Contents

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  

Influencing Factors on Moral Licensing Effect: A Meta-Analytic  
Approach: An Abstract  
Philipp Simbrunner and Bodo B. Schlegelmilch  

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

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

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

If I Touch I Like It! The Interplay Between Tactile Inputs  
and Gustatory Perceptions: An Abstract  
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  
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  
Tiffany Venmahavong, Sukki Yoon, and Kacy Kim  

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

Advertising Expenditures, Negative Corporate Social  
Performance, and Firm Performance: Does Advertising  
Orientation Matter? An Abstract  
Stacey Sharpe and Nicole Hanson  

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

The FREE (Firm Resources and External Environment) Framework  
as an Alternative to SWOT: An Abstract  
Sreedhar Madhavaram, Shelby D. Hunt, and Pelin Bicen
Stefan Sleep and Dana Harrison

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

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

Cause-Related Marketing from the Nonprofit’s Perspective: An International Comparison: An Abstract
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
John B. Ford, Altaf Merchant, Anne-Laure Bartier, and Mike Friedman

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

Jianping Huang and Jeffrey P. Radighieri

Managing Customer Reactions to Brand Deletion: An Abstract
Purvi Shah

The Influence of Chief Executive Officers’ Regulatory Foci on Firms’ Advertising, R&D, and Corporate Social Responsibility: An Abstract
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
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
Shih Chuan-Feng, Huang Heng-Chiang, and Lee Han

An Exploratory Analysis of Consumer Opinions, Ethics, and Sentiment of Neuromarketing: An Abstract
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
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient Safety and Employee Word-of-Mouth Communication: An Abstract</td>
<td>127</td>
</tr>
<tr>
<td>Soumya Upadhyay and Thomas L. Powers</td>
<td></td>
</tr>
<tr>
<td>Does Customer Co-Creation Really Produce Value? An Abstract</td>
<td>129</td>
</tr>
<tr>
<td>Weiling Zhuang and Barry J. Babin</td>
<td></td>
</tr>
<tr>
<td>Purchase Quantity Restrictions: Good or Bad? An Abstract</td>
<td>131</td>
</tr>
<tr>
<td>Siddharth Bhatt, Srinivasan Swaminathan, and Rajneesh Suri</td>
<td></td>
</tr>
<tr>
<td>A Comparison of Brand Loyalty Between On-the-Go and Take-Home Consumption Purchases: An Abstract</td>
<td>133</td>
</tr>
<tr>
<td>Giang Trinh</td>
<td></td>
</tr>
<tr>
<td>The Role of Brand Strength and Customer Satisfaction in Explaining Store Loyalty: An Abstract</td>
<td>135</td>
</tr>
<tr>
<td>Paraskevi Sarantidou</td>
<td></td>
</tr>
<tr>
<td>The Effect of Gender Differences on Online Shopping Payment Methods: An Abstract</td>
<td>137</td>
</tr>
<tr>
<td>Mahmood Awan and Han Chiang Ho</td>
<td></td>
</tr>
<tr>
<td>Consumer Reactions to Low vs. High Levels of Customization: An Abstract</td>
<td>139</td>
</tr>
<tr>
<td>Silke Bambauer-Sachse</td>
<td></td>
</tr>
<tr>
<td>Big Data-Driven Marketing: An Abstract</td>
<td>141</td>
</tr>
<tr>
<td>Samppa Suoniemi, Lars Meyer-Waarden, and Andreas Munzel</td>
<td></td>
</tr>
<tr>
<td>Comparing Lab, Virtual, and Field Environments in Sensory Product Acceptance Testing: An Abstract</td>
<td>143</td>
</tr>
<tr>
<td>Marcel Lichters, Robert Möslein, Marko Sarstedt, and Andreas Scharf</td>
<td></td>
</tr>
<tr>
<td>The Influence of Place Attachment and a Certification of Event Sustainability on Residents’ Perceptions of Environmental Impacts and Event Support: An Abstract</td>
<td>145</td>
</tr>
<tr>
<td>Girish Prayag, Marcello Mariani, and Andrea Guizzardi</td>
<td></td>
</tr>
<tr>
<td>Yiru Wang and César Zamudio</td>
<td></td>
</tr>
<tr>
<td>An Abstract on AEL as a Fundraiser’s Relationship-Building Tool</td>
<td>149</td>
</tr>
<tr>
<td>Tanya Drollinger</td>
<td></td>
</tr>
<tr>
<td>I Don’t Think It’s Real: Exploring the Genres of Reality Programming: An Abstract</td>
<td>151</td>
</tr>
<tr>
<td>Christine M. Kowalczyk and Alexa K. Fox</td>
<td></td>
</tr>
<tr>
<td>Automation in Credit Card Repayment: A Friend or a Foe? An Abstract</td>
<td>153</td>
</tr>
<tr>
<td>Sandra Awanis and Ahmad Daryanto</td>
<td></td>
</tr>
<tr>
<td>Title</td>
<td>Page</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>A Financial Leap of Faith: Government Funding for Community CSR and Sustainability Initiatives: An Abstract</td>
<td>155</td>
</tr>
<tr>
<td>Heather F. Ross</td>
<td></td>
</tr>
<tr>
<td>A Framework to Monitor Corporate Sustainable Development in Supply Chains: An Abstract</td>
<td>157</td>
</tr>
<tr>
<td>Göran Svensson and Nils Høgevold</td>
<td></td>
</tr>
<tr>
<td>Providing Value to SMEs and Their Stakeholders Through Corporate Social Responsibility Initiatives: An Abstract</td>
<td>159</td>
</tr>
<tr>
<td>Solon Magrizes, Eleni Apospori, and Marylyn Carrigan</td>
<td></td>
</tr>
<tr>
<td>Embedding CSR in the Firm’s DNA, The Case for Strategic CSR in Emerging Markets: An Abstract</td>
<td>161</td>
</tr>
<tr>
<td>Cezara Nicoara, Dayananda Palihawadana, Matthew Robson, and Constantinou Leonidou</td>
<td></td>
</tr>
<tr>
<td>E-Mobility Marketing: Standardization or Specialization</td>
<td>163</td>
</tr>
<tr>
<td>Marc Kuhn, Sarah Selinka, and Natalie de Jong</td>
<td></td>
</tr>
<tr>
<td>Is Online Sharing and Word of Mouth More Prevalent Among Collectivist Consumers?</td>
<td>177</td>
</tr>
<tr>
<td>Todd Pezzuti and James M. Leonhardt</td>
<td></td>
</tr>
<tr>
<td>Examining Online Chinese Buyer-Seller Relationships, Understanding E-Guanxi: An Abstract</td>
<td>189</td>
</tr>
<tr>
<td>Wenkai Zhou, Michael R. Hyman, and James M. Leonhardt</td>
<td></td>
</tr>
<tr>
<td>Uber and the Sharing Economy, Changing Strategies and Global Markets: An Abstract</td>
<td>191</td>
</tr>
<tr>
<td>Syed Tariq Anwar</td>
<td></td>
</tr>
<tr>
<td>A Study on the Relationship Between BOP Orientation and Firm Performance: An Abstract</td>
<td>193</td>
</tr>
<tr>
<td>Fengxia Zhu, Zelong Wei, and Yongchuan Bao</td>
<td></td>
</tr>
<tr>
<td>Resource Advantage Theory, Service Dominant Logic, and Healthcare Consumer Experiences: An Abstract</td>
<td>195</td>
</tr>
<tr>
<td>Kevin W. James, Kerri M. Camp, and Janna Parker</td>
<td></td>
</tr>
<tr>
<td>Improving Personal Hygiene and Water Conservation Among South African Children, a Pilot Test of Knowledge and Attitude Change: An Abstract</td>
<td>197</td>
</tr>
<tr>
<td>David Schmidtke, Alice Baker, Mohammad Kadir, Julia Baum, and Sharyn Rundle-Thiele</td>
<td></td>
</tr>
<tr>
<td>Moritz vom Hofe, Paul Baginski, and Hartmut Holzmüller</td>
<td></td>
</tr>
</tbody>
</table>
Short- and Long-Term Consumer Reactions to Promotions: An Abstract
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
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
Vahid Rahmani and Elika Kordrostami

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

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

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

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

Technology-Based Self-Service (TBSS) Innovations in B2B Settings: An Abstract
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
Serdar Temiz and Terrence Brown

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

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

Subhash Jha, Phillip M. Hart, and George Deitz
An Examination of Heavy Coupon Use, Opinion Leadership, and Self-Confidence: An Abstract
James J. Zboja and Kevin M. Gatzlaff

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

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

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

The Effects of Color and Position of Add-to-Cart Button on Click Intention: An Abstract
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
Pilsik Choi

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

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

Marketing’s Theoretical and Conceptual Value Proposition: An Abstract
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
Patricia Rossi, Felipe Pantoja, Kacy Kim, and Sukki Yoon

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

Globalizing Consumers’ Attitudes Toward Marketing: An Exploratory Study in a Multicultural Marketplace: An Abstract
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, Gegory 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
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 ............................................. 365
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 Efmarvia 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

409

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

411

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

413

Conversion Theory in Marketing
Maria Rosa Parra Villanueva and Raeesah Chohan

415

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

427

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

429

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

443

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

451

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

453

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

455

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

457

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

459

Do Brands Improve Consumer Perception Due to Product Placement in Emerging Markets?
Rajesh Kumar Srivastava and Manoj Bhide

461
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
Examining Process and Moderating Effects of Customer-Created Guilt in a Service Context: An Abstract ........................................ 573
Kathrynn Pounders, Julie Moulard, and Barry J. Babin

I Am Feeling Back to Those Days: The Three-Way Interaction Effect of Nostalgia, Age, and Gender on Youthfulness in Nostalgia Advertising: An Abstract ........................................ 575
Young K. Kim and Mark Y. Yim

Idle Speculation or Proficient Prognosis? How to Employ Celebrity Endorsement Models Smartly: An Abstract ........................................ 577
Klaus-Peter Wiedmann and Walter von Mettenheim

The Effects of Celebrity Attractiveness and Identification on Advertising Interest ........................................ 579
Priscilla Patel and Michael Basil

Physical Attractiveness in Advertising: Can an Endorser Be Too Attractive? An Abstract ........................................ 591
Rachelle Jantzon and Michael Basil

Scale Development Incorporating Cluster Heat Maps: An Abstract ........................................ 593
Zhenning (Jimmy) Xu, Gary L. Frankwick, Edward Ramirez, Kallol Bagchi, and Pan Liu

Les Carlson, Michael J. Dorsch, Diana Haytko, and David J. Ortinau

How Does Nostalgia Affect Donor Giving Behavior? ................. 597
Kristina Stuhler

Zeeshan Rafiq

Social and Spatial Distance in Decision-Making: Can Culture Play a Role? An Abstract ........................................ 613
Shuang Wu

The Impact of New Product Introduction on Inter-tier Price Competition: An Abstract ........................................ 615
K. Sivakumar

Switching from Free to Fee: More than Just a Price Increase? An Abstract ........................................ 617
Gerrit P. Cziehso, Tobias Schaefer, and Monika Kukar-Kinney
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

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
Seeing Things that Don’t Exist: Conceptualizing an Augmented Reality Atmosphere: An Abstract
Mahdokht Kalantari, Philipp A. Rauschnabel, and Nina Krey
701

Why Do Consumers Share Content on the Internet? The Uses and Gratifications Approach: An Abstract
Cheng-Chieh Hsiao
703

Content Curatorship and Collaborative Filtering: A Symbolic Interactionist Approach
Kerry Chipp, Carola Strandberg, Atanu Nath, and Meyser Abduljabber
705

Incentivizing Consumer Sharing in Social Media: The Role of Audience Size: An Abstract
Yueming Zou and Yuping Liu-Thompkins
717

The Potential Benefits of Offering Suitable Mobile Commerce Experience to Your Customers: An Abstract
Narongsak (Tek) Thongpapanl, Abdul R. Ashraf, and Luciano Lapa
719

Hedonic Pricing Method, the Third Law of Demand, and Marketing Strategy: An Abstract
Chih-Ning Chu, Ting-Yuan Huang, and Sandra S. Liu
721

Identifying Brand Sentiment Through Analytics: An Abstract
Hamid Shirdastian, Michel Laroche, and Marie-Odile Richard
723

Do Brands Appearing in Textbooks Influence Students? Insights from an Exploratory Study: An Abstract
Laurie Babin, Mathieu Kacha, Jean-Luc Herrmann, and Barry J. Babin
725

Don’t Dare to Blur Our Boundaries: Balancing Between Current and Past Identities
Justina Gineikiene and Vida Skudiene
727

Country of Origin and Brand Positioning for High-Involvement Health-Care Services: An Abstract
737

Investigating the Malinchism-Nationalism Paradox in Hispanic TV Advertising: An Abstract
Adesegun Oyedele and Monica D. Hernandez
739

Customer-Based Brand Equity in the Digital Age: Development of a Theoretical Framework: An Abstract
Agnieszka Zablocki, Bodo Schlegelmilch, and Elena Schant
741

Customer-Based Online Reputation: One Key Antecedent and Some Consequences
Chebli Youness and Pierre Valette-Flotence
743
Ten Million Followers and Counting: How Digital Brand Alliances Between Online Influencers and Brands Impact Consumer Value: An Abstract Perceptions .................................................. 755
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