harry A. Taute, and Byung-Kwan Lee
How Do Different Service Employees Deliver the Brand to Consumers? An Abstract .............................. 387
Achilleas Boukis, Kostas Kaminakis, Avraam Papastathopoulos, Khanyapuss Punjaisri, and John Balmer

The Values of Storytelling: From Tactics to Transformative Action: An Abstract .............................. 389
Edward L. Nowlin and Claas Christian Germelmann

Do Ads that Tell a Story Always Perform Better? An Anthropomorphism-Based Response: An Abstract .............................. 391
Laurence Dessart and Renaud Lunardo

The Mediating Effect of Storying on the Relationship Between Psychological Capital and Salesperson Performance: An Abstract .............................. 393
Edward L. Nowlin, David M. Houghton, and Douglas M. Walker

Storytelling as a Tool to Increase the Influence of Marketing Within the Firm: An Abstract .............................. 395
David M. Houghton, Douglas M. Walker, and Edward L. Nowlin

Marketing’s Point of View: Narrative Competition Within the Firm: An Abstract .............................. 397
Martin Key

Will Storytelling Be Able to Let the Old Dream of Marketing for a Better World Come True? Developing a Conceptual Framework of a Transformative Storytelling Approach” and Sketching an Agenda for Joint Research Efforts: An Abstract .............................. 399
Klaus-Peter Wiedmann and Efimorvia Karampournioti

Inferring the Personalities of B2B Salespeople from Text-Based Interviews: An Exploratory Study: An Abstract .............................. 401
Christine Pitt, Neil Lilford, and Albert Caruana

The Impact of Subjective Well-Being on Salesperson Relational and Economic Performances: An Abstract .............................. 403
Linda Nasr, Annie Liu, and Mark Leach

When (Not) to Use Humor in a B-to-B Relationship: The Role of the Exploration Relationship Phase in the Effects of Humor on Business Performance: An Abstract .............................. 405
Laurent Bompar, Renaud Lunardo, and Camille Saintives

Information Search at the Point of Sale: How Information Source Influences Customers’ Purchase Channel Switching Intention: An Abstract .............................. 407
Andreas Kessenbrock and Sören Köcher
The Value of Shopping Channels and the Relationship with Social Exclusion and Perceived Well-Being: An Abstract
Eleftherios Alamanos, Savvas Papagiannidis, Charles Dennis, and Michael Bourlakis

Toward the Identification of Consumer Retailer Nostalgia: An Abstract
Hyunju Shin and Janna M. Parker

Standing Out by Standing Up: Brand Differentiation and Minority Influence Theory: An Abstract
Kylie McMullan, Amanda Blair, Stacey Morrison, and Caitlin Ferreira

Conversion Theory in Marketing
Maria Rosa Parra Villanueva and Raeesah Chohan

Building Brand Identification Through Cause-Brand Alliances: The Role of Perceived Cause Controversy: An Abstract
Yasamin Vahdati and Kevin Voss

Developing a Political Brand Image Framework
Varsha Jain, Philip J. Kitchen, and B. E. Ganesh

Detecting Careless Respondents in Survey Data: Floodlight Detection of Careless Respondents
Volkan Dogan

Quantitative Insights from Qualitative Data: Using the Doubling Technique in Correspondence Analysis: An Abstract
Emily Treen and Arthur Money

Lacking Correspondence Between Subjective and Objective Performance Data Among Small Business Managers: An Abstract
Saku Hirvonen and Tommi Laukkanen

Green Innovation in Technological Networks: An Abstract
Anna Sadovnikova and Ashish Pujari

Sporty, Posh or... What Type of Wearable Fits You? A Conceptual Framework for Consumer's Adoption of Wearable Devices: An Abstract
Marzena E. Nieroda, Mona Mrad, and Michael R. Solomon

The Past and Future of Cocreation: An Abstract
Alexander J. Kull

Do Brands Improve Consumer Perception Due to Product Placement in Emerging Markets?
Rajesh Kumar Srivastava and Manoj Bhide
Global Positioning Strategies: A Comparison of Positioning Strategies Used in German and American Airline Magazine Advertisements: An Abstract ................................. 473
Charles Blankson, Selcuk Ertekin, and Cedric Lohse

Using the Sales Process as an Instructional Tool to Improve Student Perceptions of Instructor Responsiveness, Pedagogical Affect, and Likelihood to Enroll: An Abstract ................................. 475
Cindy Rippé, Shannon Cummins, Suri Weisfeld-Spolter, and Yuliya Yurova

Intentions to Pursue a Sales Career: Integrating Intentions to Study Sales and Learning Experience: An Abstract .................. 477
Subhadip Roy, Soumya Sarkar, and Prashant Mishra

Driven By Big Data: Are Our Students Prepared? Requiring Technology Coursework in University Sales Programs: An Abstract .................. 479
Christine M. Kowalczyk and John Cicala

Metaphors and Sales Management: A Review and Research Agenda: An Abstract .......................................................... 481
Sreedhar Madhavaram, Dorcia Bolton, and Vishag Badrinarayanan

Conceptualization and Scale Development for Salesperson Swagger: An Abstract .......................................................... 483
David A. Locander and Obinna O. Obilo

Impact of Grit on Organizational Turnover: Empirical Results of International vs. US Gen Z/Millennial Cusp: An Abstract ............. 485
Michael Rodriguez, Stefanie Boyer, David Fleming, and Scott Cohen

The Effects of Suspicion on Interorganizational Relationships: An Abstract .......................................................... 487
Gina Brynildsen

Corporate Socially Irresponsible Behavior and Its Spillover Effect: The Role of Upstream Versus Downstream Positions in the Supply Chain: An Abstract ........................................ 489
Zhuofan Zhang

Contagion Effect on Traditional Versus Innovative Products: Role of Consistency in “Essence” Transfer Process: An Abstract .... 491
Zhuofan Zhang

A New Perspective on Value Creation and Marketing’s Dominant Logic: An Abstract .......................................................... 493
Cinthia B. Satornino, John Peloza, Alexis Allen, and Rebeca Perren
Customer Value Through Resource Integration: The Role of the Institutional Solution Space: An Abstract 495
Peter Ekman, Julia Jonas, Paul Maglio, David Reynolds, and Jimmie Röndell

Customer Cohort Climate: A Conceptual Model for Group Service Encounters: An Abstract 497
Linda W. Lee, Ian P. McCarthy, and Debbie Ellis

The Process of Brand Experience: An Interdisciplinary Perspective: An Abstract 499
Yanina Chevtchouk, Cleopatra Veloutsou, and Robert Paton

Brand Personality Self-Congruity and the Product Life Cycle: Assessment of Behavioral Intentions Toward Tourism Destinations: An Abstract 501
Oliver Cruz-Milan

Authenticity: The Driving Force Behind the Corporate Brand Saga: An Abstract 503
Terry Beckman

How Mental Stimulation Exercises Can Nudge Healthier Food Choices for Children: An Abstract 505
Dipayan Biswas and Annika Lueth

The Disclosure of Personal Data: Understanding Customers’ Expectations: An Abstract 507
Antje Niemann and Manfred Schwaiger

Do I Care? Pathological Apathy in the Context of Sustainable Consumption 509
Spencer M. Ross and Paula Dootson

The Bright and Dark Sides of Product Certification: Exploring Side Effects on Consumers’ Perceptions of Non-Certified Products: An Abstract 521
Linda Wulf and Sören Köcher

The Role of Team-Sponsor Logo Color Congruity in Sponsorship Effectiveness: An Abstract 523
Conor Henderson, Marc Mazodier, and Aparna Sundar

In-Group Favoritism, Out-Group Animosity, and Joint Conflict: The Role of Ambivalence in Response to Joint Sponsorships: An Abstract 525
Colleen Bee and Vassilis Dalakas

Steffen Schmidt, Sascha Langner, and Matthias Limbach
Abstract on Evaluating Sustainability as a Core Competency: Consumer Response to Sustainable Products ......................................... 529
Clyde Eiríkur Hull, Jennifer D. Russell, and Monika Kukar-Kinney

Understanding Consumers’ Perception of Sustainable Consumption: A ZMET Approach ................................................................. 531
Setayesh Sattari, Kaveh Peighambari, and Arash Kordestani

“I Would Like a European Eco-Product!”: A Study on the Preference of Algerian and Tunisian Consumers for Local Ecological Products .................................................. 539
Mohamed Akli Achabou, Sihem Dekhili, and Mohamed Hamdoun

Budgeting Biases Across Consumption Categories: An Abstract ................................................................. 555
Yang He

“My” Losing Proposition: The Role of Ownership in Sunk Cost Effects: An Abstract ................................................................. 557
Stephan Dickert, Bernadette Kamleitner, Sophie Süssenbach, and Erdem Geveze

The Influence of Audience and Self-Construal on the Content of Online Reviews: An Abstract ................................................................. 559
Agnieszka Zablocki, Bodo Schlegelmilch, and Michael Houston

The Prosthetic Generation Is all Around Us: Feelings and Emotions About Knee Replacement Surgery and Their Impact on Overall Sentiment: An Abstract ................................................................. 561
Christine Pitt, Amir Dabirian, Elsamari Botha, Jan Kietzmann, and Hoda Diba

“I Can’t Wait to See This”: An Exploratory Research on Consumer Online Word-of-Mouth on Movies: An Abstract ................................................................. 563
Julia Kampani, Chris Archer-Brown, and Haiming Hang

The Role of Consumer Innovativeness in Mobile Commerce Usage: A Comparison of Two Emerging Countries: An Abstract ................................................................. 565
Abdul R. Ashraf, Narongsak (Tek) Thongpapanl, and Ali Anwar

Customers’ Attitudinal, Emotional and Behavioural Responses to Firm-Initiated Service Termination: An Abstract ................................................................. 567
Amin Nazifi and Dahlia El-Manstrly

The Customer Is Always Right: Determinants and Outcomes of Consumer Value Co-Destruction: An Abstract ................................................................. 569
Joanne T. Cao and Bruce L. Alford

Rico Piehler, Michael Schade, Ines Nee, and Christoph Burmann
Cause-Related Marketing and Price Endings: Right-Digit Effect: An Abstract ......................................................... 619
Mazen Jaber and Kylie Jaber

Can Academics Provide Value to Practitioners? The Practitioner Response to Academic Research Output: An Abstract ................. 621
Christian Hinsch, Joseph Horak, and Josip Kotlar

Virtually Enhancing the Real World with Augmented Reality Holograms: Use and Gratification Perspective: An Abstract ... 623
Philipp A. Rauschnabel and Nina Krey

Adoption of Augmented Reality Technologies in Tourism: Visitors’ Acceptance of Smart Glasses: An Abstract .......................... 625
Aarash Baktash, Nina Krey, Vikneswaran Nair, and Philipp A. Rauschnabel

Cause-Related Marketing and Millennials: Impact of Product Type and Donation Style: An Abstract ............................... 627
K. Bryant Smalley, Jacob C. Warren, and Jacqueline K. Eastman

The Cause-Related Marketing Paradox: Purchasing Products with a Cause Licenses Self-Interest, Self-Indulgence, or Less Helping Behavior: An Abstract ..................................................... 629
Xing-Yu Chu and Chun-Tuan Chang

Ties That Bind: Exploring Existing Brand and Cause Relationships in Cause-Related Marketing Campaigns: An Abstract ................. 631
Alisha Horky and Carri Tolmie

Seeing Is Believing … Or Is it? The Effect of Product Review Modality and Valence: An Abstract .............................................. 633
Chatdanai Pongpatipat and Michaela Hoogerhyde

E-Service Quality and eWOM: The Moderating Role of Customers’ Risk Orientation and Moral Identity: An Abstract .......... 635
Alessandro Biraglia, Shahin Assadinia, and Vita Kadile

Investigating Online Reviews: The Interaction Between Online Review Volume and Valence: An Abstract ............................. 637
Elika Kordrostami, Yuping Liu-Thompkins, and Vahid Rahmani

The Moderating Effects of Fatalism and Traditionalism on Innovation Resistance ................................................................. 639
Nasir Salari, Eric Shiu, and Tao Zhang

Enrique Becerra, Vishag Badrinarayanan, and Maria Cecilia Henriquez-Daza
Arne Baruca and Ebru Ulusoy

Reciprocal Intentions: Effects of Promotional Giveaways on Consumers’ In-Venue Spending Intentions: An Abstract ........... 657
Mujde Yukse, Robert Smith, and Catherine McCabe

The Truth About Transparency and Authenticity on Social Media: How Brands Communicate and How Customers Respond: An Abstract ......................................................... 659
Kesha Coker, Katharine Howie, Holly Syrdal, Rebecca Vanmeter, and Parker Woodroof

A Holistic Approach to Educational Servicescape: An Abstract ........ 661
Nina Krey, Joanne T. Cao, and Jennifer A. Espinosa

Wizardry in Qualitative Marketing Analysis: A Toolbox for Teaching ................................................................. 663
Varsha Jain, Philip J. Kitchen, and B. E. Ganesh

Bringing Practitioner into the Classroom: Student Reflections and Learning Types: An Abstract ........................................ 677
Peter Ekman, Eva Maaninen-Olsson, and Angelina Sundström

Is Two Really Better than One? The Effects of Dual Language Labelling on Consumer Perceptions and Purchase Intention: An Abstract ......................................................... 679
Sabrina Heix, Linda Wulf, Sören Köcher, and Hartmut Holzmüller

Cool or Uncool? Using Associative Groups to Promote Healthy Eating to Young Consumers: An Abstract ...................... 681
Vassilis Dalakas and Kristin Stewart

The Cross-Modal Effects of Colour in Food Advertising: An Abstract ................................................................. 683
Gavin Northey, Mathew Chylinski, Liem Ngo, and Patrick van Esch

An Expectancy Model of Green Product Consumption and Green Brand Equity ..................................................... 685
Ramazan H. Arikan and Chuandi Jiang

Clarifying the Creative Consumer: An Abstract .................. 697
Karen Robson and Matthew Wilson

Formation of Satisfactory and Dissatisfactory Experiences with Augmented Reality: An Abstract ...................... 699
Atieh Poushneh and Arturo Vasquez-Parraga
<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seeing Things that Don’t Exist: Conceptualizing an Augmented Reality Atmosphere: An Abstract</td>
<td>701</td>
</tr>
<tr>
<td>Mahdokht Kalantari, Philipp A. Rauschnabel, and Nina Krey</td>
<td></td>
</tr>
<tr>
<td>Why Do Consumers Share Content on the Internet? The Uses and Gratifications Approach: An Abstract</td>
<td>703</td>
</tr>
<tr>
<td>Cheng-Chieh Hsiao</td>
<td></td>
</tr>
<tr>
<td>Content Curatorship and Collaborative Filtering: A Symbolic Interactionist Approach</td>
<td>705</td>
</tr>
<tr>
<td>Kerry Chipp, Carola Strandberg, Atanu Nath, and Meyser Abduljabber</td>
<td></td>
</tr>
<tr>
<td>Incentivizing Consumer Sharing in Social Media: The Role of Audience Size: An Abstract</td>
<td>717</td>
</tr>
<tr>
<td>Yueming Zou and Yuping Liu-Thompkins</td>
<td></td>
</tr>
<tr>
<td>The Potential Benefits of Offering Suitable Mobile Commerce Experience to Your Customers: An Abstract</td>
<td>719</td>
</tr>
<tr>
<td>Narongsak (Tek) Thongpapanl, Abdul R. Ashraf, and Luciano Lapa</td>
<td></td>
</tr>
<tr>
<td>Hedonic Pricing Method, the Third Law of Demand, and Marketing Strategy: An Abstract</td>
<td>721</td>
</tr>
<tr>
<td>Chih-Ning Chu, Ting-Yuan Huang, and Sandra S. Liu</td>
<td></td>
</tr>
<tr>
<td>Identifying Brand Sentiment Through Analytics: An Abstract</td>
<td>723</td>
</tr>
<tr>
<td>Hamid Shirdastian, Michel Laroche, and Marie-Odile Richard</td>
<td></td>
</tr>
<tr>
<td>Do Brands Appearing in Textbooks Influence Students? Insights from an Exploratory Study: An Abstract</td>
<td>725</td>
</tr>
<tr>
<td>Laurie Babin, Mathieu Kacha, Jean-Luc Herrmann, and Barry J. Babin</td>
<td></td>
</tr>
<tr>
<td>Don’t Dare to Blur Our Boundaries: Balancing Between Current and Past Identities</td>
<td>727</td>
</tr>
<tr>
<td>Justina Gineikiene and Vida Skudiene</td>
<td></td>
</tr>
<tr>
<td>Country of Origin and Brand Positioning for High-Involvement Health-Care Services: An Abstract</td>
<td>737</td>
</tr>
<tr>
<td>Investigating the Malinchism-Nationalism Paradox in Hispanic TV Advertising: An Abstract</td>
<td>739</td>
</tr>
<tr>
<td>Adesegun Oyedele and Monica D. Hernandez</td>
<td></td>
</tr>
<tr>
<td>Customer-Based Brand Equity in the Digital Age: Development of a Theoretical Framework: An Abstract</td>
<td>741</td>
</tr>
<tr>
<td>Agnieszka Zablocki, Bodo Schlegelmilch, and Elena Schant</td>
<td></td>
</tr>
<tr>
<td>Customer-Based Online Reputation: One Key Antecedent and Some Consequences</td>
<td>743</td>
</tr>
<tr>
<td>Chebli Youness and Pierre Valette-Flotence</td>
<td></td>
</tr>
</tbody>
</table>
Jaywant Singh, La Toya Quamina, and Tao Xue

Drivers of Brand Page Attachment: An Abstract 757
Rico Piehler, Michael Schade, Barbara Kleine-Kalmer, and Christoph Burmann

Service Provider Absenteeism: What Happens When You’re Not There? An Abstract 759
Joshua Denton, Melissa Moore, and Robert Moore

The Spillover Effects of Negative Supply Chain Information on Consumers’ Perceptions of Product Attributes 761
Jon Kirchoff, Bridget Nichols, Hannah Stolze, and Connor Brown

Stakeholder Considerations in Corporate Efforts of Business Sustainability: An Abstract 773
Göran Svensson, Carlos Ferro, Nils Høgevold, Carmen Padin, and Juan Carlos Sosa-Varela

Value Creation for Emergency Supply Chain Members: An Abstract 775
Iana Shaheen (Lukina) and Robert Hooker

Marketing Mix-Based Facebook Posts and Potential Consumers: An Abstract 777
Benjamin K. Wright

Content Strategies for Facebook Marketing: A Case Study of a Leading Fast-Food Brand Page 779
Len Tiu Wright, Hazem Gaber, Robin Robin, and Huifen Cai

New Media Celebrity and Social Media Promotions: An Abstract 793
Alyssa J. Reynolds

Exploring the Impact of Brand Selfie on Brand Attitude in the Twittersphere: An Abstract 795
Xia Liu

Creating Value in an Introduction to Marketing Course Using a Simulation: An Abstract 797
Debbie Laverie, Miles Condon, William Humphrey Jr., and Corky Mitchell

Perceived Value of an Online Interactive Learning Tool and Its Critical Antecedents: An Abstract 799
Qin Sun, Yann Abdourazakou, and Thomas J. Norman
Experiential Learning and Value Co-Creation in the Classroom: A New Examination Using Social Media Monitoring ........................ 801
Leigh Anne Donovan, Chiharu Ishida, and Peter Kaufman

The Use of Brand Concept Maps and Network Analysis Tools to Examine Brand Associations Networks: An Abstract .......... 811
Abdullah Demirel

Data Fraud in Research: Types, Detection, and Consequences to Data Quality as well as to Research Results, Findings, Implications, and the Body of Marketing Knowledge: An Abstract ...... 813
David J. Ortinau, Barry J. Babin, Joseph F. Hair Jr, John B. Ford, and James S. Boles

Predictive Validity in Choice-Based Conjoint Analysis: A Comparison of Hypothetical and Incentive-Aligned ACBC with Incentive-Aligned CBC: An Abstract ......................... 815
Verena Wackershauser, Marcel Lichters, and Bodo Vogt
Back to the Future: Using Marketing Basics to Provide Customer Value
Proceedings of the 2017 Academy of Marketing Science (AMS) Annual Conference
Krey, N.; Rossi, P. (Eds.)
2018, XL, 816 p. 25 illus., 13 illus. in color., Hardcover
ISBN: 978-3-319-66022-6