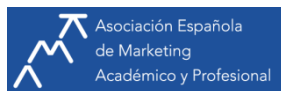


2018

Global Marketing Conference

at Tokyo
July 26-29, 2018





2018 Global Marketing Conference at Tokyo

“Bridging Asia and the World: Searching for Academic Excellence and Best Practice in Marketing and Management”

26th– 29th July, 2018

Hotel New Otani Tokyo, Tokyo, Japan

Conference Co-Chairs: Prof. Roland T. Rust (University of Maryland)
Prof. Ajay K. Kohli (Georgia Institute of Technology)
Dr. László Sajtos (University of Auckland Business School)
Prof. Tatsuro Watanabe (Senshu University)
Prof. Akira Shimizu (Keio University)
Prof. Yung Kyun Choi (Dongguk University)

Conference Homepage: <http://gammaconference.org/2018/>

Hosts: American Marketing Association
European Marketing Academy
Australian & New Zealand Marketing Academy
Japan Society of Marketing and Distribution
Korean Scholars of Marketing Science
Keio University

Organizer: Global Alliance of Marketing & Management Associations

Partners: Association for Consumer Research (USA)
China Marketing Association of University (China)
AEMARK (Spain)
Greek Marketing Academy (Greece)
Aalto University Executive Education (Finland)
Aalto University School of Business (Finland)
Harbin Institute of Technology (China)
New Zealand Asia Institute of the University of Auckland (New Zealand)
Center for Sustainable Culture & Service, Yonsei University (Republic of Korea)

Sponsoring Journals:

Journal of Business Research
International Journal of Advertising
Industrial Marketing Management
Journal of Advertising
Journal of Hospitality & Tourism Research
Journal of Service Management
Journal of Promotion Management
Journal of Global Fashion Marketing
Journal of Global Scholars of Marketing Science
Australasian Marketing Journal
Asia Pacific Journal of Marketing and Logistics
International Marketing Review
The Service Industries Journal
Journal of Management Science
Journal of Global Sport Management

Sponsors: National Research Foundation of Korea (Republic of Korea)
Korea Tourism Organization (Republic of Korea)
Korea Economy and Management Development Institute (Republic of Korea)
Academic Excellence Committee Chair: Prof. Charles R. Taylor (Villanova University)

CONFERENCE PROGRAM

July 26, 2018

13:00-17:00	Doctoral Colloquium (Room 346, Graduate School Building, Keio University Mita Campus)
16:00-19:00	Conference Registration (Hō, Hotel New Otani Tokyo)
18:00-20:00	Conference Reception (Hō, Hotel New Otani Tokyo) Welcome Speeches: - Eunju Ko (Yonsei University), The Organizing Committee Chair - Roland T. Rust (University of Maryland), Conference Co-Chair - Ajay K. Kohli (Georgia Institute of Technology), Conference Co-Chair - Laszlo Sajtos (University of Auckland), Conference Co-Chair - Tatsuro Watanabe (Senshu University), Conference Co-Chair - Akira Shimizu (Keio University), Conference Co-Chair - Yung Kyun Choi (Dongguk University), Conference Co-Chair

July 27th, 2018

08:00	Conference Registration
08:00 - 09:15	Academic Session 1
09:15 - 09:30	Coffee Break
09:30 - 11:00	Academic Session 2
11:10 - 12:40	Academic Session 3
12:40 - 13:40	Lunch at your own Multimedia Presentation (Lapis L) Editorial Board Meeting (Yamabuki)
13:40 - 15:10	Academic Session 4
15:10 - 15:25	Coffee Break
15:25 - 16:55	Academic Session 5
17:05 - 18:20	Academic Session 6
18:30 - 19:00	2018 GAMMA Sustainable Fashion Show: A Window to the Sustainable Fashion in Asia and Pacific
19:00 - 22:00	Conference Dinner (Fuyo, Hotel New Otani Tokyo) Welcome Speeches GAMMA Lifetime Achievement Award 2018 Keynote Speech: "Anything Going Wrong in Marketing Research?" by Christian Homburg (Professor, University of Mannheim) 2018 Young Artist Competition: Global Landscape of Sustainable Art Sponsor: Korea Tourism Organization

July 28th, 2018

08:00	Conference Registration
08:00 - 09:15	Academic Session 7
09:15 - 09:30	Coffee Break
09:30 - 11:00	Academic Session 8
11:10 - 12:40	Academic Session 9
12:40 - 14:00	Conference Lunch & Award Ceremony (Fuyo, Hotel New Otani Tokyo) - Award Ceremony: Best Conference Paper Award, Best Reviewer Award, and Best Track Chair Award
14:00 - 15:15	Academic Session 10
15:15 - 15:30	Coffee Break
15:30 - 16:30	Academic Session 11
16:40 - 17:40	Academic Session 12
17:50 - 18:50	Academic Session 13

July 29th, 2018

Business Meetings

July 26, 2018	Schedule
13:00-17:00	Doctoral Colloquium (Room 346, Graduate School Building, Keio University Mita Campus)
16:00-19:00	Conference Registration (Hō, Hotel New Otani Tokyo)
18:00-20:00	Conference Reception (Hō, Hotel New Otani Tokyo) <ul style="list-style-type: none"> - Welcome Speeches - 2018 Invited Photo Exhibition: Miyakojima Blue by Sung Hoon Kim (Professor, Kyungpook National University)

July 27	Lapis 1	Lapis 2	Lapis 3	Lapis L	Stella 1	Stella	Stella 3	Yamabuki	Asebi	Suisen
08:00										
08:00- 09:15	Session 01.01 Digital and Social Media Marketing in Global Business Environment I	Session 01.02 Leveraged Marketing Communications I	Session 01.03 Social Media and Luxury Brand Communication I	Session 01.04 Cross Cultural Consumers and Globalization I	Session 01.05 Research Methodologies in Management and Marketing I	Session 01.06 Marketing Education	Session 01.07 Algorithms: Constructing/Testing Theory in Marketing and Strategic Management via "Computing with Words"	Session 01.08 Digital and Technology Driven Marketing I	Session 01.09 Advertising and Branding I	Session 01.10 Customer Engagement in Tourism and Hospitality Services I
09:15- 09:30	Coffee break									
09:30- 11:00	Session 02.01 Digital and Social Media Marketing in Global Business Environment II	Session 02.02 Leveraged Marketing Communications II	Session 02.03 Social Media and Luxury Brand Communication II	Session 02.04 Cross Cultural Consumers and Globalization II	Session 02.05 Research Methodologies in Management and Marketing II	Session 02.06 Web Text data and Big Data based Marketing	Session 02.07 Wearable Technologies, Sustainability, and Brand-building in the Luxury, High-end Cultural and Creative Industries	Session 02.08 Digital and Technology Driven Marketing II	Session 02.09 Advertising and Branding II	Session 02.10 Customer Engagement in Tourism and Hospitality Services II
11:10- 12:40	Session 03.01 Digital and Social Media Marketing in Global Business Environment III	Session 03.02 Leveraged Marketing Communications III	Session 03.03 Social Media and Luxury Brand Communication III	Session 03.04 Special Session: Tips for Publishing Impactful Research in Marketing	Session 03.05 Strategic Market Management	Session 03.06 Consumer Decision Making and Consumer Signaling I	Session 03.07 Public Policy, Legal, and Ethical Issues in Marketing I	Session 03.08 GMA-GAMMA Joint Symposium	Session 03.09 Relationship Marketing I	Session 03.10 Customer Engagement in Tourism and Hospitality Services III
12:40- 13:40	Lunch at your own Multimedia Presentation (Lapis L) & Editorial Board Meeting (JGSMS & JGFM) (Yamabuki)									
13:40-15:10	Session 04.01 Digital and Social Media Marketing in Global Business Environment IV	Session 04.02 Leveraged Marketing Communications IV	Session 04.03 Social Media and Luxury Brand Communication IV	Session 04.04 2018 Cross Cultural Consumers and Globalization III	Session 04.05 2018 SIMktg-GAMMA Joint Symposium at Tokyo	Session 04.06 Consumer Decision Making and Consumer Signaling II	Session 04.07 Public Policy, Legal, and Ethical Issues in Marketing II	Session 04.08 Job Platform	Session 04.09 Relationship Marketing II	Session 04.10 Customer Engagement in Tourism and Hospitality Services IV
15:10- 15:25	Coffee Break									
15:25- 16:55	Session 05.01 Digital and Social Media Marketing in Global Business Environment V	Session 05.02 Leveraged Marketing Communications V	Session 05.03 Neuromarketing and Psychophysiology I	Session 05.04 2018 CMAU-GAMMA Joint Symposium	Session 05.05 International & Cross Cultural Marketing: The Changing Consumer Landscape/ Intercultural Marketing Communications	Session 05.06 Consumer Decision Making and Consumer Signaling III	Session 05.07 Consumer Behavior in Hospitality and Tourism I	Session 05.08 Online Marketing Communications I	Session 05.09 Country of Origin Image, and Country Biases I	Session 05.10 Customer Engagement in Tourism and Hospitality Services V
17:05- 18:20	Session 06.01 Digital and Social Media Marketing in Global Business Environment VI	Session 06.02 Leveraged Marketing Communications VI	Session 06.03 Neuromarketing and Psychophysiology II	Session 06.04 2018 ESCP Europe-GAMMA JOINT SYMPOSIUM	Session 06.05 eSports and the Global Sport Management	Session 06.06 Innovation and Strategy	Session 06.07 Consumer Behavior in Hospitality and Tourism II	Session 06.08 Online Marketing Communications II	Session 06.09 Country of Origin Image, and Country Biases II	Session 06.10 Customer Engagement in Tourism and Hospitality Services VI
18:30-19:00	2018 GAMMA Sustainable Fashion Show: A Window to the Sustainable Fashion in Asia and Pacific (Chair: Aluna-Yue Lyu; Venue: Fuyo, Hotel New Otani Tokyo) - Designers: Aluna-Yue Lyu (Professor of China Central Academy of Fine Arts, China), Eun Joo Kim (CEO of Meehee Hanbok Couture, USA) & Hee Min Yang (Creative Director of Vandalist, Republic of Korea)									
19:00- 22:00	Conference Dinner (Fuyo, Hotel New Otani Tokyo) Welcome Speeches GAMMA Lifetime Achievement Award 2018 Keynote Speech: "Anything Going Wrong in Marketing Research?" by Christian Homburg (Professor, University of Mannheim) 2018 Young Artist Competition: Global Landscape of Sustainable Art Sponsor: Korea Tourism Organization									

July 28	Lapis 1	Lapis 2	Lapis 3	Lapis L	Stella 1	Stella	Stella 3	Yamabuki	Asebi	Suisen
08:00	Conference Registration									
08:00- 09:15	Session 07.01 Digital and Social Media Marketing in Global Business Environment VII	Session 07.02 2018 EMAC-GAMMA Joint Symposium & 2018 JSMD-GAMMA Joint Symposium	Session 07.03 HIT-GAMMA Joint Symposium I	Session 07.04 The Revitalization of Culturally Significant Patterns, Products and Practices	Session 07.05 Theoretical and Practical Evolution of Retailing	Session 07.06 Marketing and Entrepreneurship	Session 07.07 Consumption, Desire and Culture	Session 07.08 Marketing in General I	Session 07.09 Co-Creation and Product Innovation	Session 07.10 Value Customer Engagement in Tourism and Hospitality Services VII
09:15- 09:30	Coffee Break									
09:30- 11:10	Session 08.01 Digital and Social Media Marketing in Global Business Environment VIII	Session 08.02 Global Perspectives in B2B Marketing: B2B Product Innovation	Session 08.03 HIT-GAMMA Joint Symposium II	Session 08.04 Meet the Editors	Session 08.05 Interaction between Innovation and Sustainability in Marketing	Session 08.06 Marketing Specifics in Emerging Markets	Session 08.07 Political Branding in Turbulent Times	Session 08.08 Marketing in General II	Session 08.09 NZAI-GAMMA Joint Symposium	Session 08.10 Customer Engagement in Tourism and Hospitality Services VIII
11:10- 12:40	Session 09.01 Leveraged Marketing Communications VII	Session 09.02 Global Perspectives in B2B Marketing: B2B Sales	Session 09.03 Developments in Global Marketing and Strategy: Empirical, Methodological and Theoretical Challenges	Session 09.04 2018 KAPPS-GAMMA Joint Symposium	Session 09.05 Stakeholders-Brand Relationships: Multiple Online/Offline Interactions I	Session 09.06 Corporate Branding, Luxury Marketing & Identity-based Value Management I	Session 09.07 2018 AEMARK-GAMMA Joint Symposium	Session 09.08 Marketing in General III	Session 09.09 WORKSHOP I	Session 09.10 Customer Engagement in Tourism and Hospitality Services IX
12:40- 14:00	Conference Lunch & Award Ceremony (Fuyo, Hotel New Otani Tokyo) - Award Ceremony: Best Conference Paper Award, Best Reviewer Award, and Best Track Chair Award									
14:00- 15:15	Session 10.01 2018 ANZMAC-GAMMA Joint Symposium I	Session 10.02 Global Perspectives in B2B Marketing: B2B Export and Trade	Session 10.03 Global and Cross-Cultural Marketing I	Session 10.04 New Product Development	Session 10.05 Stakeholders-Brand Relationships: Multiple Online/Offline Interactions II	Session 10.06 Corporate Branding, Luxury Marketing & Identity-based Value Management II	Session 10.07 Consumption and Marketing of Online and Mobile Games/ Humanship as the Core Innovation in Marketing	Session 10.08 Marketing in General IV	Session 10.09 WORKSHOP II	Session 10.10 Customer Engagement in Tourism and Hospitality Services X
15:15-15:30	Coffee Break									
15:30- 16:30	Session 11.01 2018 ANZMAC-GAMMA Joint Symposium II	Session 11.02 Global Perspectives in B2B Marketing: B2B Marketing and Social Media	Session 11.03 Global and Cross-Cultural Marketing II	Session 11.04 Technology and Business Model Innovation for Sustainability	Session 11.05 Stakeholders-Brand Relationships: Multiple Online/Offline Interactions III	Session 11.06 The New Frontiers in Digital Media Services I	Session 11.07 Managerial Decision Making in Marketing/Marketing in General V	Session 11.08 Marketing in General VI	Session 11.09 WORKSHOP III	Session 11.10 Wellness as Status Symbol in Marketing / Wine Marketing and Management
16:40- 17:40	Session 12.01 2018 ANZMAC-GAMMA Joint Symposium III	Session 12.02 Global Perspectives in B2B Marketing: B2B Promotion and Channels	Session 12.03 Consumers, Brands and Brand Management I	Session 12.04 Cutting Edge Issues in Strategic Marketing	Session 12.05 Management of Intangibles I	Session 12.06 The New Frontiers in Digital Media Services II	Session 12.07 Retail Merchandising Strategy I	Session 12.08 Entrepreneurship & Innovation in Fashion and Luxury	Session 12.09 WORKSHOP IV	
17:50- 18:50	Session 13.01 Past, Present, and Future of Fashion Capitals for Luxury	Session 13.02 Global Perspectives in B2B Marketing: B2B Business Relationships	Session 13.03 Consumers, Brands and Brand Management II	Session 13.04 Mobile Marketing	Session 13.05 Management of Intangibles II	Session 13.06 The New Frontiers in Digital Media Services III	Session 13.07 Retail Merchandising Strategy II	Session 13.08 Transformative Service Research	Session 13.09 WORKSHOP V	

July 29, 2018	Schedule
Business Meeting	

Session 01 (8:00-9:15, July 27, 2018)

Session 01.01 Digital and Social Media Marketing in Global Business Environment I

Session Chair: Bruno Schivinski (Birkbeck, University of London)

Time: 8:00-9:15, July 27, 2018

Room: Lapis 1

a045	An applied predictive modeling of brand equity inducing social media brand-related engagement	Bruno Schivinski	Birkbeck, University of London
a046	Run-of-the-mill or avant garde? Identifying restaurant category positioning and tastemakers from digital geolocation history	Banerjee Syagnik	University of Michigan Flint
		Amit Poddar	Salisbury University
a047	Venture community: Democratisation of entrepreneurship in developing economies	Dekel Ofer	Sheffield Business School
a051	The relevance of creativity and emotions in engaging users on instagram	Luis V. Casaló	Universidad de Zaragoza
		Carlos Flavián	Universidad de Zaragoza
		Sergio Ibáñez-Sánchez	Universidad de Zaragoza
a048	Exploring dependencies across multiple online social network	Hwang Kim	Chinese University of Hong Kong
		Vithala R. Rao	Cornell University
a049	How does location based marketing affect mobile retail revenues? The complex interplay of tactic, device and user type	Syagnik Banerjee	University of Michigan –Flint
		Shichun Xu	University of Michigan –Flint
		Scott D. Johnson	University of Michigan –Flint
a087	“Word of mouth”: Whose mouth is more influential to you? The effects of gender and ethnicity on decision making	Yaeun Kim	Temple University
		Angelika Dimoka	Temple University
		Yaeri Kim	Seoul National University
		Paul A. Pavlou	Temple University
		Kiwan Park	Seoul National University

Session 01.02 Leveraged Marketing Communications I

Session Chairs: Sukki Yoon (Bryant University)

Yung Kyun Choi (Dongguk University)

Kacy Kim (Elon University)

Time: 8:00-9:15, July 27, 2018

Room: Lapis 2

a535	Applied behavioral economics: Moral cleansing and moral licensing in a marketing context	Philipp Simbrunner	WU Vienna University of Economics and Business
		Bodo Schlegelmilch	WU Vienna University of Economics and Business / Sun Yat-Sen University
a536	The influence of personal actions on generosity to charitable organizations	Etienne Denis	Louvain School of Management
		Claude Pecheux	EDHEC BS
a537	The determinants of CSR engagement practices in responsible entrepreneurship	Cezara Alina Nicoara	University of Leeds
		Vita Kadile	University of Leeds
a539	Effects of narrowed social distances on local and international celebrity-endorsed advertisement attitudes: Towards a relational approach	Dave Centeno	University of the Philippines
		Jeff Jianfeng Wang	City University of Hong Kong
a538	How to effectively communicate celebrity endorsement? The role of brand authenticity and credibility	Silvia Ranfagni	University of Florence
		Riccardo Rialti	University of Florence
		Lamberto Zollo	University of Florence
		Cristiano Ciappei	University of Florence

Session 01.03 Social Media and Luxury Brand Communication I

Session Chair: Hao Zhang (Northeastern University)

Time: 8:00-9:15, July 27, 2018

Room: Lapis 3

a391	Religiosity and disposal of luxury products: psychological influencers and recommendations for promoting sustainable disposal on social media	Elizabeth Minton	University of Wyoming
		Stephanie Geiger-Oneto	University of Wyoming
c012	How to increase the effectiveness of celebrity-based communication for luxury brands on social media?	Yi Xie	University of International Business & Economics
		Ke Chen	University of International Business & Economics
		Zhuzhu Xu	University of International Business & Economics
		Luping Zhu	University of International Business & Economics
a393	Can 'Cewebrity' be the source of new product development of fashion brands: Scale development and empirical study	Hao Zhang	Northeastern University
		Zhiqi Dong	Northeastern University
a390	Visual aesthetics, vividness, and message types in luxury brand communication on Instagram	Sony Kusumasondjaja	Airlangga University
c019	Consumer curiosity, anticipation, and click-through: Neural signatures of digital buzz	Jing Zhang	Sungkyunkwan University
		Jin Ho Yun	Sungkyunkwan University
		Eun-Ju Lee	Sungkyunkwan University

Session 01.04 Cross Cultural Consumers and Globalization I

Session Chairs: Hector Gonzalez-Jimenez (University of York)

Fernando Fastoso (University of York)

Arnold Japutra (University of Western Australia)

Time: 8:00-9:15, July 27, 2018

Room: Lapis L

a447	Consumption community and social identity	Kyuho Lee	Sonoma State University
		Melih Madanoglu	Florida Atlantic University
		Do-Hee Kim	Hallym University
		Byung-Jin Park	Hanyang University
a452	Just tell me how, not why: How culture-relevant emotions activate the message concreteness effect in green advertising	Tae Hyun Baek	University of Kentucky
		Sukki Yoon	Bryant University
		Yeonshin Kim	Myongji University
		Seeun Kim	Auburn University
		Yung Kyun Choi	Dongguk University
a449	Appreciating vs. Venerating cultural outgroups: The psychology of cosmopolitanism and Xenocentrism	Mark Cleveland	University of Western Ontario
		Anjana Balakrishnan	University of Western Ontario
a448	Cross-cultural examination of green apparel purchase	Tae-Im Han	Old Dominion University
a450	What can we learn from traumatic experience? From the perspectives of cross-cultural consumer behavior	Rayan S. Fawaz	King's College London,
		Takumi Tagashira	University of Tokyo
		Shintaro Okazaki	King's College London,

Session 01.05 Research Methodologies in Management and Marketing I

Session Chairs: Isaac Cheah (Curtin University)

Yang Sun (Zhejiang SCI-TECH University)

Cheng Hua (Zhejiang SCI-TECH University)

Time: 8:00-9:15, July 27, 2018

Room: Stella 1

a467	Genetic algorithm-based combination method of multiple decision trees for customer relationship management	Zhe Zhang	Fudan University
a471	All hail Google LLC; Google scholar as an alternative systematic literature review tool	James Durl Bo Pang Timo Dietrich	Griffith University Griffith University Griffith University
a479	Frontline employees' behavior in service recovery: The combination causes of self-regulating process	Mo Zhang Shengce Ren	Shanghai Maritime University Shanghai Maritime University
a468	An overview of Confucius Ethics in business management: Text mining of journal articles during 1999–2016	Calvin Lam Felix Tang	Hang Seng Management College Hang Seng Management College
a473	The Relationship between low quality product and consumer choice	Qianhui Shen Yang Sun	Zhejiang SCI-TECH University Zhejiang SCI-TECH University

Session 01.06 Marketing Education

Session Chair: Ralf Schellhase (University of Applied Sciences Darmstadt)

Time: 8:00-9:15, July 27, 2018

Room: Stella 2

a274	A longitudinal study of Turkish marketing academia: What has changed, what has not in a decade?	B. Zafer Erdogan	Anadolu University
		Semra Dogan,	Dumlupınar University
		M.Sami İlelek	Osmangazi University
a275	Relationship between new media literacy and imaginativeness revealed: A study on communication majors	Vehbi Gorgulu	Istanbul Bilgi University
		Barika Goncu	Istanbul Bilgi University
a276	“Are high-tech classroom always more engaging?”: An exploratory study on the role of low-tech vs. high-tech classroom design on students’ engagement	Monica Mendini	Università della Svizzera italiana
		Paula C. Peter	San Diego State University
a277	Effects of financial education and experience on credit card misuse and compulsive hoarding	Mijeong Noh	Ohio University
		Minjung Cha	Sungkyunkwan University
a278	Brand architecture in higher education: Could it work in new and developing universities?	L Spry	Nottingham Trent University

Session 01.07 Algorithms: Constructing/Testing Theory in Marketing and Strategic Management via "Computing with Words"

Session Chair: Arch G. Woodside (Curtin University)

Time: 8:00-9:15, July 27, 2018

Room: Stella 3

a496	Constructing configurational indicators for creating industrial tourism value: A tourism-value-chain application	Fei-Hsin Huang	Lunghwa University of Science and Technology
		Yi-Jin Ye	National Taiwan Sport University
		Li-Hua Hsin	Lunghwa University of Science and Technology
a497	Testing a model of destination image formation: Application of nonparametric Bayesian relational modeling to destination image analysis	Fumiko Kano Glückstad	Copenhagen Business School
		Mikkel N. Schmidt	Technical University of Denmark
		Morten Mørup	Technical University of Denmark
a499	Assessing destination-repositioning success via social network analysis: From the "Atlantic Beach Bike Festival" to the "Coastal Uncorked Wine and Food Festival"	Bomi Kang	Coastal Carolina University
		Taylor Damonte	Coastal Carolina University
		Young-Jae Kim	Chung-Ang University
		Eun-Joo Cha	Chung-Ang University
a498	Configurations of cognitive and affective responses forming customer attitude toward a luxury brand	Sooyun Kim	Yonsei University
		Sunmee Choi	Yonsei University

Session 01.08 Digital and Technology Driven Marketing I

Session Chair: Juran Kim (Jeonju University)

Time: 8:00-9:15, July 27, 2018

Room: Yamabuki

a207	Factors influencing the acceptance of smart home applications	Marco Hubert	Aarhus University
		Markus Blut	Aston University
		Christian Brock	University of Rostock
		Ruby Wenjiao Zhang	Newcastle University
a208	The influence of weather on the effectiveness of multiple advertising channels	Felix Rafael Maria Weißmüller	Ludwig-Maximilians-Universität Munich
		Lisa Stoll	Ludwig-Maximilians-Universität Munich
a210	Technology-driven flipped learning in marketing courses	Seungmook Kang	Jeonju University
		Juran Kim	Jeonju University
a209	The evolution of a new online digital market: A multi-stakeholder perspective	Mayukh Dass	Texas Tech University
		Piyush Kumar	University of Georgia
		Srinivas K. Reddy	Singapore Management University
a206	Conceptual framework for modeling the agile marketing capability	Ludovica Moi	University of Cagliari
		Francesca Cabiddu	University of Cagliari
		Moreno Frau	University of Cagliari

Session 01.09 Advertising and Branding I

Session Chair: Hyokjin Kwak (Drexel University)

Time: 11:10-12:40, July 27, 2018

Room: Asebi

a219	Immoral Metaphors in Advertising Increase Consumer Indulgence	Jasmina Ilicic	Monash University
		Stacey M. Baxter	The University of Newcastle
		Alicia Kulczynski	The University of Newcastle
a221	The third-person perception of sex appeals on hedonic and utilitarian product Ads - The Role of Public Exposure to Sexual Stimuli	Nezahat Ekici	Karamanoglu Mehmetbey University
		B. Zafer Erdogan	Anadolu University
		Michael Basil	University of Lethbridge
a222	The effects of ingredient anthropomorphism on consumption decisions	Wen-Hsien Huang	National Chung Hsing University
		Chun-Ming Yang	Ming Chuan University
a220	Brand “Minds” about you: How brand personalization affects brand personality	Hua Chang	Towson University
		Pielah Kim	Philadelphia University/Thomas Jefferson University

Session 01.10 Customer Engagement in Tourism and Hospitality Services I

Session Chairs: Kevin Kam Fung So (University of South Carolina)

Xiang (Robert) Li (Temple University)

Time: 8:00-9:15, July 27, 2018

Room: Suisen

a605	Customer engagement in posting reviews: Empirical evidence from public vs. paid attractions	Xianwei Liu	Nanjing Audit University
		Markus Schuckert	The Hong Kong Polytechnic University
		Rob Law	The Hong Kong Polytechnic University
a607	Engagement and value co-creation: The internal fostering and hindering (f)actors of customer's engagement in the hotel experience	Nangpiire Clement	University of Minho
		Joaquim Silva	University of Minho
		Helena Maria Baptista Alves	University of Beira Interior
a608	Pathways to customer engagement: Qualitative insights	Kati Kasper-Brauer	University of Applied Sciences Zwickau
		Anna Nauen	Freiberg Technical University
		Margit Enke	Freiberg Technical University
a613	Expanding understanding of customer engagement: A subtle co-creation process at restaurants	Eojina Kim	Virginia Tech
		Liang (Rebecca) Tang	Iowa State University
a611	Derived from interaction: Developing a customer engagement model in wellness tourism	Lishan Xie	Sun Yat-sen University
		Xinhua Guan	Guangdong University of Finance and Economics
		Yingxin He	Sun Yat-sen University
		Tzung-Cheng (TC) Huan	National Chung Hsing University
a614	How firm-customer interactions impact customer engagement behaviors? An empirical study of hospitality and tourism services	Tingting Zhang	University of Central Florida
		Pei Zhang	University of Kentucky

Session 02 (9:30-11:00, July 27, 2018)

Session 02.01 Digital and Social Media Marketing in Global Business Environment II

Session Chair: Sang-Hoon Kim (Seoul National University)

Time: 9:30-11:00, July 27, 2018

Room: Lapis 1

a086	Ending bowling alone: Co-creating values and building social capital via customer engagement in social media	Tingting Zhang	University of Central Florida
		Po-Ju Chen	University of Central Florida
a052	Determining factors in the adoption of P2P payment systems	Francisco Liébana-Cabanillas	University of Granada
		Sebastián Molinillo	University of Málaga
		Arnold Japutra	University of Western Australia
a053	Susceptibility to social influence: Its effects on online service recovery bystanders	Wolfgang Weitzl	University of Vienna
		Clemens Hutzinger	Private University Seeburg Castle
a054	New wave of digital tailored fashion marketing with social media	Priscilla Y. L. Chan	Manchester Metropolitan University
		P. Y. Mok	The Hong Kong Polytechnic University
a055	Impact of online information on the diffusion of movies: Difference between the US and Korean markets	Youseok Lee	Seoul National University
		Kyoung Cheon Cha	Dong-A University
		Sang-Hoon Kim	Seoul National University
a058	How nutrition-fact information influences online food sales	Peng Zou	Harbin Institute of Technology
		Jingwen Liu	Harbin Institute of Technology
		Yixin Li	Harbin Institute of Technology
a111	The influence of the sharing platform socialization on the consumers' intention to participate - trust as a mediator	Peng Zou	Harbin Institute of Technology
		Di Huo	Harbin Institute of Technology
		Yixin Li	Harbin Institute of Technology
a112	The driving factors of the relationship of parasocial interaction in SNS environment and its impact on customer equity	Chunlin Yuan	Henan University
		Kyung Hoon Kim	Changwon National University
		Juran Kim	Jeonju University
		Xiaolei Yu	Henan University
		Yanan Yan	Henan University
a525	The asymmetric effects of attitude toward the brand (symbolic vs. functional) upon recommendation system (artificial intelligence vs. human)	Kiwan Park	Seoul National University
		Yaeri Kim	Seoul National University
		Seojin Stacey Lee	Seoul National University

Session 02.02 Leveraged Marketing Communications II

Session Chairs: Sukki Yoon (Bryant University)

Yung Kyun Choi (Dongguk University)

Kacy Kim (Elon University)

Time: 9:30-11:00, July 27, 2018

Room: Lapis 2

a541	The effect of brand communities on consumers' public and private brand loyalty	Mark Mills	Leeds University Business School
		Magnus Hultman	Leeds University Business School
		Aristeidis Theotokis	Leeds University Business School
a544	Videotisements: An emerging advertising medium targeting children	Claire Lambert	Edith Cowan University
		Alvin Lee	Deakin University
a542	Does perceptual fluency of celebrity recognition influence celebrity endorsement advertising?	Yongdan Liu	University of Macau
		Matthew Tingchi Liu	University of Macau
a546	The role of thinking style in consumer reactions to corporate social responsibility	Yoshiko DeMotta	Fairleigh Dickinson University
		Catherine Janssen	IESEG School of Management
		Sankar Sen	CUNY Baruch College
a543	How video blogger (Vlogger) affects parasocial interaction and brand	Matthew Tingchi Liu	University of Macau
		Pamela Lam I Kei	University of Macau
		Yongdan Liu	University of Macau
		Ting-Hsiang Tseng	Feng Chia University (FCU)

Session 02.03 Social Media and Luxury Brand Communication II

Session Chair: Serena ROVAI (La Rochelle Business School)

Time: 9:30-11:00, July 27, 2018

Room: Lapis 3

a397	Multidimendions of consumer value communication toward online luxury purchasing: The role of social media word-of-mouth	Jungkun Park	Hanyang University
		Sang-Lin Han	Hanyang University
		Hyowon Hyun	Hanyang University
a392	Materialism, morality, and skepticism in millennials' social media usage and communication: insights from the luxury fashion context	Lamberto Zollo	University of Florence
		Sukki Yoon	Bryant University
		Riccardo Rialti	University of Florence
		Cristiano Ciappei	University of Florence
a399	Luxury brand communication on social media: A qualitative study of the Chinese market	Lala Hu	Ca' Foscari University of Venice
a398	To converge or diverge: The effect of localized celebrity endorsements on social media interactions and perceived brand luxury	Shubin Yu	Peking University HSBC Business School
		Yangjuan Hu	Peking University HSBC Business School
a400	Exploring storytelling elements in marketing	Yun-Chia Tang	Tunghai University
		Li-Wei Wu	Tunghai University
a396	Can't help falling in love: How luxury brands generate consumer affect in social media	Jan-Frederik Gräve	University of Hamburg
		Marius Johnen	University of Hamburg
		Sina Kaltenbach	University of Hamburg
		Timo Mandler	University of Hamburg
c024	SMM and luxury fashion brands in the Chinese consumer market : The case of Wechat	Serena ROVAI	La Rochelle Business School
		Simone Guercini	University of Florence

Session 02.04 Cross Cultural Consumers and Globalization II

Session Chairs: Hector Gonzalez-Jimenez (University of York)

Fernando Fastoso (University of York)

Katharina Petra Zeugner-Roth (IESEG School of Management)

Time: 9:30-11:00, July 27, 2018

Room: Lapis L

a456	The interactive moderating role of self-esteem and independent self-construal on brand evaluations: A cross-national study	Yoko Sugitani	Sophia University
		Riccardo Rialti	University of Florence
a458	Bicultural brand personality model: A case of Japan and the U.S.	Satoko Suzuki	Hitotsubashi University Business School
		Satoshi Akutsu	Hitotsubashi University Business School
		Mayomi Haga	Osaka University of Economics
a457	Self-country connection: Development and validation of a scale	Sergio Garrido Moraes	Escola Superior de Propaganda e Marketing (ESPM)
		Vivian Iara Strehlau	Escola Superior de Propaganda e Marketing (ESPM)
		Julio César Bastos de Figueiredo	Escola Superior de Propaganda e Marketing (ESPM)
a455	The influence of visual attention on ad variation effectiveness: A cross-cultural investigation on recall and attitudes towards a brand	Ivanka Wong	London School of Economics and Political Sciences
		Benjamin G. Voyer	London School of Economics and Political Sciences & ESCP Europe Business School
a453	Export market orientation (EMO): Assessment of research trend, status and future agenda	Anisur R. Faroque	Lappeenranta University of Technology
		Yoshi Takahashi	Hiroshima University
		Mohammad Osman Gani	Hiroshima University
		Olli Kuivalainen	Lappeenranta University of Technology/ University of Manchester
a459	Managing cultural distinctiveness within home swapping	Nicole Ye Yang	The University of Melbourne
		Angela Paladino	The University of Melbourne

Session 02.05 Research Methodologies in Management and Marketing II

Session Chairs: Isaac Cheah (Curtin University)

Yang Sun (Zhejiang SCI-TECH University)

Cheng Hua (Zhejiang SCI-TECH University)

Time: 9:30-11:00, July 27, 2018

Room: Stella 1

a476	100% vs. 200% price matching guarantees	Dong-Hee Koh	Hanyang University
a472	The influence of customers resistance innovation towards customers attrition based on fsQCA: A case study of smartphone App	Minyi Chen	Zhejiang SCI-TECH University
		Yang Sun	Zhejiang SCI-TECH University
		Helen (Huifen) Cai	Business School Middlesex University London
		Cheng Hua	Zhejiang SCI-TECH University
		Jiaolong Zhang	State Street Technology (Zhejiang) Co., LTD
a478	The impact of supply chain integration on market flexibility for electric vehicle development in thailand: a structural equation model	Nitipon Tansakul	Thammasat University / Japan Advanced Institute of Science and Technology
		Suthathip Suanmali	Thammasat University
		Kunio Shirahada	Japan Advanced Institute of Science and Technology
a480	Assessing measurement invariance on consumer perceived value: Cross-group comparisons	Hyo Jin Eom	Korea University
		Laura (Zhenqiu) Lu	The University of Georgia
a469	Solving the major paradox in research in business-to-business marketing: How to capture firm-level strategy heterogeneities in industry generalizable models	Carol M. Megehee	Coastal Carolina University
		Arch G. Woodside	Curtin University

Session 02.06 Web Text data and Big Data based Marketing

Session Chair: Jaihak Chung (Sogang University)

Time: 9:30-11:00, July 27, 2018

Room: Stella 2

a026	Differences in online ratings: Cross-platform and longitudinal analyses	Chun-Yao Huang	National Taiwan University
		Ping-Yu Liu	National Taiwan University
a027	Social media intelligence to generate leads: Focus on social media analytics techniques & key performance indicator	Sookhyun Kim	East Tennessee State University
a028	Analysing sentiments of online reviews on restaurants in malaysia using predictive text analytics	Kok Wei Khong	Nottingham University Business School
		Fon Sim Ong	Nottingham University Business School
		Babajide AbuBakr Muritala	Nottingham University Business School
		Ken Kyid Yeoh	Nottingham University Business School
a029	Big data in family business marketing activities decisions	Isabel Torres	Universidade Lusíada - Norte
		Paula Rodrigues	Universidade Lusíada - Norte
		Adélia Monarca	Universidade Lusíada - Norte
		Miguel Guerreiro	Universidade Lusíada - Norte
a030	Evaluating real-time mobile coupons via field experiments	Yeohong Yoon	Yonsei University
		Jeonghye Choi	Yonsei University
		Sarang Sunder	Texas Christian University
		Minakshi Trivedi	Texas Christian University

Session 02.07 Wearable Technologies, Sustainability and Brand-building in the Luxury, High-end Cultural and Creative Industries

Session Chairs: Michel Phan (Emlyon Business School)

Klaus Heine (Emlyon Business School)

Time: 9:30-11:00, July 27, 2018

Room: Stella 3

a267	Understanding contemporary luxury experience: Two contrasting propositions	Jennifer Huh	University of Minnesota
		Hye-Young Kim	University of Minnesota
a271	How does design of luxury hybrids appeal to consumers? A study of consumers' intentions to buy wearables	Mona Mrad	Lebanese American University
		Marzena Nieroda	University of Manchester
		Charles Cui	University of Manchester
		Michael Solomon	Saint Joseph's University
a272	Is (new) luxury expensive?	Klaus Heine	Emlyon Business School
		Michel Phan	Emlyon Business School
		Michel Gutsatz	Kedge Business School
a268	The impact of luxury parent brand status signaling on line extension evaluation: The moderating role of extension authenticity, fit and quality	Jean Boisvert	American University of Sharjah
a273	Exploring millennial consumers' perceptions, attitudes and purchase intentions towards luxury fashion wearable technology (smartwatches)	Marta Blazquez Cano	University of Manchester
		Bethan Alexander	University of the Arts
		Karie Fung	University of the Arts
a270	Wearable technologies, sustainability and luxury brands: The case of vacheron constantin	Ashok SOM	ESSEC Business School

Session 02.08 Digital and Technology Driven Marketing II

Session Chair: Juran Kim (Jeonju University)

Time: 9:30-11:00, July 27, 2018

Room: Yamabuki

a204	Influences of VR Experience on Purchase Intention	Juran Kim	Jeonju University
		Seungmook Kang	Jeonju University
a205	Here and there – bridging the psychological distance between service provider and customer through virtual reality	Daniel Zimmermann	Ludwig-Maximilians-University
a216	The influence of consumer belief about using mobile Touch ID for in-app payments: The roles of perceived convenience, security, and privacy	Eunsin Joo	Michigan State University
a213	Diffusion and prevention of misbehavior in collaborative consumption platform	Joonheui Bae	Kyungpook National University
		Dong-Mo Koo	Kyungpook National University
a430	Firm, customer or others initiated touchpoints: Which instant experiences really drive behavior and satisfaction along customer journeys? - A holistic mobile-tracking approach	Umut Konuş	University of Amsterdam
		Hugh N. Wilson	Cranfield University
		Emma K. MacDonald	Cranfield University
		Jing Li	Eindhoven University of Technology
		Fred Langerak	Eindhoven University of Technology
a211	Online shopping cart abandonment - Consumer motives and effective countermeasures	Julian F Allendorf	University of Muenster
		Mirja Kroschke	University of Muenster
		Manfred Krafft	University of Muenster

Session 02.09 Advertising and Branding II

Session Chair: Hyokjin Kwak (Drexel University)

Time: 9:30-11:00, July 27, 2018

Room: Asebi

a228	The role of ambiguity in the effectiveness of sustainability labeling	Yoon-Na Cho	Villanova University
		Charles R. Taylor	Villanova University
a225	The effect of moving direction on product preference	I-Shan Hsieh	Waseda University
		Ryoka Asakura	Waseda University
		Yuri Komon	Waseda University
		Shota Narukawa	Waseda University
		Ryoichiro Mitsuda	Waseda University
a229	A content analysis of USA food and beverage advertisements on children's television: Focus on health promotion and other persuasion techniques	Mayuko Nishii	Waseda University
		Takeshi Moriguchi	Waseda University
		Kanae Suzuki	University of Tsukuba
a224	The relative effectiveness of superiority and parity claims in comparative advertising: Construal level theory perspective	Michelle R. Nelson	University of Illinois at Urbana-Champaign
		Chia-Yi Chen	National Pingtung University of Science and Technology
a227	Photoshopping of models in advertising: A review of the literature and future research agenda	Charles R. Taylor	Villanova University
		Danielle Brienne Smith	Villanova University
		Yoon-Na Cho	Villanova University
		Carissa Anthony	Villanova University

Session 02.10 Customer Engagement in Tourism and Hospitality Services II

Session Chairs: Kevin Kam Fung So (University of South Carolina)

Xiang (Robert) Li (Temple University)

Time: 9:30-11:00, July 27, 2018

Room: Suisen

a612	Analysing customer engagement on social network platforms devoted to tourism and hospitality	Ricardo Godinho Bilro	Instituto Universitário de Lisboa (ISCTE-IUL) and Business Research Unit (BRU/UNIDE)
		Sandra Maria Correia Loureiro	Instituto Universitário de Lisboa (ISCTE-IUL) and Business Research Unit (BRU/UNIDE)
		João Guerreiro	Instituto Universitário de Lisboa (ISCTE-IUL) and Business Research Unit (BRU/UNIDE)
a629	A textual analysis of triple starred restaurants' websites and their reviews in dining guides	Nathalie Montargot	CRM La Rochelle Business School
a617	Tourism sharing economy and wellbeing	Yusra Asaad	Newcastle University
		Yi-Chuan Wang	Newcastle University
a616	The loyalty implications of customer involvement in new product development: Findings from the mogul co-creation community	Marianna Sigala	University of South Australia
a655	Affect and cognition in sharing economy-based experiential tourism	Aso, K	Akita International University
		Nakagawa, H	Akita International University
		Sussan, F	Akita International University
a618	Explore the impact of tourist-to-tourist on tourism experience: A self-disclosure perspective	Meng Zhang	Southwestern University of Finance and Economics
		Hongxia Lin	Southwestern University of Finance and Economics
		Xiaorong Fu	Southwestern University of Finance and Economics
a702	Exploring the perceived richness of consumer-generated media: A clustering approach	Julian K. Ayeh	United Arab Emirates University
a704	Animosity and travel intention among Chinese outbound tourists	Qionglei Yu	University of Kent
		Dorothy Yen	University of Brunel
		Rong Xiang	Zhejiang Gongshang University
c030	Green place branding: The role of user-generated content	Diletta Acuti	University of Pisa
		Laura Grazzini	University of Florence
		Valentina Mazzoli	University of Pisa
		Gaetano Aiello	University of Florence

Session 03 (11:10-12:40, July 27, 2018)

Session 03.01 Digital and Social Media Marketing in Global Business Environment III

Session Chair: Alex Jiyoung Kim (Ewha Womans University)

Time: 11:10-12:40, July 27, 2018

Room: Lapis 1

a056	Millionaires and geo-tags: Investigating millennials' display of experiential luxury on Instagram	Marina Leban	ESCP Europe
		Benjamin Voyer	ESCP Europe
a059	Impact of culture on social media use: how, when, and why?	Jae Min Jung	California State Polytechnic University-Pomona
		Kyeong Sam Min	University of New Orleans
		Kristen R. Schiele	California State Polytechnic University-Pomona
		Anthony Kim	California State Polytechnic University-Pomona
		Jing Hu	California State Polytechnic University-Pomona
		Xin Liu	California State Polytechnic University-Pomona
		Curtis P. Haugtvedt	The Ohio State University
		James J. Kellaris	University of Cincinnati
a060	Modern versus traditional luxury brand digital strategy	Kirsten L. Cowan	NEOMA Business School
		Alena Kostyk	NEOMA Business School
a061	Disentangling the "social sharing paradox": A three-market study of privacy, trusting beliefs and information disclosure in social media	Margherita Pagani	Emlyon Business School
		Alessandro Ferrari	Facebook, Milan
a063	The impact of brand love in building brand loyalty among young consumers	Ana Rita Sousa	Universidade do Porto, Faculty of Economics
		Amélia Brandão	Universidade do Porto, Faculty of Economics
		Paula Rodrigues	Lusíada University North, Faculty of Economics and Management
a590	Importance of watcher's role in social media: Relationship between presentation-focus and social empowerment on social media usage	Jin Suk Kim	Yonsei University
		Jeong Hye Choi	Yonsei University
		Subin Im	Yonsei University
c001	The relationship between consumer clicks and advertiser bids in search advertising	Alex Jiyoung Kim	Ewha Womans University
		Sungha Jang	Kansas State University
		Hyun S. Shin	Hanyang University
c009	Underlying factors of virtual reality shopping and moderating effects of time distortion: Extension of the Virtual Liminoid Theory	Sang-Lin Han	Hanyang University
		Myoung-a An	Hanyang University
		Jerry J. Han	University of Texas - Austin
		Jiyoung Lee	University of Texas - Austin
a106	Social network analysis for Sephora and Ulta beauty: A use of ego-centered and whole network analysis	Nicholas M. Watanabe	University of South Carolina
		Jiyeon Kim	University of South Carolina
		Joohyung Park	University of South Carolina

Session 03.02 Leveraged Marketing Communications III

Session Chairs: Sukki Yoon (Bryant University)

Yung Kyun Choi (Dongguk University)

Kacy Kim (Elon University)

Time: 11:10-12:40, July 27, 2018

Room: Lapis 2

a548	The effect of celebrity endorsement on sustainable firm value: Evidence from the Korean telecommunication industry	Moon Young Kang	Korea Advanced Institute of Science and Technology
		Yonglim Choi	Korea Advanced Institute of Science and Technology
		Jeonghye Choi	Yonsei University
a554	Keep me posted! CSR communication and its impact on favorable employees' outcomes	Sarah Desirée Schaefer	Alpen-Adria Universitaet Klagenfurt
		Sandra Diehl	Alpen-Adria Universitaet Klagenfurt
		Ralf Terlutter	Alpen-Adria Universitaet Klagenfurt
a550	Ego-self to eco-self: How do we form the ecological self?	Vimala Kunchambo	Business & Economics, Monash University Malaysia
		Christina K. C. Lee	Business & Economics, Monash University Malaysia
		Jan Brace Govan	Business & Economics, Monash University Australia
a549	Managing latent corporate sustainability crises: The effects of crisis content and CSR specificity	Guido Grunwald	Osnabrück University of Applied Sciences/MKT
		Jürgen Schwill	Brandenburg University of Applied Sciences
a572	Doing well by doing good: How marketers can utilize digital marketing platforms to create shared value with consumers	Kacy Kim	Elon University
a553	Be true to yourself or try hard to please others: Preventing conspicuous consumption	Sungeun (Ange) Kim	Auckland University of Technology
		Jungkeun Kim	Auckland University of Technology
		Roger Marshall	Auckland University of Technology
		Yuri Seo	University of Auckland

Session 03.03 Social Media and Luxury Brand Communication III

Session Chair: Bruno Godey (NEOMA Business School)

Time: 11:10-12:40, July 27, 2018

Room: Lapis 3

a401	Why do we like commenting and sharing in social media? An online approach of luxury brand communication	Xiaoming Lu	Edinburgh Napier University
		Mizan Rahman	University of Lincoln
a408	How social media influence on consumers' luxury value perception	Bruno Godey	NEOMA Business School
		Jungsun Cho	NEOMA Business School
a402	Effect of Product Message Type (Novelty and Meaningfulness) on New Product Evaluation with Spendthrift and Tightwad Consumers	Taehyun Suh	Yonsei University
		Byung Kyu Kim	Yonsei University
		Subin Im	Yonsei University
a405	Social media and luxury product purchase: Developing an effective strategy to reduce the consumption of ivory products in China	Ge Xiao	Wilkes University
		Shaokang Wang	Wilkes University
a407	Consumer-brand knowledge through social media environments: An analytical approach on the multi-vocal nature of the brand	Silvia Ranfagni	University of Florence
		Matilde Milanese	University of Florence
		Simone Guercini	University of Florence
a394	Anthropomorphism in luxury goods and luxury service brand evaluations	Seonjeong Ally Lee	Kent State University
		Haemoon Oh	University of South Carolina

Session 03.04 Special Session: Tips for Publishing Impactful Research in Marketing

Time: 11:10-12:40, July 27, 2018

Room: Lapis L

Co-Chairs: Christine Moorman (Duke University), Incoming Editor-in-Chief of Journal of Marketing
Roland T. Rust (University of Maryland), Editor of International Journal of Research in Marketing

Date: July 28, 2018

Venue: Hotel New Otani Tokyo, Tokyo, Japan

Time: 11:10-12:40, July 27, 2018

Room: Lapis L

Session 03.05 Strategic Market Management

Session Chair: Jong-Ho Lee (Korea University Business School)

Time: 11:10-12:40, July 27, 2018

Room: Stella 1

a138	Proactive and responsive market orientation on marketing exploration and firm performance	Lancy Mac	University of Macau
		Felicitas Evangelista	Western Sydney University
a141	Marketing in the steady-state economy: Conceptual model and propositions	Akinori Iwamoto	Kansai University
		Satoko Suzuki	Hitotsubashi University
		Tomoko Kawakami	Waseda University
a142	Customers' continued use of customer participation service formats: A quality typology and the impact of socialization	Sandra Streukens	Hasselt University
		Sara Leroi-Werelds	Hasselt University
a135	From business strategy and social capital perspective to travel agencies' competitive advantage	Chih-Hsing Liu	Ming Chuan University
		Jeou-Shyan Horng	JinWen University of Science & Technology
		Sheng-Fang Chou	Ming Chuan University
		Yung-Chuan Huang	Ming Chuan University
		Wei-Long Lee	National Kaohsiung University of Science and Technology
a136	A study of strategic alliances, marketing capability, and firm value	Woo Li Ko	Korea University
		Sang Yong Kim	Korea University
		Jong Ho Lee	Korea University
a137	The effect of loyalty program introduction on stock returns	Ashkan Faramarzi	HEC Paris
		Mehdi Nezami	University of Illinois at Urbana-Champaign

Session 03.06 Consumer Decision Making and Consumer Signaling I

Session Chair: Alisara Rungnontarat CHARINSARN (Thammasat University)

Time: 11:10-12:40, July 27, 2018

Room: Stella 2

a285	Popularity effect: An informational cascade perspective	Sally Rao Hill	The University of Adelaide
		Karen Kao	The University of Adelaide
		Indrit Troshani	The University of Adelaide
a287	Mindsets, deal proneness and compulsive buying	Arnold Japutra	University of Western Australia
		Zening Song	Beijing Foreign Studies University
		Ahmad Daryanto	Lancaster University
a286	Stress and consumer ethical beliefs: The role of construal level and materialism	Yuanyuan Liu	School of Management, Xi'an Jiaotong University
		Yeyi Liu	Leeds University Business School, University of Leeds
		Xi Zhao	School of Management, Xi'an Jiaotong University
a284	Factors influencing Chinese consumers' green purchase behavior: An examination and extension of theory of planned behavior (TPB)	Matthew Tingchi Liu	University of Macau
		Di Liu	University of Macau
a288	Trilateral service recovery constellations: Who is my friend to form a coalition?	Roschk Holger	Alpen-Adria-Universität Klagenfurt
		Feyertag Christina	Alpen-Adria-Universität Klagenfurt
		Aydin Nilüfer	Alpen-Adria-Universität Klagenfurt
		Trabold Wendy	Alpen-Adria-Universität Klagenfurt
a304	Consciousness of decision making in Thai Culture: The case of Santi Asoke	Nudchanart Kitsanarom	Walailak University
		Pimlapas Pongsakornrungsilp	Walailak University
		Siwarit Pongsakornrungsilp	Walailak University

Session 03.07 Public Policy, Legal, and Ethical Issues in Marketing I

Session Chair: Steven W. Kopp (University of Arkansas)

Time: 11:10-12:40, July 27, 2018

Room: Stella 3

a017	Does it matter? The relationship between environmental information disclosure in advertising and consumer ethical behaviors	Hsiu-Hua Chang	Feng Chia University
a018	How can morality-irrelevant inspiration lead to morality behavior?	Jianping Liang	Sun Yat-sen University
		Zengxiang Chen	Sun Yat-sen University
		Jing Lei	The University of Melbourne
a016	Exploring potential factors that reduce consumers' purchase intention towards fast fashion products	Wenyeh Huang	Yuan Ze University
		Lan Anh Nguyen	Yuan Ze University
a020	Paid posts in blogs: No need for regulations. Good intentions are more important than disclosure	Karine Charry	Université Catholique de Louvain
		Alice Audrezet	ISG International Business School
a019	Conspicuous Green Purchase intention: The Mediating Role of Consumer Ethics and Conspicuous Consumption	Lawrence W.T. Lo	Hang Seng Management College

Session 03.08 2018 GMA-GAMMA Joint Symposium

Session Chairs: Andreas I. Andronikidis (University of Macedonia)

Prokopios K. Theodoridis (University of Patras)

Time: 11:10-12:40, July 27, 2018

Room: Yamabuki

a489	The nature of customer involvement in new service development: Current issues and future challenges	Pinelopi Athanasopoulou	University of Peloponnese
		Apostolos N. Giovanis	University of West Attica
a490	The effect of shopping styles on online shopping benefits and risks	Georgios Papalazaridis	University of Macedonia
		Leonidas Hatzithomas	University of Macedonia
		Thomas Fotiadis	Democritus University of Thrace
		Sofia Anstasiadou	University of Macedonia
a491	The strenuous effects of innovation on service employees	Vassiliki Grougiou	University of Macedonia
		Stefanos Giannikis	Hellenic Ministry of Finance
		Andreas Andronikidis	University of Macedonia
a495	New service development in a SME context	Prokopios K. Theodoridis	University of Patras
a492	How does brand-specific leadership influence on employee-based brand equity?	Yi-Husan Lee	National Central University
		Chan Hsiao	National Chiao Tung University
		Hsin-Yi Chan	National Central University
		I-Chenr Lee	National Central University
a493	Examining organizational service orientation and job satisfaction	Victoria Bellou	University of Thessaly
		Athina Economou	University of Thessaly
		Andreas Andronikidis	University of Macedonia

Session 03.09 Relationship Marketing I

Session Chair: Li-Wei Wu (Tunghai University)

Time: 11:10-12:40, July 27, 2018

Room: Asebi

		Christian Brock	University of Rostock
a366	Testing the influence of inertia on post-recovery behavior	Markus Blut	Aston University
		Heiner Evanschitzky	Aston University
a368	An inquiry on engagement behavior and customer relationship in omni-channel retailing	Ushio Dazai	Fukuoka University
		Akihiro Nishihara	Asia University
		Takashi Okutani	Oisix.daichi Inc.
		Hiroyuki Tsurumi	Yokohama National University
a369	Analyzing factors that influence brand resonance among alumni (as past customers) to develop brand equity for higher education brands	Monica Khanna	K J Somaiya Institute of Management Studies & Research, Mumbai, India
		Isaac Jacob	K J Somaiya Institute of Management Studies & Research, Mumbai, India
		Anjali Chopra	K J Somaiya Institute of Management Studies & Research, Mumbai, India
a367	The role of competition in customer equity management	Tae Ho Song	Pusan National University
		Ji Yoon Kim	Chonnam National University
a373	Differences between consumers' and employees' brand images of a food company	Miho Aizawa	Chuo University
		Yasushi Kyutoku	Chuo University
		Erina Yoshida	Chuo University
		Yuko Minami	Nichirei Ltd.
		Ippeita Dan	Chuo University
a370	The practice of relationship marketing strategies	ABM Shahidul Islam	University of Dhaka

Session 03.10 Customer Engagement in Tourism and Hospitality Services III

Session Chairs: Kevin Kam Fung So (University of South Carolina)

Xiang (Robert) Li (Temple University)

Time: 11:10-12:40, July 27, 2018

Room: Suisen

a625	Engaging cultural destination tourists with on-site activities	Kuang-peng Hung	Ming Chuan University
		Norman Peng	University of Westminster
		Annie Chen	University of Roehampton
a622	Service recover timing and compensation strategies under different intensities of negative emotions	Xiaofei Tang	Southwestern University of Finance and Economics
		En-Chung Chang	Renmin University of China
		Xing Huang	Southwestern University of Finance and Economics
		Meng Zhang	Southwestern University of Finance and Economics
		Beixi Wen	Renmin University of China
a706	Free gift for customer experience in restaurants: Effects of timing of gift offers and consumption occasions	Eunbyeong Jung	University of Tennessee at Knoxville
		Sejin Ha	University of Tennessee at Knoxville
a639	Customer engagement in virtual tourism communities: Mediating customer identification and purchasing behaviors	Xiaoyun Han	Sun Yat-sen University
		Lianlian Hua	Sun Yat-sen University
		Lin Hu	Sun Yat-sen University
a681	Intrinsic motivators and psychological benefits of customer engagement in tourism social media sites	Liang Wang	Zhejiang University
		Henry Tsai	The Hong Kong Polytechnic University
		Tianyu Ying	Zhejiang University
a695	User engagement in festivals' virtual brand communities: Sónar festival twitter and Facebook	Lluís Garay	Universitat Oberta de Catalunya
		Soledad Morales	Universitat Oberta de Catalunya
a696	Social capital and private club members' perceptions in engaging social media	MiRan Kim	Michigan State University
		Ronald F. Cichy	Michigan State University
a697	Mitigating attributional bias through customer engagement	Joohyung Park	University of South Carolina
		Sejin Ha	University of Tennessee

Session 04 (13:40-15:10, July 27, 2018)

Session 04.01 Digital and Social Media Marketing in Global Business Environment IV

Session Chair: Heeju Chae (Kyung Sung University)

Time: 13:40-15:10, July 27, 2018

Room: Lapis 1

a063	The impact of brand love in building brand loyalty among young consumers	Ana Rita Sousa	Universidade do Porto
		Amélia Brandão	Universidade do Porto
		Paula Rodrigues	Lusíada University North
a064	ASMR marketing in fashion brands using emotional commitment and nostalgia	Minjung Baek	Kyung Sung University
		Hyeonju Jang	Kyung Sung University
		Heeju Chae	Kyung Sung University
a065	The effectiveness of global brands social media communication in China: Evidence from Weibo	Ke Chen	University of International Business & Economics
		Yi Xie	University of International Business & Economics
		Luping Zhu	University of International Business & Economics
		Zhuzhu Xu	University of International Business & Economics
a066	Do narcissists engage more with luxury brands? Exploring the role of vanity on compulsive social media usage	Shintaro Okazaki	King's Business School
		Takumi Tagashira	University of Tokyo
a070	Examining the antecedent and consequences of consumer engagement with visual branded content on Pinterest	Jih-Syuan (Elaine) Lin	National Chengchi University
		Kuan-Ju Chen	National Central University
a108	Why recommend local rather than global brand online?	Li ZHENG	Leeds University of Business School
a109	Analysis of SNS activity as Leisure consumption - Focused on the SNS market activity of women consumers of the Twenties to Thirties	Heejin Park	Kyung Sung University
		Sunguk Choi	Kyung Sung University
		Heeju Chae	Kyung Sung University
a110	The consumer shopping journey for grocery versus electronics: Exploratory evidence from Korea and China	Jikyung (Jeanne) Kim	IE University
		Hyeasinn Song	Yonsei University
		Jeonghye Choi	Yonsei University
		Yongseob Kim	Sogang University and Kantar TNS
		Jeonghan Hong	UNIST

Session 04.02 Leveraged Marketing Communications IV

Session Chairs: Sukki Yoon (Bryant University)

Yung Kyun Choi (Dongguk University)

Kacy Kim (Elon University)

Time: 13:40-15:10, July 27, 2018

Room: Lapis 2

a551	Do actions speak louder than words? The power of publicizing corporate social responsibility	Junhee Seok	Seoul National University
		Youseok Lee	Seoul National University
		Byung-Do Kim	Seoul National University
a552	Communicating the fair trade message: The roles of reputation and fit	Jos Bartels	Tilburg University
		Machiel J. Reinders	Wageningen University & Research
		Chrissie Broersen	MeMo ² Amsterdam
		Sarah Hendriks	Tilburg University, Department of Communication and Information Sciences
a555	Illusion of processing fluency on pro-social campaigns: Unjustifiable efforts produce guilty feelings	Yaeun Kim	Temple University
		Yaeri Kim	Seoul National University
		Vinod Venkatraman	Temple University
		Kiwan Park	Seoul National University
a573	The effect of sensory fit on consumer evaluations on co-branding	Jung Yong Ahn	Korea University
		Yongjun Sung	Korea University
a556	Is sustainability so appealing? A focus on luxury industry	Laura Grazzini	University of Florence
		Diletta Acuti	University of Pisa
		Valentina Mazzoli	University of Pisa
		Raffaele Donvito	University of Florence

Session 04.03 Social Media and Luxury Brand Communication IV

Session Chair: Agung Sembada (Swinburne University of Technology)

Time: 13:40-15:10, July 27, 2018

Room: Lapis 3

a406	Marketing to Chinese millennials: Weibo as a marketing tool for luxury brand	Rosy Boardman	University of Manchester
		Marta Blazquez cano	University of Manchester
		Shaoqianqian Deng	University of Manchester
a716	Power motivation influences attitude towards luxury goods advertising after online social comparison	Agung Sembada	Swinburne University of Technology
a715	Cognitive computing and dynamic marketing to personalize for the next generation of luxury Swiss watch customers	Wendy K. Bendoni	Woodbury University
		Maria Bashutkina	HES SO Haute école de gestion Arc
a404	From envy to admiration: Repositioning luxury fashion brands as intentional agents on social media	Bo Ra Joo	University of Minnesota
		Hye-Young Kim	University of Minnesota
a714	The effects of mergers and acquisitions on brand loyalty in luxury brands	Yerim Chung	Yonsei University
		Jeonghye Choi	Yonsei University
		Alex Jiyoung Kim	Ewha Womans University
		Hangeun Lee	Yonsei University
a403	Strategic role of social media – perspectives from the luxury fashion industry	Hanna Kontu	London College of Fashion
		Anna Watson	University of Hertfordshire
a395	Chanel invites you backstage! Photo narrative and VIP emotions in luxury brands' social media communication	Heejin Lim	University of Tennessee
		Michelle Childs	University of Tennessee
		Leslie Cuevas	University of Tennessee
		Jewon Lyu	Kent State University

Session 04.04 Cross Cultural Consumers and Globalization III

Session Chairs: Hector Gonzalez-Jimenez (University of York)

Fernando Fastoso (University of York)

Time: 13:40-15:10, July 27, 2018

Room: Lapis L

		Laura Grazzini	University of Florence
		Raffaele Donvito	University of Florence
		Gaetano Aiello	University of Florence
a465	How does personality congruence help to explain luxury brand attachment? The results of an international research study	Daniele Pederzoli	NEOMA Business School
		Bruno Godey	NEOMA Business School
		Klaus-Peter Wiedmann	Leibniz University Hannover
		Chris Halliburton	ESCP Europe
		Priscilla Chan	Manchester Metropolitan University
a461	Feedback framing in loyalty programs: A cross-cultural investigation	Morgan X. Yang	Hang Seng Management College
		Kevin J. Zeng	Hang Seng Management College
		Haksin Chan	Hang Seng Management College
a464	The role of country-of-origin in advertising	Katharina Petra Zeugner-Roth	IESEG School of Management
		Fabian Bartsch	IESEG School of Management
a462	The end of aspiration? How Chinese consumers still value aspiration over authenticity in branding	Fernando Fastoso	University of York
		Hector Gonzalez-Jimenez	University of York
		Siqi Wang	University of York
a466	Consumer arrogance: A cross-cultural validation in Turkey and Romania	Betul Balikcioglu	Mustafa Kemal University
		Muzeyyen Arslan	Mustafa Kemal University
a451	Cultures and counterfeits are not created equal: Consideration of counterfeits differs across cultures	Steven Chan	Yeshiva University
		Nelson Amaral	American University
a463	Study on global marketing by automobile manufacturers from emerging countries: Case study of Hyundai=Kia manufacturing motors	Eiko Tomiyama	Nlrigata Sogo Gakuen

Session 04.05 2018 SIMktg- GAMMA Joint Symposium at Tokyo

Session Chairs: Gaetano Aiello (University of Florence)

Raffaele Donvito (University of Florence)

Time: 13:40-15:10, July 27, 2018

Room: Stella 1

a585	Consumers' perception of E-tailored fashion marketing – a cross-cultural comparison between China and UK	Priscilla Y. L. Chan	Manchester Metropolitan University
		P. Y. Mok	The Hong Kong Polytechnic University
a586	The potential implementation of the industry 4.0 technology within fashion luxury production. Opinions from a managerial point of view and customers perceptions	Fabrizio Mosca	Università degli Studi di Torino
		Emily La Rosa	Università degli Studi di Torino
		Chiara Civera	Università degli Studi di Torino
		Cecilia Casalegno	Università degli Studi di Torino
a587	The paradox of parody: Disruptions of new social media contents	Valentina Mazzoli	University of Pisa
		Diletta Acuti	University of Pisa
		Raffaele Donvito	University of Florence
		Gaetano Aiello	University of Florence
a588	How digital technology can enhance brands' experience - the emblematic case study of ESSELUNGA	Alessandra Vecchi	University of Bologna
a589	Big data: Asymmetry and privacy	Suzane Strehlau	ESPM, CEUMA - MARANHÃO
		Bruno Bucciarelli	ESPM
		Eduardo Francisco	ESPM, FGV-SP
		Cristina Helena P. de Melo	ESPM, PUC-SP
		Adriano Sá	ESPM
		Ricardo Maykot	ESPM
		André Carvalho	ESPM
		Pedro de Santi	ESPM

Session 04.06 Consumer Decision Making and Consumer Signaling II

Session Chair: Alisara Rungnontarat CHARINSARN (Thammasat University)

Time: 13:40-15:10, July 27, 2018

Room: Stella 2

a291	Pricing strategy based on degree of uncertainty and consumer types	Sarang Go	Seoul National University
		Kyowon Seo	Seoul National University
		Byungdo Kim	Seoul National University
a297	Hybrid nature of consumers in the commodity food market as revealed by differences in desired characteristics dependent upon food choice	Erina Yoshida	Chuo University
		Yasushi Kyutoku	Chuo University
		Miho Aizawa	Chuo University
		Yuko Minami	Nichirei Ltd.
		Ippeit Dan	Chuo University
a293	The effects of background colors on consumers' haptic evaluations and product preferencesV	Mayuko Nishii	Waseda University
		Takeshi Moriguchi	Waseda University
a295	Heuristics and biases: Implications and solutions for marketing research and practice	Cuong Pham	Griffith University
		Bo Pang	Griffith University
		Julia Carins	Griffith University
		Sharyn Rundle-Thiele	Griffith University
a298	The role of implicit theories and effort in the evaluation of products made of recycled materials	Alessandro Biraglia	Leeds University Business School
		J. Joško Brakus	Leeds University Business School
		Ambra Brizi	Sapienza University of Rome
		Lucia Mannetti	Sapienza University of Rome
c002	The perceived value of the luxury watch: Understanding consumer insight using the means end chain approach	Pakamon Puttipinyo	Mahidol University
		Phallapa Petison	Mahidol University

Session 04.07 Public Policy, Legal, and Ethical Issues in Marketing II

Session Chair: Steven W. Kopp (University of Arkansas)

Time: 13:40-15:10, July 27, 2018

Room: Stella 3

a021	Special session proposal The ethical consumer and the use of Mafia stereotypes in marketing. A study into consumers' attitudes and willingness to buy	Ilenia Bregoli	University of Lincoln
		Francesca Ceruti	University of Milan
a022	From vulnerability to maturity: Debt normalization and financial socialization of young consumers	Sandra Awanis	Lancaster University
a024	Do moral emotions make people responsible consumers? A preliminary investigation of incidental guilt and shame	Maggie Y. Chu	The Open University of Hong Kong
		Frederick H.K. Yim	Hong Kong Baptist University
		Lisa C. Wan	The Chinese University of Hong Kong
		Elisa K.Y. Chan	University of Applied Sciences Western Switzerland
a023	Ethical consumption revisited through the environmental, social, and legal dimensions	Ilenia Bregoli	University of Lincoln
a025	Incorporating public policy, regulatory, and legal issues into the marketing curriculum	Steven W. Kopp	University of Arkansas

Session 04.08 Job Platform

Time: 13:40-15:10, July 27, 2018

Room: Yamabuki

Organizer: Global Alliance of Marketing & Management Associations

Chair: Tony Garrett (Korea University)

Target Participants: University/College Departments with Job Openings in Marketing or associated areas (non-tenure track, tenure track, visiting)

- Ph.D. Candidate or Scholars in their early career stage

2018 GAMMA Job Platform Homepage:

http://gammaconference.org/2018/sub06_05.html?id=gamma&code=20170411_153836_64371&o_mode=view&o_seq=43

Session 04.09 Relationship Marketing II

Session Chair: Li-Wei Wu (Tunghai University)

Time: 13:40-15:10, July 27, 2018

Room: Asebi

a376	Experiments in emotion, co-creation and trust	Marco Luccini	University of Trento
		Roger Marshall	Auckland University of Technology
		Drew Franklin	Auckland University of Technology
a380	Three kinds of anthropomorphized brands and consumer preference: Mediating effects of instrumental and terminal materialism	Akinori Ono	Keio University
		Masaki Aiba	Keio University
		Koshi Takeda	Keio University
		Hanako Hokari	Keio University
		Tetsuya Ichikawa	Keio University
a378	Relational knowledge stores, organizational ambidexterity, and eco-innovation in international buyer-supplier relationships: The moderating roles of relational capital	Kuo-Hsiung Chang	Tunghai University
a377	Regain management in professional service firms: status quo and challenges	Doreén Pick	Merseburg University of Applied Sciences
		René R. Schleus	Freie Universität Berlin
c003	Consumer misbehavior and workplace deviant behavior of frontline employees: The mediating effect of role conflict and the moderating effect of psychological capital	Ya-nan Yao	Tianjin Normal University
		Fu-xiang Wei	Tianjin Normal University
a379	The myth of the social consumer – Impact of individualism on price increase fairness	Doreén Pick	Merseburg University of Applied Sciences
		Stephan Zielke	University of Wuppertal

Session 04.10 Customer Engagement in Tourism and Hospitality Services IV

Session Chairs: Kevin Kam Fung So (University of South Carolina)

Xiang (Robert) Li (Temple University)

Time: 13:40-15:10, July 27, 2018

Room: Suisen

a637	Engaging customers in creating destination image of hot spring hotels in Japan: Added value and behaviors	Yasushi Kyutoku	Chuo University
		Chih-Lun (Alan) Yen	Ball State University
		Ippeita Dan	Chuo University
a632	Us CVBs and meeting planners, do they really engage with each other? Customer engagement in the context of event industry	Jumyong (Stephen) Lee	Florida International University
		Sun-hwa Sunny Kim	Montana State University
		Bomi Kang	Coastal Carolina University
a641	Enhancing employee innovative behavior through customer engagement: The role of customer interactivity and employee motivations	Fengzeng Xu	ShanDong University
		Ying Wang	Griffith University
a708	Emotion, compensation and customer engagement: Evidence from luxury hotels in China	Doris Chenguang Wu	Sun Yat-sen University
		Namho Chung	Kyung Hee University
		Zhaohan Hua	Sun Yat-sen University
		Hee Chung Chung	Kyung Hee University
a627	The role of multidimensional customer brand engagement with integrated resort brands	Jiseon Ahn	University of Houston
		Ki-Joon Back	University of Houston
		Jungkun Park	Hanyang University
a700	Engaging customer with tourism brand and social media based online communities	Zoya Khan	Bahria University
		Abdul Rehman	University of Gujrat
		Muhammad Arif Khattak	Bahria University
a645	The impact of hotel employees' emotional intelligence on customer complaint handling	Ningning Xing	The Hong Kong Polytechnic University
		Lingling Xu	The Hong Kong Polytechnic University
		Henry Tsai	The Hong Kong Polytechnic University
a694	The effect of mass customization in food service on consumer's perceived value: The moderating role of social influence and food types	Yong-Ki Lee	Sejong University, South Korea
		Jaewon Hwang	Sejong University, South Korea

Session 05 (15:25-16:55, July 27, 2018)

Session 05.01 Digital and Social Media Marketing in Global Business Environment V

Session Chair: Katrina Savitskie (University of West Florida)

Time: 15:25-16:55, July 27, 2018

Room: Lapis 1

a069	Attracting job candidates through information about a company's ethi CSR cality: The effects of certification and eWOM	Victoria-Sophie Osburg	University of Hull
		Vignesh Yoganathan	Northumbria University Newcastle
		Boris Bartikowski	KEDGE Business School
		Hongfei Liu	Coventry University
		Micha Strack	University of Goettingen
a073	Influencer advertising on social media: The effects of product-influencer congruence and sponsorship disclosure on motive inference processing	Do Yuen Kim	University of Minnesota
		Hye-Young Kim	University of Minnesota
a088	Food truck operators provide business insights	Sandipan Sen	Southeast Missouri State University
		Katrina Savitskie	University of West Florida
		Sampath Ranganathan	University of Wisconsin-Green Bay
		John R. (Rusty) Brooks	Houston Baptist University
a072	Celebrity brand extensions on Instagram: Testing a serial multiple mediation model of celebrity worship and style conformity	Jasmine A.L. Yeap	Universiti Sains Malaysia
		Norkhalilah Khalid	Universiti Sains Malaysia
		Emily H.T. Yapp	Universiti Malaysia Sabah
		Say Keat Ooi	Universiti Sains Malaysia
a101	Market expansion in China: Understanding the influence of cultural dimensions and individual characteristics in social media usage in China	Ge Xiao	Wilkes University
		HyeRyeon Lee	Wilkes University
		Shaokang Wang	Wilkes University
a102	Engaging with consumers at social media sites: The mediating role of psychological brand ownership	Hua Chang	Towson University
		Lingling Zhang	Towson University
a103	Social media platforms igniting cosmetics interest among female Generation Y South Africans	Helen Duh Inseng	University of the Witwatersrand
		Ashley Biack	University of the Witwatersrand
a104	A multi-hierarchical analysis of online service recovery	Tzu-En Lu	Chien Hsin University
		Yi-Hsuan Lee	National Central University
		Chan Hsiao	National Chiao Tung University
		Jer-Wei Hsu	National Central University
a113	Impact of brand experience on customer assets in virtual community environment: Value co-creation perspective	Xiaolei Yu	Henan University
		Kyung hoon Kim	Changwon National University
		Tony C. Garrett	Korea University
		Chunlin Yuan	Henan University

Session 05.02 Leveraged Marketing Communications V

Session Chairs: Sukki Yoon (Bryant University)

Yung Kyun Choi (Dongguk University)

Kacy Kim (Elon University)

Time: 15:25-16:55, July 27, 2018

Room: Lapis 2

a560	Legitimacy and sincerity as leveraging factors in social sponsorship: An experimental investigation	Alain d'Astous	HEC Montréal
		François Carrilat	University of Technology Sydney
		Audrey Przybysz	CSA Paris
a561	Eclipsing reexamined: The conditions under which the negative effects of celebrity advertisement are suppressed	Nonoko Ikuji	Ritsumeikan University
		Mana Nagasaki	Ritsumeikan University
		Yumi Ogura	Ritsumeikan University
		Mai Kikumori	Ritsumeikan University
a558	The asymmetric forgiveness toward brand status (underdog vs. Top-dog) upon brand crisis types (relational crisis vs. Non-relational crisis)	Kiwan Park	Seoul National University
		Yaeri Kim	Seoul National University
		Seojin Stacey Lee	Seoul National University
c015	Applying marketing to wildlife conservation: a new approach	Patricia David	Griffith University
		Sharyn Rundle-Thiele	Griffith University
		Bo Pang	Griffith University
		Kathy Knox	Griffith University
		Joy Parkinson	Griffith University
		Felix Hussenoeder	Griffith University
a557	Seeing is remembering? The role of attention in audience memory for product placement	Sigen Song	Anhui University of Finance and Economics
		Bin Xuan	Anhui Normal University
		Guoxin Ma	Universiti Tunku Abdul Rahman
		Wei Xu	Anhui University of Finance and Economics

Session 05.03 Neuromarketing and Psychophysiology I

Session Chairs: Billy Sung (Curtin University)

Eun-Ju Lee (Sungkyunkwan University)

Time: 15:25-16:55, July 27, 2018

Room: Lapis 3

a119	The influence of multi-modal sensory primes on consumers' evaluation of green products	Jen-Hsien Hsu	De Montfort University
		J. Joško Brakus	University of Leeds
a118	The role of musical priming in inducing brand recall in TV commercials	Gabriel Levrini	University of the Pacific
a121	Multi-brain network across consumers' right inferior frontal gyrus predicts their attitudes toward advertising	Tao Liu	Zhejiang University
		Xingchen Liu	Hainan Normal University
a122	Investigating individual preferences and brain activity in a wine tasting experience: A Neuromarketing approach	Letizia Alvino	University of Molise
		Rob H. J. van der Lubbe	University of Twente
		Efthymios Constantinides	University of Twente
a127	Neuromarketing and the effectiveness of public health advertising	Joanne M Harris	Swinburne University of Technology
		Joseph Ciorciari	Swinburne University of Technology
		John Gountas	Murdoch University
a475	Brain potentials of online content emotionality on social media	Yujing Huang	Zhejiang Sci-tech University
		Jia Jin	Ningbo University
		Hao Ding	Ningbo University
		Yizhou Shao	Zhejiang Sci-tech University
		Bonai Fan	Ningbo University
		Qingguo Ma	Ningbo University
a481	The methodology of studying viewers' perception of an animated character using psychophysiological approaches	Natalia V. Galkina	Neurotrend
		Anna A. Naumova	Neurotrend
		Marina Y. Sheresheva	Lomonosov Moscow State University

Session 05.04 2018 CMAU-GAMMA Joint Symposium

Session Chair: Hao Zhang (Northeastern University)

Time: 15:25-16:55, July 27, 2018

Room: Lapis L

a423	The role of cultural values in green purchasing behaviour: empirical evidence from chinese consumers	Siyu Gong	Jinlin University
		Guanghua Sheng	Jinlin University
		Fang Xie	Jinlin University
a425	Research on the impact of entrepreneurial orientation on international startups' market adaptability	Chaomin Zhang	Nankai University
		Hui Xu	Nankai University
		Shan Yu	Nankai University
a426	The Chinese acquisitions of italian luxury firms and their strategic drivers	Ruizhi Wang	
a427	The impact of comparative price on consumer tolerance for service failure	Hailong Yang	Suzhou University
		Yuanyu Zhang	Renmin University of China
		Liangjing Che	Renmin University of China
a429	The impact of tourism destination image and tourists' self-concept congruity on intention to visit	Qi Yao	Chongqing Jiaotong University
		Dan Zhang	Chongqing Jiaotong University
		Guoqun Fu	Peking University

Session 05.05 International & Cross Cultural Marketing: The Changing Consumer Landscape/ Intercultural Marketing Communications

Session Chairs: Fabian Bartsch (IESEG School of Management)

Timo Mandler (IESEG School of Management)

Wolfgang Fritz (Technische Universitaet Braunschweig)

Time: 15:25-16:55, July 27, 2018

Room: Stella 1

a151	Spoiled rotten: Repetitive preferential treatment and consumer retaliation intention	Yi Li	Macquarie Graduate School of Management
		Elena Fumagalli	HEC Paris
a152	Message assertiveness and product discounts in sustainability persuasion: Comparisons among americans and koreans	Dongwon Choi	Kookmin University
		Heyjin Bang	University of Kansas
		Yeonshin Kim	Myongji University
		Tae Hyun Baek	University of Kentucky
		Sukki Yoon	Bryant University
a153	Anticipated experience of global brand: The role of brand popularity	Ibrahim Abosag	SOAS University of London
		Barbara Čater	University of Ljubljana
		Vesna Žabkar	University of Ljubljana
		Anthony Grimes	Sheffield Hallam University
		Oleskii Bekh	University of Manchester
a324	Food gift-giving behavior in Chinese cultural: Theory of consumption values	Lin Lin	I-Shou University
a325	Comparative analysis of Russian and global marketing models on the Russian market	Oksana Yuldasheva	St.Petersburg State University of Economics
		Julia Solovjova	St.Petersburg State University of Economics
		Gleb Khalikov	St.Petersburg State University of Economics
		Marko Mäki	Haaga-Helia University of Applied Sciences
		Ziva Kolbl	University of Vienna
a326	The mediating role of perceived values and risk on global brand purchase: Evidence from two european countries	Maja Arslanagic-Kalajdzic	University of Sarajevo
		Adamantios Diamantopoulos	University of Vienna
		Vesna Zabkar	University of Ljubljana

Session 05.06 Consumer Decision Making and Consumer Signaling III

Session Chair: Alisara Rungnontarat CHARINSARN (Thammasat University)

Time: 15:25-16:55, July 27, 2018

Room: Stella 2

a296	Me myself and I: The impact of self-construal and image-congruence on consumer purchase intention towards sustainable goods.	René Versteegh	Victoria University of Wellington
		James E Richard	Victoria University of Wellington
		Michelle Renton	Victoria University of Wellington
a302	Further than meets the eye: How closing and opening eyes affects construal level and utilitarian and hedonic product evaluation	Younghwa Lee	Hankuk University of Foreign Studies
		Sukki Yoon	Bryant University
		Kacy Kim	Elon University
a300	Therapeutic buying: A temporary relief for an emotional disequilibrium among women in Mumbai	Krupa A Rai	K J Somaiya Institute of Management Studies & Research, Mumbai, India
		Ajoy S Joseph	Srinivas Institute of Technology
		Shrinivasa Mayya D	Srinivas Institute of Technology
a299	Nutrient content claim and consumer decision making	Otto Afiuc	Ghana Institute of Management and Public Administration
		Michael Nkrumah	Ghana Institute of Management and Public Administration
		Frederick Owusu Sarpong	Ghana Institute of Management and Public Administration
		Kofi Osei-Frimpong	Ghana Institute of Management and Public Administration
a301	Determinants of willingness to pay for traditional bundles	Shivan Sanjay Patel	Indian Institute of Management Rohtak
		Shivendra Kumar Pandey	Indian Institute of Management Rohtak
		Dheeraj Sharma	Indian Institute of Management Rohtak
		Rama Shankar Yadav	Indian Institute of Management Rohtak
a305	The relationship between tourist value and psychological carrying capacity at Koh Lanta, Krabi, Thailand	Pimlapas Pongsakornrungsilp	Walailak University
		Siwarit Pongsakornrungsilp	Walailak University

Session 05.07 Consumer Behavior in Hospitality and Tourism I

Session Chair: Markus Blut (Aston University)

Time: 15:25-16:55, July 27, 2018

Room: Stella 3

a592	The complexity of marketing activities in the sharing economy	Nikolaos Pappas	University of Sunderland
a593	Consumer Engagement in Village Eco-Tourism: A case of the cleanest village in Asia - Mawlynnong	Neeraj Sharma	Indian Institute of Technology Roorkee
		Bijoylaxmi Sarma	Indian Institute of Technology Roorkee
a594	Service failures within service delivery networks: A qualitative study in travel and tourism industry	Chutinida Phalusuk	Newcastle University
		Markus Blut	Aston University
		Klaus Schoefer	Newcastle University
		Mitchell Ness	Newcastle University
a595	Hope and subjective well-being of elder consumers: Consumption for a travel tour as example	Etta Y. I. Chen	Yuan Ze University, Taiwan
		Yi-Hsuan Chiang	Yuan Ze University, Taiwan
a597	Observation of opportunistic complaining of other customer	Kawon (Kathy) Kim	University of South Carolina
		Melissa Baker	University of Massachusetts Amherst

Session 05.08 Online Marketing Communications I

Session Chair: Morikazu Hirose (Tokyo Fuji University)

Time: 15:25-16:55, July 27, 2018

Room: Yamabuki

a505	Purchase now and consume later: Do online and offline environments drive online social interactions and sales?	Jikyung (Jeanne) Kim	IE University
		Sanghwa Kim	Yonsei University
		Jeonghye Choi	Yonsei University
a506	Information-based and conformity-based delight of online tribalism: The effect on self- and social identity moderated by user activeness	Jie Meng	Oxford Brookes University
a507	Negative impacts of online word-of-mouth communication: The role of envy	Akinori Ono	Keio University
		Ryosuke Shimizu	Keio University
a508	Market reactions on product development rumors	Iiro Vaniala	Aalto University School of Business
c010	Incentivized product reviews: How a bloggers motives to accept brand incentivization can impact blog loyalty	Bryan Usrey	University of East Anglia

Session 05.09 Country of Origin Image, and Country Biases I

Session Chairs: Alexander Josiassen (Copenhagen Business School)

Florian Kock (Copenhagen Business School)

Time: 15:25-16:55, July 27, 2018

Room: Asebi

a311	Consumers' motivation to seek ingredient authenticity in jewellery and its effect on product judgment and willingness to buy/recommend	Zahirah Zainol	Curtin University Singapore
a312	To have is to be! Bandwagon effect, consumer ethnocentrism and intentions to buy foreign luxury products online. A survey of Chinese consumers	Giada Mainolfi	University of International Studies of Rome
a313	Exploring ethnocentrism in attitudes towards tourism destination choices	Hermann Kimo BOUKAMBA	Wakayama University
		Kaede SANO	Wakayama University
		Tatsuo Oi	Wakayama University
a314	Assessing the influence of Country of Origin Labelling (COOL) initiatives on boycotting intention: Does a boycotting intention expand to linked regions?"	Hayiel Hino	Ariel University
		Israel D. Nebenzahl	Ariel University
a315	The tourism dilemma: Examining conflicts between tourists and residents	Florian Kock	Copenhagen Business School
		Sebastian Zenker	Copenhagen Business School
		Alexander Josiassen	Copenhagen Business School
		Astrid Norfelt	Copenhagen Business School
		Ricky Wilke	Copenhagen Business School

Session 05.10 Customer Engagement in Tourism and Hospitality Services V

Session Chairs: Kevin Kam Fung So (University of South Carolina)

Xiang (Robert) Li (Temple University)

Time: 15:25-16:55, July 27, 2018

Room: Suisen

a638	The relationship between perceived service quality, satisfaction and repurchase intention in China's bed and breakfast industry	Fei Wang	The Hong Kong Polytechnic University
		Henry Tsai	The Hong Kong Polytechnic University
		Ivan Wen	University of Hawaii at Manoa
		Alan Wong	The Hong Kong Polytechnic University
a639	Socializing customer for co-creating tourism value: A moderated mediation model of customer readiness and product involvement	Hoa Pham Thi	National Tsing Hua University
		HsiuJu Rebecca Yen	National Tsing Hua University
		Chen-ya Wang	National Tsing Hua University
a640	Online customer engagement among restaurant customers: The importance of enhancing flow for social media users	Michelle (Myongjee) Yoo	California State Polytechnic University
		Wan Yang	California State Polytechnic University
		Bomin Kim	Grand Coteau
a641	Enhancing employee innovative behavior through customer engagement: The role of customer interactivity and employee motivations	Fengzeng Xu	ShanDong University
		Ying Wang	Griffith University
a642	Customer engagement in hospitality and tourism: Towards a better understanding of past trends and future directions	Estrella Díaz	University of Castilla-La Mancha
		Rocío Carranza	University of Castilla-La Mancha
		Carlos Sánchez-Camacho	University of Castilla-La Mancha
		David Martín-Consuegra	University of Castilla-La Mancha
a651	Thank You! Best practice of a post-stay email with levels of leisure involvement in the hotel industry	Krishna Garza	University of North Texas
		Kiseol Yang	University of North Texas
		Jihye Min	University of North Texas
a692	Factors explaining the attractiveness of tourism: Towards a single explanatory model? The case of the Mediterranean basin	Nathalie Montargot	CRM La Rochelle Business School
		Abdessamad Ouchen	Sidi Mohamed Ben Abdellah University Fez
a678	Flow to Asian market: Exploring the site selection decision of incentive travel from India	Serena Cheng Yi	National Taiwan Normal University
		Kuo-Ching Wang	National Taiwan Normal University
		Ben Wu	Fudan University

Session 06 (17:05-18:20, July 27, 2018)

Session 06.01 Digital and Social Media Marketing in Global Business Environment VI

Session Chair: Abhishek Nayak (University of Amsterdam)

Time: 17:05-18:20, July 27, 2018

Room: Lapis 1

a074	Digital communication of corporate social responsibility: Peculiarities and perceptions within luxury firms	Fabrizio Mosca	Unito(Turin) Corso Unione Sovietica
		Cecilia Casalegno	Unito(Turin) Corso Unione Sovietica
		Chiara Civera	Unito(Turin) Corso Unione Sovietica
a075	Paving the way for social CEOs: A cross-country comparison of adapting social media in leadership communication	Hsin-Hsuan Meg Lee	ESCP Europe
		Yang Song	Jilin University
		Valérie Livia de Jongh	Deloitte
a076	“There’s no other way!”: How perceived behavioral control affects trust to purchase in social media stores	Agung Sembada	Monash University
		Koay Kian Yeik	Monash University Malaysia
a079	Exploring the effects of social media-based brand community environment on consumer brand evaluation	Michael Chih-Hung Wang	Feng Chia University
		Ya-Yun Tang	Shih Chien University
a105	A comparison of social capital scales in an online community context	So Won Jeong	Sangmyung University
		Sejin Ha	University of Tennessee
		Kyu-Hye Lee	Hanyang University
a098	The impact of frequency and spacing of brand-generated content on the dynamics of consumer interaction on brands’ Facebook pages	Evaldas Jankauskas	University of Amsterdam
		Abhishek Nayak	University of Amsterdam
a099	Do text or photo matter for the marketing performance of social media message?	Chin Yi Fang	National Taiwan Normal University
a081	Customer engagement measurement in social media: From theory to practice	Othman Boujena	NEOMA Business School
		Isabelle Ulrich	NEOMA Business School
		Aikaterini Manthiou	NEOMA Business School
		Bruno Godey	NEOMA Business School

Session 06.02 Leveraged Marketing Communications VI

Session Chairs: Sukki Yoon (Bryant University)

Yung Kyun Choi (Dongguk University)

Kacy Kim (Elon University)

Time: 17:05-18:20, July 27, 2018

Room: Lapis 2

a562	Determinants of persuasive Instagram postings increasing message credibility and positive responses toward the sponsored brand	Lindsey Tanoff	University of North Texas
		Kiseol Yang	University of North Texas
a547	Helping sport management to protect corporate social responsibility	Anne-Marie Sassenberg	University of Southern Queensland
a564	Do they believe it? The influence of corporate transparency on consumer responsibility and skepticism	Nina Bürklin	Ludwig-Maximilians-University Munich
a565	Effects of consumer perceptions of the different types of CSR activities on corporate brand equity	Hyeon-Sook Shim	Baewha Women's University
		Sang-Lin Han	Hanyang University
a566	Is "greenhushing" indeed desired by hotel guests? The relationship between corporate (CSR) communication and hotel guests' intentions to behave unethically in the context of holiday behavior and their attitudes towards CSR communication	Andrea Ettinger	Alpen-Adria-Universität Klagenfurt
		Sonja Grabner-Kräuter	Alpen-Adria-Universität Klagenfurt
		Shintaro Okazaki	King's College London
		Ralf Terlutter	Alpen-Adria-Universität Klagenfurt
a540	Examining the 4RS of employee green behavior	Cristina Ciocirlan	Elizabethtown College
		Diana Gregory-Smith	University of Birmingham
		Danae Manika	Newcastle University
		Victoria. K. Wells	University of York

Session 06.03 Neuromarketing and Psychophysiology II

Session Chairs: Billy Sung (Curtin University)

Eun-Ju Lee (Sungkyunkwan University)

Time: 17:05-18:20, July 27, 2018

Room: Lapis 3

a125	Uncovering a local trend in consumer eye-tracking data – application of singular value decomposition in analyzing gaze sequence data	Nobuyuki Fukawa	Missouri University of Science and Technology
		Yanzhi Zhang	Missouri University of Science and Technology
		David W. Stewart	Loyola Marymount University
		John Burkardt	Virginia Polytechnic Institute and State University
a128	Neuromarketing and big data analytics for research using functional magnetic resonance imaging	Eun-Ju Lee	Sungkyunkwan University
		Hyunjin Park	Sungkyunkwan University
		Jee-Hyong Lee	Sungkyunkwan University
a126	Shelf-based scarcity & shelf organisation: Impact on consumer perceptions for luxury chocolate	Siobhan Hatton-Jones	Curtin University
		Billy Sung	Curtin University
		Min Teah	Curtin University
a129	Brain responses to digital music: An fNIRS study	Eun-Ju Lee	Sungkyunkwan University
		Kyoung Cheon Cha	Dong-A University
		Minah Suh	Sungkyunkwan University
a130	Applying biometric methods to understand luxury consumers' emotional responses	Billy Sung	Curtin University
		Ian Phau	Curtin University
a120	Effective use of physiological metrics to assess user emotion and behavior intention based on an eye tracker and neurophysiological approach	Qingxing Qu	Northeastern University
		Hao Zhang	Northeastern University

Session 06.04 2018 ESCP Europe-GAMMA JOINT SYMPOSIUM

Session Chairs: Benjamin Voyer (ESCP Europe Business School)

Minas Kastanakis (ESCP Europe Business School)

Time: 17:05-18:20, July 27, 2018

Room: Lapis L

a001	The influence of design on luxury brand love	Aurélie Hemonnet-Goujot	Aix Marseille University-IAE
		Pierre Valette-Florence	Grenoble Alpes University, IAE & CERAG
c027	Why are some objects more appealing than others to consumers? Development of a measurement scale of aesthetic style for design products	Bruno Godey	NEOMA Business School
		Joëlle Lagier	ESC La Rochelle
a003	Past experiences or new creative ideas? Exploring the connotations of product aesthetics to gain new market share	Jingyi Sun	Waseda University
a004	The effects of apparel names and visual complexity on evaluations	Jung Eun Lee	Virginia Tech
		Eonyou Shin	Virginia Tech
a005	Exploring the concept of beauty in consumer research: A multidisciplinary framework & research agenda	Marina Leban	ESCP Europe
		Benjamin Voyer	ESCP Europe
a002	Fixed or malleable: The role of implicit theories in the domain of beauty	Natalie T. Faust	Nanyang Technological University
		Lewis Lim	Nanyang Technological University
		Neil Gains	TapestryWorks
		George I. Christopoulos	Nanyang Technological University

Session 06.05 eSports and the Global Sport Management

Session Chair: Kihan Kim (Seoul National University)

Time: 17:05-18:20, July 27, 2018

Room: Stella 1

a723	Expected Utility of Sports Spectators; Close or Lopsided Match	Sarang Go	Seoul National University
		Youseok Lee	Seoul National University
		Junhee Seok	Seoul National University
		Byungdo Kim	Seoul National University
a724	Effect of Dimensions of Team Attachment on Running Group in Sport Exercise	Ning (Chris) Chen	University of Canterbury
		Jifang Dou	Tsinghua University
		Xueli Wang	Tsinghua University
a725	Drone racing spectating : The effects of spectating modes on audience immersion and presence	Young-Seok Kim	Pohang University of Science and Technology (POSTECH)
		Mijung Kim	Pohang University of Science and Technology (POSTECH)
a726	Perceived images of each types of e-sports: Concept presentation and development of a measurement scale	Jongho Kim	Seoul National University
		Yeayoung Noh	Seoul National University
		Yoonji Ryu	Seoul National University
		Kihan Kim	Seoul National University
a727	The effect of fans experience of e-sports on sponsor image and loyalty	Yeayoung Noh	Seoul National University
		Yoonji Ryu	Seoul National University
		Jongho Kim	Seoul National University
		Yunjae Cheong	Hankuk University of Foreign Studies
		Kihan Kim	Seoul National University

Session 06.06 Innovation and Strategy

Session Chair: Jina Kang (Seoul National University)

Time: 17:05-18:20, July 27, 2018

Room: Stella 2

a168	A conceptual model of barriers to data-driven business innovations	Hallikainen Heli	University of Eastern Finland
		Laukkanen Tommi	University of Eastern Finland
a169	Exploring consumer resistance towards self-driving cars	Tabea Sippel	Technische Universität Braunschweig (Institute of Marketing)
a170	Alliance portfolio configuration, knowledge development, and innovation: Theoretical framework and empirical evidence	Shichun Xu	University of Michigan-Flint
		Erin Cavusgil	University of Michigan-Flint
a171	The role that innovation and strategy plays in value driver theory to create enterprise value	Paul Wendee	Value Driver Institute
		Fiona Sussan	University of Phoenix
a710	Heterogeneity in industry-university R&D collaboration and firm innovative performance	Jun-You Lin	National Open University
		Chih-Hai Yang	National Central University

Session 06.07 Consumer Behavior in Hospitality and Tourism II

Session Chair: Shuo Wang (The Chinese University of Hong Kong)

Time: 17:05-18:20, July 27, 2018

Room: Stella 3

a598	Consumer value in Airbnb: Testing the effects of the value dimensions	Kevin Kam Fung So	University of South Carolina
		Haemoon Oh	University of South Carolina
		Somang Min	University of South Carolina
a599	The formulation of loyalty through branding in the accommodation establishments	Marietta Fragkogianni	University of Suffolk
a601	The framing effect of surcharge type on menu price perception and demand	Shuo Wang	The Chinese University of Hong Kong
a602	The interrelationships between casino brand image, casino service, customer satisfaction and loyalty	Sow Hup Joanne Chan	University of Macau
		Yim King Penny Wan	Institute for Tourism Studies
		Miyoung Jeon	Seoul National University
a603	Exploring consumers' attitudinal response to terror attacks: An exploratory study conducted in France and Israel	Tali Seger-Guttmann	Ruppin Academic Center
		Shaked Gilboa	Ruppin Academic Center
		Judith Partouche-Sebban	Paris School of Business

Session 06.08 Online Marketing Communications II

Session Chair: Morikazu Hirose (Tokyo Fuji University)

Time: 17:05-18:20, July 27, 2018

Room: Yamabuki

a509	The effects of fluency and framing on perceived review helpfulness	Rongjuan Chen	Wenzhou-Kean University
		Jiameng Zhang	The London School of Economics and Political Science
a510	Congruity and processing fluency: An analysis on the effectiveness of embedded online video advertising	Zhiying Jiang	Singapore University of Social Sciences
		Chong Guan	Singapore University of Social Sciences
		Meilin.Zhang	Singapore University of Social Sciences
		Ivo. L. de Haaij	Erasmus University Rotterdam
a574	Internet and television multitasking, impulse buying and well-being: Breadth-biased cognitive control as the mechanism	Yuhmiin Chang	National Chengchi University/Taiwan Institute of Governance and Communications Research (TIGCR)
a575	Social media activation campaigns: What makes them engaging and how they influence the brand image	SeyedAlireza Mirbagheri	Sharif University of Technology
		Manoochehr Najmi	Sharif University of Technology

Session 06.09 Country of Origin Image, and Country Biases II

Session Chairs: Alexander Josiassen (Copenhagen Business School)

Florian Kock (Copenhagen Business School)

Time: 17:05-18:20, July 27, 2018

Room: Asebi

a306	Identity and consumer preferences of transylvanian hungarians	Annamária SASNÉ GRÓSZ	University of Pannonia, Veszprém
		Zoltán VERES	University of Pannonia, Veszprém
a307	Country image as segmentation tool in the emerging markets: Evidence from Italy	Alessandro De Niscoa	Università degli Studi Internazionali
		Maria Rosaria Napolitano	Università degli Studi del Sannio
		Michela C. Mason	Università degli Studi di Udine
		Giampaolo Viglia	Portsmouth Business School
a308	The influence of country of origin on purchase intention with specific reference to apparel fitting	A. Rashid	Nottingham Trent University
		L. Barnes	The University of Manchester
a309	Consumer dispositions in multicultural contexts: A framework proposition	Mariana Bussab Porto-da-Rocha	ESPM
		Sergio Garrido Moraes	ESPM
		Miriam Tais Salomão	ESPM
		Vivian Iara Strehlau	ESPM
a310	Racial microaggressions in the retail environment: The experience of Asians in America	Heejin An	University of Minnesota
		Hye-Young Kim	University of Minnesota

Session 06.10 Customer Engagement in Tourism and Hospitality Services VI

Session Chairs: Kevin Kam Fung So (University of South Carolina)

Xiang (Robert) Li (Temple University)

Time: 17:05-18:20, July 27, 2018

Room: Suisen

a643	Instagram impact on destination management organization	Maria Elena Aramendia-Muneta	Universidad Pública de Navarra
		Cristina Olarte-Pascual	Universidad de la Rioja
		Andrea Ollo-López	Universidad Pública de Navarra
a644	Behavior on and perception of travel websites of mainland Chinese tourists	Alex Mo	The Hong Kong Polytechnic University
		Barry Mak	The Hong Kong Polytechnic University
a646	Back to the roots - the influence of childhood engagement on hospitality service failure evaluation	Marie-Christin Papen	Technical University Dresden, Germany
		Florian U. Siems	Technical University Dresden, Germany
		Werner H. Kunz	University of Massachusetts Boston, USA
a649	Does photo sharing via SNS reduce or enhance travel engagement and enjoyment?	Akinori Ono	Keio University
		Ryosuke Shimizu	Keio University
		Yongyi Wang	Keio University
a679	Online Janusian brand personality: How much do clients and hoteliers converge?	Flavio Tiago	University of the Azores
		José M. C. Verissimo	ISEG – Universidade de Lisboa
		Teresa Borges-Tiago	University of the Azores
		Tiago Silva	University of the Azores
a680	Motives of Indonesian millennials on consuming local foods and their level of consumption	Dio Wibowo	Bandung Institute of Technology
		Dina Dellyana	Bandung Institute of Technology
a682	The customer engagement construct in the context of hospitality and tourism: A systematic literature review	Noppadol Manosuthi	The Hong Kong Polytechnic University
		Maroun Aouad	The Hong Kong Polytechnic University,
a690	Zoom-in, zoom-out: The congruence effect between dynamic distance and geographic distance on travel destination recommendation	Kacy Kim	Elon University
		Qian Xu	Elon University
		Sukki Yoon	Bryant University
a691	When gratitude backfires: How culture shapes the consumer satisfaction	Yali Fan	Tsinghua University
		Rong Chen	Tsinghua University
		Feng He	University of Science & Technology Beijing

Session 07 (08:00-09:15, July 28, 2018)

Session 07.01 Digital and Social Media Marketing in Global Business Environment VII

Session Chair: Laszlo Sajtos (University of Auckland)

Time: 08:00-09:15, July 28, 2018

Room: Lapis 1

a080	More than just scanning? Empirical insights into consumer responses towards QR codes on product packages	Stefanie Sohn	Technische Universität Braunschweig
		Wolfgang Fritz	Technische Universität Braunschweig
a078	Insights into the interface between entrepreneurial and digital marketing	Simone Guercini	University of Florence
		Matilde Milanese	University of Florence
		Silvia Ranfagni	University of Florence
a082	The role of digital platforms in the global business environment: The case of China	Francesca Checchinato	Ca' Foscari University
		Lala Hu	Ca' Foscari University
a083	Use of online features for online complaint: Implications on the well-being of consumers and firms	Yean Shan Beh	University of Auckland
		Laszlo Sajtos	University of Auckland
a095	Location-based consumer identities and their effect on global Social Networking Sites usage: Evidence from users in Austria and Thailand	Katerina Makri	Vienna University of Economics and Business
		Bodo B. Schlegelmilch	Vienna University of Economics and Business/Sun Yat-sen University
		Karolos-Konstantinos Papadas	Coventry University
a096	Avoiding late adoption of digital innovations: A configurational perspective	Sara F. Jahanmir	Neoma Business School
		Graça Miranda Silva	ADVANCE/CSG, ISEG, University of Lisbon
		Jérémy Küper	Nordakademie Graduate School
		Luis Filipe Lages	Nova SBE
a092	Impact of Ad personalization on CTR - Findings from online ad campaign of an international hotel group	Richa Agrawal	Indian Institute of Technology
		Sandhya Narayanan	Indian Institute of Technology
		Rajan Vishwadeep	Jivox Software India Pvt. Ltd.
a084	Effects of firm presence in customer-owned touch points: A self-determination perspective	Ali Yakhlef	Stockholm University
		Fredrik Nordin	Stockholm University
		Tea Dahlgren	Stockholm University

Session 07.02 2018 EMAC-GAMMA Joint Symposium & 2018 JSMD-GAMMA Joint Symposium

Session Chairs: Udo Wagner (University of Vienna)
Seong-Yeon Park (Ewha Womans University)
Yuko Yamashita (Hitotsubashi University)

Time: 08:00-09:15, July 28, 2018

Room: Lapis 2

a280	The communication style matters: Improving sales effectiveness by using sociometric sensors	Sandra Pauser	University of Vienna
		Udo Wagner	University of Vienna
a281	Multi-tier pay what you want: Combining endogenous and second-degree price discrimination	Karl Akbari	University of Vienna
		Udo Wagner	University of Vienna
a382	Use of item response theory in marketing research	Seock-Ho Kim	University of Georgia
		John Hulland	University of Georgia
		Hyo Jin Eom	Korea University
a383	The regional market entry and store-network growth of chain retailers: The convenience store industry in Japan	Minami Nishikawa	Chuo University

Session 07.03 HIT-GAMMA Joint Symposium I

Session Chair: Peng Zou (Harbin Institute of Technology)

Time: 08:00-09:15, July 28, 2018

Room: Lapis 3

a364	Knowledge activity management in open customer innovation	Yue Wu	Harbin Institute of Technology
		Guofeng Li	Harbin Institute of Technology
		Liming Zheng	Harbin Institute of Technology
a356	How Facebook contribute to the re-emergence of subsistence markets in developed countries	Eva Delacroix	Université Paris-Dauphine, PSL Research University
		Béatrice Parguel	Université Paris-Dauphine, PSL Research University
		Florence Benoît-Moreau	Université Paris-Dauphine, PSL Research University
a362	Research on the marketing model of the knowledge paid product based on the open virtual community	Rui-Xue Bao	Harbin Institute of Technology
		Guofeng Li	Harbin Institute of Technology
a358	User engagement in sharing economy	Hongtao Yang	Harbin Engineering University
		Jinghan Chen	Harbin Engineering University
		Chengli Hu	Harbin Engineering University
a357	Online delivery platform research on brand trust repair strategy under the shared economy	Dan Huang	China University of Geosciences (wuhan)
		Rui Guo	China University of Geosciences (wuhan)

Session 07.04 The Revitalization of Culturally Significant Patterns, Products and Practices

Session Chair: Tracy Cassidy (University of Huddersfield)

Time: 08:00-09:15, July 28, 2018

Room: Lapis L

a742	The seat of the soul and the soul of the seat: Valuing the art of the traditional upholsterer	Tracy Cassidy	University of Huddersfield
a740	The revitalization of the service philosophy of Omotenashi in the Japanese hospitality industry	Yoshinobu Sato	Kwansei Gakuin University
		Mark E. Parry	University of Missouri – Kansas City
a739	A reflection on the benefits of revitalizing the teaching content and style of the renowned Mabel Fletcher costume course to re-skill the costume making profession: An early stage research projects	Liz Garland	University of Huddersfield
a741	The revitalisation of a craft economy: The case of Scottish knitting	Jade Halbert	University of Huddersfield
a738	The Asian millennial cosmopolitans in Taiwan night market	Kezia Sarah Abednego	National Cheng Kung University
		Faye Kao	National Cheng Kung University

Session 07.05 Theoretical and Practical Evolution of Retailing

Session Chairs: Charles Ingene (Price College of Business)

Ikuo Takahashi (Keio University)

Time: 08:00-09:15, July 28, 2018

Room: Stella 1

a332	Exploration of functional form for perceived service quality using SERVQUAL : Application of nonparametric method to nonlinear factor analysis	Toshikuni Sato	Tohoku University
a333	Qualitative effects of in-store displays using the single source data of user generated contents and point of sales	Takashi Teramoto	Yokohama National University
		Akira Shimizu	Keio University
a334	Premium private label sourcing and bargaining	S. Chan Choi	Rutgers Business School
a335	The interactional effect of atmospherics, trust and motivation on emotions and online shopping intentions	Emi Moriuchi	Rochester Institute of Technology
		Ikuo Takahashi	Keio University
a336	Opening a direct digital channel: The impact of versioning on the physical product market with heterogeneous retailers	Yuji Nakayama	Osaka Prefecture University
a337	Different external information sources at physical stores and the influence on the customer buying decision process	Andreas Kessenbrock	TU Dortmund University
		Gerrit Cziehsoa	TU Dortmund University

Session 07.06 Marketing and Entrepreneurship

Session Chair: Robert Morgan (Cardiff University)

Time: 08:00-09:15, July 28, 2018

Room: Stella 2

a717	Social enterprise – the rising star of customer well-being	Verena Batt	Leuphana University of Lueneburg
		Mareike Falter	University of Hohenheim
a719	Consumers' socioeconomic worldview and consumption phenomena	Hyun Young Cho	Dongguk University
		Seungwoo Chun	Dongguk University
		Joo-Hyoung Ji	Kyunghnam University
		Joon Woo Park	Dongguk University
		Chunduk Hwang	Dongguk University
c028	Expert concepts of innovation and entrepreneurship in hotels	Jeou-Shyan Horng	Jinwen University of Science and Technology
		Chang-Yen Tsai	MingDao University
		Yu-Chun Chung	Jinwen University of Science and Technology
a721	Perfect pitch: Appearance in entrepreneurial pitching	Elina Koivisto	Aalto University School of Business
		Mikael Paaso	Aalto University School of Business
a722	An explorative study of innovative entrepreneurship in a hospitality startup context	Jeou-Shyan Horng	Jinwen University of Science and Technology
		Chang-Yen Tsai	MingDao University
		Chih-Hsing Liu	Ming Chuan University
		Sheng-Fang Chou	Ming Chuan University
		Da-Chian Hu	Jinwen University of Science and Technology
		Shang-Yu Liu	National Kaohsiung University of Hospitality and Tourism

Session 07.07 Consumption, Desire and Culture

Session Chair: Wing-Sun Liu (The Hong Kong Polytechnic University)

Time: 08:00-09:15, July 28, 2018

Room: Stella 3

a483	The desire for a new face: the emergence of cosmetic surgery tourism in china and the transformation of South Korean national identity	Hyun Jeong Min	Pacific University
		Eric Ping Hung Li	University of British Columbia - Okanagan
a484	How decluttering and organizing enhance consumers' happiness? A multicultural exploration through the KonMari method	Charlotte Gaston-Breton	ESCP Europe
		Hsin-Hsuan Meg Lee	ESCP Europe
a485	Consumer experience as a relationship between skills and environmental affordances: An embodied approach	Ali Yakhlef	Stockholm Business School, Stockholm University
a486	Consumption and cultural capital for self-presentation in the workplace	Connie Mak	The Hong Kong Polytechnic University
		Andrea Davies	University of Leicester
		Christiana Tsaousi	University of Leicester
a487	It might not be perfect... But it is the best gift ever!	Ines Branco-Illodo	Nottingham Trent University
		Teresa Heath	University of Nottingham

Session 07.08 Marketing in General I

Session Chair: Sun-Young Park (University of San Francisco)

Time: 08:00-09:15, July 28, 2018

Room: Yamabuki

a233	A multilevel conceptual framework for nonlinear effects of social capital in sales management	Huy Nguyen	University of Sussex
		Ngoc Luu	University of Sussex
a234	The hotel industry vs. online travel agencies: Forever foe?	Sun-Young Park	University of San Francisco
		Jonathan P. Allen	University of San Francisco
a235	How my child influences what I buy for myself: Children's influence on parents' personal purchases	Alisara Rungnontarat CHARINSARN	Thammasat University
a236	On the effect of emotional uncertainty on predicted utility and forecasting error: The uncertainty-prediction asymmetry (UPA) hypothesis	Athanasios Polyportis	Athens University of Economics and Business
		Flora Kokkinaki	Athens University of Economics and Business
a238	"I will donate time today and money tomorrow": The moderating role of attitude toward nonprofit organization on donation intention	Doori Song	Youngstown State University
		Dong Hoo Kim	University of North Carolina at Chapel Hill
a239	Exploring the influence of multiple technology-based self-service channel extensions on cross-buying intention	Michael Chih-Hung Wang	Feng Chia University
		Ya-Yun Tang	Shih Chien University

Session 07.09 Value Co-Creation and Product Innovation

Session Chair: Xiaoning Liang (Trinity College of Dublin)

Time: 08:00-09:15, July 28, 2018

Room: Asebi

a416	Do customer emotions matter during the value co-creation process?	Szu Hsin Wu	Dublin City University
		Yuhui Go	Dublin City University
a418	The relationship between transformational leadership and value co-creation: The motivational processes involved in the relationship	Chan Hsiao	National Chiao Tung University
		Lee Yi-Hsuan	National Central University
		Hsu Hao-Hsin	National Chiao Tung University
a420	How to induce customer cooperation in the B2C sharing-service context: An examination of the interaction effect of message framing and customer value perception	Woohyun Lee	Yonsei University
		Sooyun Kim	Yonsei University
		Sunmee Choi	Yonsei University
a421	“My own design is better”: A co-creation perspective on the online luxury design	Zhiqi Dong	Northeastern University
		Shiquan Wang	Northeastern University
		Hao Zhang	Northeastern University
a419	Group size effect in new product crowdfunding	Meixiang Cui	Yonsei University
		Jeonghye Choi	Yonsei University
		Jaeyoung Lee	Yonsei University
		Subin Im	Yonsei University

Session 07.10 Customer Engagement in Tourism and Hospitality Services VII

Session Chairs: Kevin Kam Fung So (University of South Carolina)

Xiang (Robert) Li (Temple University)

Time: 08:00-09:15, July 28, 2018

Room: Suisen

a657	Asymmetric effects of consumer generated content on customer satisfaction of hotel customers	Pinelopi Athanasopoulou	University of Peloponnese
		Apostolos N. Giovanis	University of West Attica
a658	Experiential marketing in hospitality: An in-depth analysis of the hospital environment	Luca Buccoliero	Bocconi University
		Elena Bellio	Bocconi University
		Giulia Crestini	Bocconi University
		Elisa Solinas	Bocconi University
a659	Capturing value from sharing: The interplay among intrinsic and extrinsic product cues in peer-to-peer transportation sharing demand	Seongsoo (Simon) Jang	Cardiff University
		Mehdi Farajallah	Rennes School of Business
a660	Generation Y's online engagement in building brand loyalty through social media	HyeRyeon Lee	Department of Marketing
		Ge (Grace) Xiao	Department of Marketing
a661	Are people more likely to misbehave during travel? The mediation effect of perceived social control	Chloe Y. QIU	The Chinese University of Hong Kong
		Lisa C. WAN	The Chinese University of Hong Kong
a662	Tourist engagement and the identification with the brand of destination: The case of (re)visiting the city of Porto	Ana Pinto Borges	European Business School and Research Group of ISAG (NIDISAG)
		Elvira Vieira	ISAG – European Business School and Research Group of ISAG (NIDISAG); IPVC-Polytechnic Institute of Viana do Castelo and UNIAG - Applied Management Research Unit
		Paula Rodrigues	Lusíada University – North
a688	Capturing customer engagement on social media: The power of social communities' activation words	Richard Gruss	Radford University
		Eojina Kim	Virginia Tech
		Alan Abrahams	Virginia Tech
		Yuhyun Song	Virginia Tech
		Daniel Berry	Virginia Tech
a686	Effects of experiential motivation and customer engagement on customer value creation and shopping behavior	Sang-Lin Han	Hanyang University
		Myoung-a An	Hanyang University
a687	Image interactivity technology and engagement on online experience on hotel websites: Personal traits' moderating role	Mirna M. Bassily	University of Angers

Session 08 (09:30-11:00, July 28, 2018)**Session 08.01 Digital and Social Media Marketing in Global Business Environment VIII**

Session Chair: Jos Bartels (Tilburg University)

Time: 09:30-11:00, July 28, 2018

Room: Lapis 1

a085	Evolution of digital marketing: Theory and practice from key resources	Juran Kim	Jeonju University
		Seungmook Kang	Jeonju University
a050	Positive and negative e-wom influence on consumer ethnocentrism	Yang Sun	Zhejiang Sci-Tech University
		Hector Gonzalez-Jimenez	The University of York
		Shenghui Wang	Tongji University
a071	The Instagram Effect: Exploring Consumers' Shopping Behavior and Its Impact on Purchase Intention	Sanjukta Pookulangara	University of North Texas
		Jacqueline Parr	University of North Texas
		Lindsey Tanoff	University of North Texas
		Kimberly Nix	University of North Texas
a089	The effect of customization experience on consumers' happiness and purchase intention and the mediating roles of autonomy, competence and authorship	Ha Youn Kim	Seoul National University
		Yuri Lee	Seoul National University/Research Institute of Human Ecology
		Erin Cho	School of Design Strategies, Parsons
		Sunyang Park	Seoul National University
a094	What people say really matters: the importance of functional and emotional content in online consumer reviews for product sales	Seongsoo Jang	Cardiff University
		Jaihak Chung	Sogang University
		Vithala R. Rao	Cornell University
a091	A study on the effective strategy of connecting live home shopping and real-time communication service	Jong-Kuk Shin	Pusan National University
		MinKyung Moon	Pusan National University
		Min-Sook Park	Catholic University of Pusan
		JaeHun Kim	Pusan National University
a093	Factors driving consumers to purchase ethnic apparel: The case of Hanfu	Zahra Pourabedin	University of Reading Malaysia
		Feng Qilin	UCSI University
		Vahid Biglari	University of Reading Malaysia
c020	The effects of mobile shopping motivations on value co-creation, customer equity drivers, and customer lifetime value	Zahra Pourabedin	University of Reading Malaysia
		Nam Hee Jin	Changwon National University
		Kyong Ryul Koo	Changwon National University
a389	The role of perceived brand traits in interactive CSR advertising and consumer endorsements on Facebook	Kyung Hoon Kim	Changwon National University
		Anne-Marie van Prooijen	Vrije Universiteit Amsterdam
		Jos Bartels	Tilburg University
a107	Immersive virtual environment technology (IVET) in marketing: Shaping consumer brand experience	Jiyoung Kim	University of North Texas
		Sejin Ha	University of Tennessee
		Hwai-Ping Cheng	University of North Texas
		Kimberly Nix	University of North Texas
		Jihye Ellie Min	University of North Texas

Session 08.02 Global Perspectives in Business-to-Business Marketing: B2B Product Innovation

Session Chair: Anthony Di Benedetto (Temple University)

Time: 09:30-11:00, July 28, 2018

Room: Lapis 2

a174	The relationship of network tie and breakthrough innovation: Implications of strong and weak tie position	Hakil Moon	Eastern Michigan University
		C. Anthony Di Benedetto	Temple University
		Sang Kyun Kim	Sungkyunkwan University
a182	Digitalization through international skunk works – An inter-organizational perspective	Jens Eklinder-Frick	Uppsala University and University of Gävle
		Vincent Fremont	Uppsala University and University of Gävle
		Aihie Osarenkhoe	University of Gävle
		Lars-Johan Åge	University of Gävle
a183	The mediating role of absorptive capacity on the strategic orientation — product innovativeness link in Chinese B2B SMEs	Fenfang Lin	Southampton Business School
		Matti Jaakkola	Southampton Business School
		Wai-sum Siu	Hong Kong Baptist University
		Jake Ansell	University of Edinburgh Business School
a186	Success factors in the front end of innovation	Alexander Vélez	University of the Basque Country
		Jose M. Barrutia	University of the Basque Country
		Carmen Etxebarria	University of the Basque Country

Session 08.03 HIT-GAMMA Joint Symposium II

Session Chair: Peng Zou (Harbin Institute of Technology)

Time: 09:30-11:00, July 28, 2018

Room: Lapis 3

a361	The research of enterprises we media marketing's influence on brand loyalty	Yixin Li	Harbin Institute of Technology
a360	Perceived risk of particulate matter and anti-pollution cosmetics purchase intention: The mediating role of response-efficacy	Minsun Yeu	Harbin Institute of Technology
		Jisun Lee	Kookmin University
a363	The research of taobao's personalized recommendation on purchase intention of consumers	Guofeng Li	Harbin Institute of Technology
		Zhuonan Gao	Harbin Institute of Technology
a365	The influence of the sharing platform socialization on the consumers' intention to participate -- trust as a mediator	Peng Zou	Harbin Institute of Technology
		Di Huo	Harbin Institute of Technology
		Jingwen Liu	Harbin Institute of Technology
a359	Airbnb's Integrated Marketing Communication strategy: A comparative study between Hull (UK) and Bandung (Indonesia)	Diva Arya Saskia Putri	Bandung Institute of Technology

Session 08.04 Meet the Editors

Time: 09:30-11:00, July 28, 2018

Room: Lapis L

Roland T. Rust	University of Maryland	Editor of International Journal of Research in Marketing
Christine Moorman	Duke University	Incoming Editor-in-Chief of Journal of Marketing
Constantine Katsikeas	Leeds University Business School	Editor-in-Chief of Journal of International Marketing
Charles R. Taylor	Villanova University	Editor of International Journal of Advertising
C. Anthony Di Benedetto	Temple University	Editor of Industrial Marketing Management
John Cadogan	Loughborough University	Editor of International Marketing Review
Shintaro Okazaki	King's College London	Editor-in-Chief of Journal of Advertising
Naveen Donthu	Georgia State University	Editor-in-Chief of Journal of Business Research
Margaret C. Campbell	University of Colorado Boulder	Co-Editor of Journal of Consumer Research
Arch G. Woodside	Curtin University	Editor-in-Chief of Journal of Global Scholars of Marketing Science
Ian Phau	Curtin University	Editor of Asia Pacific Journal of Marketing and Logistics
Eunju Ko	Yonsei University	Editor-in-Chief of Journal of Global Fashion Marketing
Kihan Kim	Seoul National University	Editor-in-Chief of Journal of Global Sport Management
Carlos Flavian	University of Zaragoza	Editor-in-Chief of Spanish Journal of Marketing-ESIC

Session 08.05 Interaction between Innovation and Sustainability in Marketing

Session Chair: Olga Tretyak (National Research University Higher School of Economics)

Time: 09:30-11:00, July 28, 2018

Room: Stella 1

a160	Linking business model and marketing research for successful business model innovation	Denis Klimanov	National Research University Higher School of Economics
		Olga Tretyak	National Research University Higher School of Economics
a161	Use of gamification tools: Shifting customer engagement practices of russian companies	Alena I. Morozova	National Research University Higher School of Economics
		Aleksandr G. Rozhkov	National Research University Higher School of Economics
a164	Embedding innovative internet-based communication tools into business model: Longitudinal quantitative study	Kolesnik Nadezda	National Research University Higher School of Economics
		Tretyak Olga	National Research University Higher School of Economics
a165	Innovative business models and sustainability entrepreneurship: Case of the Russian ecopreneurial firms	Tatiana Ershova	Far Eastern Federal University
		Elena Gafforova	Far Eastern Federal University
a166	Implementing creativity and innovation in sustainable fashion product development practice	Helen Goworek	University of Leicester
		Lynn Oxborrow	Nottingham Trent University
a167	The influence of consumer motivations on online brand community engagement	Anastasiia A.Napalkova	The Far Eastern Federal University
a163	Internationalization and global marketing of automobile recycling companies to expand the world's venous industry: Case study of Kaihosangyo Co.	Eiko Tomiyama	Graduate Institute for Entrepreneurial studies

Session 08.06 Marketing Specifics in Emerging Markets

Session Chair: Vera Rebiazina (National Research University Higher School of Economics)

Time: 09:30-11:00, July 28, 2018

Room: Stella 2

a316	Digital marketing capability and firm performance: A dynamic capabilities perspective	Florin Foltean	West University of Timisoara
a317	Customer orientation in Russian market: Challenging existing concepts and measurement models	Vera Rebiazina	National Research University Higher School of Economics
		Maria Smirnova	St. Petersburg University
a320	Enhancing export performance of emerging market exporters amid export market dynamism	Amonrat Thoumrungroje	Assumption University
		Olimpia C. Racela	Mahidol University International Colleg
a322	Credibility of anti-smoking messages on the effectiveness of health warning messages: The mediating roles of perceived health and social risks	Murat Aktan	Nevsehir Haci Bektas Veli University
		Paul Chao	Eastern Michigan Universit
a321	The influence of online travel communities on tourism destinations choice	Ekaterina V. Buzulukova	National Research University Higher School of Economics
		Marina Y. Sheresheva	Lomonosov Moscow State University
		Svetlana M. Berezka	Lomonosov Moscow State University
		Ilia S. Andreev	National Research University Higher School of Economics
c004	Advertising in a developing economy: Attitudes of young consumers in Egypt	Mohsen Bagnied	American University of Kuwait
		Mark Speece	American University of Kuwait
		Ibrahim Hegazy	American University in Cairo

Session 08.07 Political Branding in Turbulent Times

Session Chair: George Panigyrakis (Athens University of Economics and Business)

Time: 09:30-11:00, July 28, 2018

Room: Stella 3

a154	Exploring political brand identity and political brand image in non-party contexts from a multi-stakeholder perspective	G. Armannsdottir	Nottingham Trent University
		C. Pich	Nottingham Trent University
a155	Self-expression through voting? The critical role of leader brand personality	Sofia Batsila	Athens University of Economics and Business
		George Panigyrakis	Cyprus University of Technology
		Anastasios Panopoulos	University of Macedonia
a156	Political strides and metaphors	Anjuman D Antil	University of Delhi
		Harsh V Verma	University of Delhi
a157	The role of brand love in political brand preference	Saikat Banerjee	Indian Institute of Foreign Trade-IIFT
		Bibek Ray Chaudhuri	Indian Institute of Foreign Trade-IIFT
a158	Consumer response to controversial marketing communications- the case of H&M the coolest Monkey	Jenny Ma	University of Greenwich

Session 08.08 Marketing in General II

Session Chair: Sefa Awaworyi Churchill (RMIT University)

Time: 09:30-11:00, July 28, 2018

Room: Yamabuki

a240	Exclusive or exclusion? An examination of strategic discrimination in marketing	Samuelson Appau	RMIT University
		Sefa Awaworyi Churchill	RMIT University
a241	Seducing customers with fond memories: the effect of nostalgia on consumer switching behavior	Zhongqiang (Tak) Huang	University of Hong Kong
		Xun (Irene) Huang	Nanyang Technological University
		Yuwei Jiang	The Hong Kong Polytechnic University
a242	The use of marketing metrics by Chinese firms: A survey of current practices	Xiaoning Liang	The University of Dublin
		Yuhui Gao	Dublin City University
		Hao Zhang	Northeastern University
		Xin Guang	Capital University of Economics and Business
a243	Sunday trading in the new millennium: Sunday is the new Saturday!	Hina Khan	Lancaster University
a244	The effect of typeface on ad effects considering psychological perception and perceived communicator's power	Soojin Kim	Louisiana State University
		Yoojung Kim	Konkuk University
		A-Reum Jung	Louisiana State University
c033	Explanatory study of entrepreneurship policy using realist approach	Isti Raafaldini Mirzanti	Institut Teknologi Bandung

Session 08.09 NZAI-GAMMA Joint Symposium

Session Chairs: Yuri Seo (University of Auckland)

Jungkeun Kim (Auckland University of Technology)

Time: 09:30-11:00, July 28, 2018

Room: Asebi

a580	A qualitative approach to understanding self-construal	'Ilaisaane M.E. Fifita	University of Auckland
<hr/>			
a581	Negative actor engagement in student learning system: Conceptualisation, scale development and validation	Loic Pengtao Li	University of Auckland
		Biljana Juric	University of Auckland
		Roderick Brodie	University of Auckland
<hr/>			
a583	The effect of scarcity information on evaluations of imported foods	Jungkeun Kim	Auckland University of Technology
		Euejung Hwang	Auckland University of Technology
		Jae-Eun Kim	University of Auckland
		Yuri Seo	University of Auckland
<hr/>			
a584	Human-like material purchases provide as much happiness as experiential purchases	Jacob Chaeho Lee	Ulsan National Institute of Science and Technology
		Sara Kim	University of Hong Kong

Session 08.10 Customer Engagement in Tourism and Hospitality Services VIII

Session Chairs: Kevin Kam Fung So (University of South Carolina)

Xiang (Robert) Li (Temple University)

Time: 09:30-11:00, July 28, 2018

Room: Suisen

a663	Customer engagement and its outcomes: The roles of service environment and brand equity	Ou Juanjuan	Guangdong University of Foreign Studies
		IpKin Anthony Wong	City University of Macau
		Matthew Tingchi Liu	University of Macau
a664	The independent effects of brand warmth and brand competence perception on consumers' complaining responses to service failures	Shannon X. Yi	The Chinese University of Hong Kong
		Chloe Y. Qiu	The Chinese University of Hong Kong
		Lisa C. Wan	The Chinese University of Hong Kong
a665	How the tourism service quality influence the tourist loyalty: Tour guide professional competence as intermediary variables	Su-Shiang Lee	Chaoyang University of Technology (CYUT)
		Wei Yeng Sia	Chaoyang University of Technology (CYUT)
		Wei Peng Tan	Chaoyang University of Technology (CYUT)
		Chih-Wei Lin	Chaoyang University of Technology (CYUT)
a666	Millenials uncovered: Boutique hotels and drivers of intention to stay of Indonesian Millenial customers	Adilla Anggraeni	Bina Nusantara University
		Indra Kusumawardhana	Bina Nusantara University
a669	Various model specifications for conceptualizing customer engagement on Facebook fan pages: A case study from the dining industry	Sally, Chaang-luan Ho	Chaoyang University of Technology
		Ying-Hsiao Lai	Chaoyang University of Technology
		Li Wei Liu	Chaoyang University of Technology
a670	Effects of cognitive engagement in the development of brand loyalty and brand love in hotel context	Min-Jung Shin	University of Houston
		Ki-Joon Back	University of Houston
a685	Visitors' loyalty and price perceptions: The role of customer engagement in a nature based tourism environment	Maxi Bergel	University of Rostock
a671	Consumer reactions to negative online review: The role of friendship strength and gift giving consumption	Abigail X. Luo	The Chinese University of Hong Kong
		Lisa C. Wan	The Chinese University of Hong Kong

Session 09 (11:10-12:40, July 28, 2018)

Session 09.01 Leveraged Marketing Communications VII

Session Chairs: Sukki Yoon (Bryant University)

Yung Kyun Choi (Dongguk University)

Kacy Kim (Elon University)

Time: 11:10-12:40, July 28, 2018

Room: Lapis 1

a567	Does it pay not to engage in greenwashing? The effect of supply chain involvement in greenwashing on investors' reactions	Marta Pizzetti	Università della Svizzera italiana
		Lucia Gatti	Università della Svizzera italiana
		Peter Seele	Università della Svizzera italiana
a568	When partners divorce: Understanding the Potential Downside of Cause-Related Marketing Programs	H. Aghakhani	Rowe School of Business, Dalhousie University
		S.W. Carvalho	Rowe School of Business, Dalhousie University
		P.H. Cunningham,	Rowe School of Business, Dalhousie University
a569	From differently-abled to distinctly-enabled: Creating social capital using SERVQUAL model- the case of Mirchi & Mime in Mumbai	Isaac Jacob	K J Somaiya Institute of Management Studies & Research, Mumbai, India
		Monica Khanna	K J Somaiya Institute of Management Studies & Research, Mumbai, India
		Krupa A Rai	K J Somaiya Institute of Management Studies & Research, Mumbai, India
a570	Interdependence of performance between movies and the movie-themed mobile games	Youseok Lee	Seoul National University
		Jisu Yi	Seoul National University
		Sang-Hoon Kim	Seoul National University
		Dongwon Choi	University of Georgia
a571	"You've got oysters? Then, Guinness is the perfect match": The effect of paring strategy on branded content	Hyejin Bang	University of Kansas
		Tae Hyun Baek	University of Kentucky
		Yeonshin Kim	Myongji University
a563	When the good becomes the bad: The role of corporate crisis type and issue congruence	Sangdo Oh	Yonsei University
		Yoojung Kim	Konkuk University
		Sejung Marina Choi	Korea University

Session 09.02 Global Perspectives in Business-to-Business Marketing: B2B Sales

Session Chair: Anthony Di Benedetto (Temple University)

Time: 11:10-12:40, July 28, 2018

Room: Lapis 2

a180	Measuring B-2-B service quality and relationship performance: Scale development and model testing	Sang-Lin Han	Hanyang University
		Seong Ho Lee	Hanbat University
a176	Customer-oriented selling of performance-based contracts – a means end chain analysis	Stefan Ruffer	TU Dortmund University
		Tobias Schaefer	TU Dortmund University
a177	From sponsorship to partnership: In search of a partnership portfolio framework in the sports industry	Sabrina C. Thornton	Huddersfield Business School
		Benjamin Dehe	Huddersfield Business School
		David R. Bamford	Huddersfield Business School

Session 09.03 Developments in Global Marketing and Strategy: Empirical, Methodological and Theoretical Challenges

Session Chair: Giuseppe Musarra (Leeds University Business School)

Discussant: Vita Kadile (Leeds University Business School)

Time: 11:10-12:40, July 28, 2018

Room: Lapis 3

a442	Cross-cultural understanding of global consumer segments: G1alienated consumers	Yuliya Strizhakova	Rutgers University
		Robin Coulter	University of Connecticut
a444	Strategic global brand management - an integrated perspective	Magnus Hultman	Leeds University Business School
		Matthew Robson	Leeds University Business School
		Yeyi Liu	Leeds University Business School
		Pejvak Oghazi	Linnaeus University
a445	Towards an alternative multi-exemplar composite measure of country image. A comparison with traditional measures of country image	George Balabanis	Cass Business School
		Carmen Lopez	Plymouth University
		Anastasia Stathopoulou	International University of Monaco
a446	A multidimensional review of culture within the international ethics and sustainability research	Costantinos Leonidou	Leeds University Business School
		Charalampos Saridakis	Leeds University Business School
		Dionysis Skarmeeas	Athens University of Economics and Business
a443	Strategic global brand management - an integrated perspective	Christos Pitelis	Brunel University London
		Eleni Piteli	University of Sussex

Session 09.04 2018 KAPPS-GAMMA Joint Symposium

Session Chairs: Bongchul Kim (Chosun University)
 Cunhyeong Ci (Kookmin University)
 Juran Kim (Jeonju Univeristy)

Time: 11:10-12:40, July 28, 2018
 Room: Lapis L

a199	Effects of social platform in Advertising & PR	Bongchul Kim	Chosun University
		Jooah Ahn	Dongshin University
		Sung Hey Chung	Seoul Women's University
		Jin Han Ryoo	Keimyung University
a201	Study on type of successful advertising public-relations campaign strategy in 4th industry innovation age	JeI Young Lee	Catholic Kwandong University
a197	Are parasocial interaction and brand attachment the same concept?	Yang Ho Choi	Chosun University
		Kim Yu Mi	Chosun University
a195	The impact of similarity of the Ads on consumer's attitude toward the brand and its competitor	CunHyeong Ci	Kookmin University
a202	A study on effective advertising vicarious execution commission system in digital environment	Il-do Choi	Korea Press Foundation
		Jee-Hye Choi	Hankuk University of Foreign Studies
		Hyo-Bok Lee	Hankuk University of Foreign Studies
a203	Assessing current AR marketing and research directions	Sang Jun Moon	MTF Leisure
		Juran Kim	Jeonju Univeristy
		Baigali Buyantogtokh	Jeonju Univeristy
		Yalan Luo	Jeonju Univeristy
		Hying-Jin Kim	Business Agency

Session 09.05 Stakeholders-Brand Relationships: Multiple Online/Offline Interactions I

Session Chair: Sandra Maria Correia Loureiro (Lisbon University Institute (ISCTE-IUL))

Time: 11:10-12:40, July 28, 2018

Room: Stella 1

a031	The perception of active listening practice on social networks	Lídia Silveira Pina	Instituto Universitário de Lisboa (ISCTE-IUL)
		Sandra Maria Correia Loureiro	Instituto Universitário de Lisboa (ISCTE-IUL)/Business research Unit (BRU/UNIDE)/SOCIUS
		Paulo Rita	Instituto Universitário de Lisboa (ISCTE-IUL), BRU-IUL and NOVA Information Management School (NOVA IMS), Universidade Nova de Lisboa
		Eduardo Moraes Sarmiento	University Lusófona/ISEG-Universit of Lisbon
		Ricardo G. Bilro	Instituto Universitário de Lisboa (ISCTE-IUL) and Business research Unit (BRU/UNIDE), Lisbon and IPAM-Universidade Europeia
		João Guerreiro	Instituto Universitário de Lisboa (ISCTE-IUL) and Business research Unit (BRU/UNIDE)
a032	Irritate me and i'll block you! – consumer's cognitive process leading to ad blockers	Khyati Jagani	Flame University, India
		Bijal Mehta	Ahmedabad University
		Rasananda Panda	MICA, India
a033	Exploring how brands create and maintain online relationships through their websites, Facebook and Instagram brand pages	Luisa Pinto	Instituto Universitário de Lisboa (ISCTE-IUL)
		Sandra Maria Correia Loureiro	Instituto Universitário de Lisboa (ISCTE-IUL)/Business research Unit (BRU/UNIDE)/SOCIUS
		Pulo Rita	Instituto Universitário de Lisboa (ISCTE-IUL), BRU-IUL and NOVA Information Management School (NOVA IMS), Universidade Nova de Lisboa
		Eduardo Moraes Sarmiento	University Lusófona/ISEG-Universit of Lisbon
a034	Corporate social responsibility initiatives influence customer awareness and empowerment	Sandra Maria Correia Loureiro	Instituto Universitário de Lisboa (ISCTE-IUL)/Business research Unit (BRU/UNIDE)/SOCIUS
		João Lopes	Instituto Universitário de Lisboa (ISCTE-IUL)
a035	The role of word-of-mouth and celebrity endorsement in online consumer-brand relationship: The context of Instagram	Sandra Maria Correia Loureiro	Instituto Universitário de Lisboa (ISCTE-IUL)/Business research Unit (BRU/UNIDE)/SOCIUS
		Eduardo Moraes Sarmiento	University Lusófona/ISEG-Universit of Lisbon
C031	Creative entrepreneurship: a means to empower local potentials in bandung	Salfitrie Maryunani	Institute of Technology Bandung

Session 09.06 Corporate Branding, Luxury Marketing & Identity-based Value Management I

Session Chair: Klaus-Peter Wiedmann (Leibniz University Hannover)

Time: 11:10-12:40, July 28, 2018

Room: Stella 2

a011	Factors affecting millennials' attitudes and purchase intentions toward luxury fashion brands online: The role of national culture	Regina Burnasheva	Sookmyung Women's University
		YongGu Suh	Sookmyung Women's University
a014	Investigating the impact of product placement on brand attitude: A case of marvel movies	George C. Shen	National Chiayi University
		Cia-Han Tsai	National Chiayi University
		Rick Lee	New Jersey City University
		Chia Ann Lai	National Chiayi University
a015	Flagship shop strategy for brand building: — Case of Uniqlo	Shin'ya Nagasawa	Waseda University
		Norihiro Suganami	Tanseisha Co. Ltd.
a012	Gastronomy tourists and dining at luxury restaurants	Norman Peng	University of Westminster
		Annie Chen	University of Roehampton
		Kuang-peng Hung	Ming Chuan University

Session 09.07 2018 AEMARK-GAMMA Joint Symposium

Session Chair: Carlos Flavian (University of Zaragoza)

Time: 17:45-19:00, July 27, 2018

Room: Stella 3

a409	Dynamic Evaluation of Business Model Quality	Yongfa Li	Anhui University of Finance and Economics
		Ping Wang	Anhui University of Finance and Economics
		Xiuhua Tian	Anhui University of Finance and Economics
a410	How do Split Questionnaires Reduce Response Styles?	Feray Adiguzel	LUISS Guido Carli University
a411	Impact of perceived value on casual mobile game loyalty: The moderating effect of intensity of playing	Sebastian Molinillo	University of Malaga
		Arnold Japutra	University of Western Australia
		Francisco Liébana-Cabanillas	University of Granada,
a412	Owned media in Twitter of multinational firms: To centralize or to decentralize?	Nora Lado	University Carlos III of Madrid
		Manuel Ceballos	University Carlos III of Madrid
		Angel Garcia-Crespo	University Carlos III of Madrid
a413	"To be or not to be" is not the only question in advertising flyers: How and where being also matters	Álvaro Garrido Morgado	Universidad de Salamanca
		Óscar González Benito	Universidad de Salamanca
		Mercedes Martos Partal	Universidad de Salamanca
a414	Consistency of perceived influence of user-generated content on corporate social responsibility	Marina Zanfardini	National University of Comahue
		Enrique Bigné	University of Valencia
		Luisa Andreu	University of Valencia
		Carla Ruiz	University of Valencia
a415	How to use arousal stimuli to enhance effectiveness of different pre-roll advertising formats	Daniel Belanche	University of Zaragoza
		Carlos Flavian	University of Zaragoza
		Alfredo Perez-Rueda	University of Zaragoza

Session 09.08 Marketing in General III

Session Chair: Lin Guo (University of New Hampshire)

Time: 11:10-12:40, July 28, 2018

Room: Yamabuki

a245	An extended protection motivation theory model of energy savings and carbon reduction behavioral intentions - the mediation role of protection motivation	Mei-Fang Chen	Tatung University
a246	The effect of virtual community codependency on virtual community addiction: Exploring the mediation effects	Long-Chuan Lu	National Chung Cheng University
		Ching-Tzu Tsai	National Chung Cheng University
a247	Brand structures matter extension spillover effects	Joseph W. Chang	University of Massachusetts
a248	The influence of frontline service employees' perception of customer injustice on their perceived psychological contract violation	Lin Guo	University of New Hampshire
		Aadron Arndt	Old Dominion University
		Chuanyi Tang	Old Dominion University
a249	One piece of information leads to another: Consumers' privacy concern, trust and the trap of willingness to share information	Monica GROSSO	EMLYON Business School
		Sandro Castaldo	SDA Bocconi School of Management
		Hua Li	DRAC Business School
c034	Survival of the quickest – investigating organizational agility enablers and outcomes	Fabian P.W. Schrempf	Ludwig-Maximilians-Universität Munich
		Manfred Schwaiger	Ludwig-Maximilians-Universität Munich

Session 09.09 WORKSHOP I

Learning fuzzy-set Qualitative Comparative Analysis (fsQCA) for Beginners - Hands-on Workshop

Instructor: Prof. Arch G. Woodside, (Editor of Journal of Global Scholars of Marketing Science), Curtin University

Time: 11:10-12:40, July 28, 2018

Room: Asebi

Session 09.10 Customer Engagement in Tourism and Hospitality Services IV

Session Chairs: Kevin Kam Fung So (University of South Carolina)

Xiang (Robert) Li (Temple University)

Time: 14:00-15:15, July 28, 2018

Room: Suisen

a653	A perceived service quality model in sharing economy: The case of Airbnb	Murat Acar	Bogazici University
		Aysegul Toker	Bogazici University
a701	Applying wireless analytics to track customer engagement level to pop-up food trucks	Billy Sung	Curtin University, Australia
a693	Exploring the psychological impacts of service recovery strategies on potential customers	Elisa CHAN	Ecole hôtelière de Lausanne, HES-SO//University of Applied Sciences Western Switzerland
		Lisa C. Wan	The Chinese University of Hong Kong
		Maggie Y. Chu	Open University of Hong Kong
a654	Traveling like a local: a study of the relationships among customer engagement, satisfaction and behavioral intentions of Airbnb users	Jungho Suh	Dongbei University of Finance and Economics
		Soyoung An	Dongbei University of Finance and Economics
		Thomas Eck	Dongbei University of Finance and Economics
a656	Engaging customers for value co-creation through mobile instant messaging	Soey Sut Ieng Lei	The Hong Kong Polytechnic University
		Shun Ye	The Hong Kong Polytechnic University
		Dan Wang	The Hong Kong Polytechnic University
		Rob Law	The Hong Kong Polytechnic University
a683	Investigating tourist perceptions of wireless tracking at a travel destination	Sean Lee	Curtin University
		Billy Sung	Curtin University
a685	Residents' engagement in tourism development: Self-congruity and word-of-mouth behaviour	Ning (Chris) Chen	University of Canterbury
		Tina Šegota	University of Greenwich
		Tea Golja	Juraj Dobriša University of Pula

Session 10 (14:00-15:15, July 28, 2018)

Session 10.01 2018 ANZMAC-GAMMA Joint Symposium I

Session Chairs: Ian Phau (Curtin University)

Tony Garrett (Korea University Business School)

Time: 14:00-15:15, July 28, 2018

Room: Lapis 1

a343	The effect of anthropomorphic brand roles and implicit theories on consumer responses	Bing Han	Shanghai Jiao Tong University
		Liangyan Wang	Shanghai Jiao Tong University
		Xiang (Robert) Li	Temple University
a355	Public self-consciousness and luxury brand attachment	Anwar Sadat Shimul	Curtin University
		Sean Lee	Curtin University
a349	Live what you speak and you shall be protected: The insurance-effect of CSR beliefs in the face of a CSI Crisis	Matthias Jäger	Korea University Business School
		Tony Garrett	Korea University Business School
a345	Outsourcing banking services: Impacts on consumer-based brand equity and loyalty in Asia	Harry Gu	SILC-UTS, Shanghai
		Ashish Sinha	University of Technology
a344	The advertising appeal of genuinity	Brian 't Hart	Curtin University
		Min Teah	Curtin University

Session 10.02 Global Perspectives in Business-to-Business Marketing: B2B Export and Trade

Session Chair: Anthony Di Benedetto (Temple University)

Time: 14:00-15:15, July 28, 2018

Room: Lapis 2

a175	Does economic distance matter in international business to business relationships?	Leping He	University of Chinese Academy of Sciences/University of Chinese Academy of Sciences
		Meng Wang	Hong Kong Polytechnic University
		Flora Fang Gu	Hong Kong Polytechnic University
a173	A multi-faceted examination of the export product adaptation - customer value creation relationship	Eleni Tsougkou	Loughborough University
		John W. Cadogan	Loughborough University
		Ian R. Hodgkinson	Loughborough University
		João S. Oliveira	Loughborough University
		Tommi Laukkanen	University of Eastern Finland
		Vicky M. Story	Loughborough University
		Nahid Yazdani	Loughborough University
		Nathaniel Boso	Kwame Nkrumah University of Science and Technology
a179	The role of innovation capability on the relationship between product strategy and export performance: A cross-national study of Korean and Japanese firms	Insik Jeong	Korea University Business School
		Jong-Ho Lee	Korea University Business School
		Eunmi Kim	Korea University Business School
a192	Bangladeshi clothing manufacturers' technology adoption in the global free trade environment	Haesun Park-Poaps	Ohio University
		Sadaqul Bari	Ohio University
a194	Export diversification and export performance: A contingency - and resource dependency - based assessment	Itzhak Gnizy	Ono Academic College
		John W. Cadogan	Loughborough University and Lappeenranta University of Technology
		João S. Oliveira	Loughborough University
		Asmat-Nizam Abdul-Talib	Universiti Utara Malaysia

Session 10.03 Global and Cross-Cultural Marketing I

Session Chair: Dayananda Palihawadana (Leeds University Business School)

Time: 14:00-15:15, July 28, 2018

Room: Lapis 3

a436	Impact of dynamic capabilities on export venture performance: A study of Turkish firms	Merve U. Turgut	University of Leeds
		Constantine S. Katsikeas	University of Leeds
		Bulent Menguc	Kadir Has Caddesi
		Stavroula Spyropoulou	University of Leeds
a438	Do cross-functional capabilities matter for the export marketing strategy implementation of emerging market firms? The moderating role of psychic distance and competitive intensity	Shahin Assadina	University of East Anglia
		Vita Kadile	University of Leeds
		Matthew Robson	University of Leeds
a440	Exploring the effect of culture change on e-commerce adoption: The role individual characteristics and culture contact	Ewelina Lacka	University of Glasgow
		Mike Williams	Swansea University
a441	Marketplace globalization and shifting brand perceptions: The role of perceived brand globalness and cultural symbolism	Timo Mandler	University of Hamburg
		Fabian Bartsch	IESEG School of Management
		C. Min Han	Hanyang University Business School
a433	Holistic architectural branding in retail in a global context	Sophie Schueller	University of St. Gallen
		Alice Morath	University of St. Gallen

Session 10.04 New Product Development

Session Chairs: Luigi Mario De Luca (Cardiff University)

Destan Kandemir (Bilkent University)

Time: 14:00-15:15, July 28, 2018

Room: Lapis L

a327	How creativity comes out of the blue... or not!	Béatrice Parguel	CNRS
		Marine Agogue	HEC Montréal
a328	“A danger foreseen is a danger avoided.”: How the source of an idea influences managers’ evaluation behavior in open innovation	Laura Braun	University of St. Gallen
		Peter Mathias Fischer	University of St. Gallen
		Sven Reinecke	University of St. Gallen
a329	The effect of power structure in the NPD teams on NPD performance: The external control perspective	Chiayang Mac Chang	National Chengchi University
		Lien-Ti Beiuthor	National ChengChi University
		Yung-Chien Lou	National ChengChi University
a331	Capturing value from open product innovation: The effects of pre-launch technology in-licensing and post-launch product upgrades on new product market performance	Seongsoo Jang	Cardiff Business School
		Max von Zedtwitz	Kaunas University of Technology
a330	Deciphering successful new product launch: Finding balance between design form and function, and consumer innovativeness	Tania Bucic	UNSW Sydney
		Obaid Gill	UNSW Sydney
		Liem Ngo	UNSW Sydney

Session 10.05 Stakeholders-Brand Relationships: Multiple Online/Offline Interactions II

Session Chair: Sandra Maria Correia Loureiro (Lisbon University Institute (ISCTE-IUL))

Time: 14:00-15:15, July 28, 2018

Room: Stella 1

a036	Fashion brands communicating and interacting in Instagram: A netnography approach	Sandra Maria Correia Loureiro	Instituto Universitário de Lisboa (ISCTE-IUL)/Business research Unit (BRU/UNIDE)/SOCIUS
		Jessica Serra	Instituto Universitário de Lisboa (ISCTE-IUL)
		João Guerreiro	Instituto Universitário de Lisboa (ISCTE-IUL)/Business research Unit (BRU/UNIDE)
a037	Are you in(gaged)? The importance of engagement and experience on employees and organizations' success	Liliana Rodrigues da Costa	Instituto Universitário de Lisboa (ISCTE-IUL)/Business research Unit (BRU/UNIDE)/SOCIUS
		Sandra Maria Correia Loureiro	Instituto Universitário de Lisboa (ISCTE-IUL)/Business research Unit (BRU/UNIDE)/SOCIUS
a038	The sustainable brand equity model. A retail study measuring sustainable brand equity	Tony Apéria	Stockholm University
		Christian Persson	Stockholm University
a039	Understanding negativity toward brands: A framework of antecedents of online brand derision	Vishag Badrinarayanan	Texas State University
		Enrique P. Becerra	Texas State University
a040	The effect of customer participation on e-service quality and satisfaction	Thomas Fotiadis	Democritus University of Thrace

Session 10.06 Corporate Branding, Luxury Marketing & Identity-based Value Management II

Session Chair: Klaus-Peter Wiedmann (Leibniz University Hannover)

Time: 14:00-15:15, July 28, 2018

Room: Stella 2

a006	Show me your responsibility, I'll tell you who you are: Explicit and implicit effects of brand sustainability on brand reputation, perceived value and brand-related intentions	Klaus-Peter Wiedmann	Leibniz University of Hannover
		Evmorfia Karampourioti	Leibniz University of Hannover
		Levke Louise Albertsen	Leibniz University of Hannover
		Steffen Schmidt	Leibniz University of Hannover
		Sascha Langner	Leibniz University of Hannover
		Michael Schießl	eye square GmbH
a007	Corporate branding and spillover effects: The role of product brands in brand equity leverage and dilution	Alexander Witmaier	Ludwig-Maximilians-Universität München
a008	What if the face of the firm is a narcissist CEO? Corporate reputation and firm performance	Feray Adıgüzel	LUISS Guido Carli University
		Karynne Turner	LUISS Guido Carli University
		Jatinder Sithu	Erasmus University Rotterdam
a009	Creating competitive brand advantage via connecting and disconnecting historical epochs through heritage brands	George C. Shen	Linnaeus University
		Olof Brunninge	Jönköping University

Session 10.07 Consumption and Marketing of Online and Mobile Games / Humanship as the Core Innovation in Marketing

Session Chairs: Yuri Seo (University of Auckland)

Philip Young P. Hong (Loyola University Chicago)

Marat Bakpayev (University of Minnesota Duluth)

Wansoo Park (University of Windsor)

Time: 14:00-15:15, July 28, 2018

Room: Stella 3

a577	Play with friends, against machine or all alone? Social in-game mechanics as a predictor of gamer lifetime value	Minna Pura	Hanken School of Economics
		Jacob Mickelsson	Åbo Akademi University
a576	Regaining and keeping online game defectors based on their past behavior	Changsok Yoo	Kyung Hee University
		Kyoung Cheon Cha	Dong-A University
		Sang-Hoon Kim	Seoul National University
a579	The recommender system for mobile Apps	Joonho Bae	Korea Advanced Institute of Science and Technology
		Jinkyoo Park	Korea Advanced Institute of Science and Technology
		Jeonghye Choi	Yonsei University
c022	Unpacking humanship: The means to an end or an end by itself?	Philip Young P. Hong	Loyola University Chicago
		Marat Bakpayev	University of Minnesota Duluth
		Wansoo Park	University of Windsor
c023	TIP Talks: Wisdom for humanship	Philip Young P. Hong	Loyola University Chicago

Session 10.08 Marketing in General IV

Session Chair: Joseph Sy-Changco (University of Macau)

Time: 14:00-15:15, July 28, 2018

Room: Yamabuki

a250	Linking customer service representatives' role stress with job performance: The role of adaptive service behavior and feedback seeking	HuiPing Helena Liao	National Tsing Hua University
		Tzu Yi Lin	Decathlon
		HsiuJu Rebecca Yen	National Tsing Hua University
a251	Influence of value added products on consumers' intention to revisit, recommend to others and future consumption plan: The case of venetian macao Resort	Kerry Li	University of Macau
		Joseph Sy-Changco	University of Macau
a252	Examining the antecedents of tweens' brand preference for mobile network choice decisions	Amélia Brandão	Universidade do Porto
		Mariana Figueiredo	Universidade do Porto
		Mahesh Gadekar	International School of Business & Media
a253	Values driving consumers to purchase ethnic apparel: The case of HanFu	Zahra Pourabedin	University of Reading Malaysia
		Feng Qilin	UCSI University
		Vahid Biglari	University of Reading Malaysia
a255	From offline product launch to digital sales performance	Jiang Yan	Yonsei University
		Jeeyeon Kim	Yonsei University
		Jeonghye Choi	Yonsei University
		Moon Young Kang	Korea Advanced Institute of Science and Technology

Session 10.09 WORKSHOP II

Learning fuzzy-set Qualitative Comparative Analysis (fsQCA) for Beginners - Hands-on Workshop

Instructor: Prof. Arch G. Woodside, (Editor of Journal of Global Scholars of Marketing Science), Curtin University

Time: 14:00-15:15, July 28, 2018

Room: Asebi

Session 10.10 Customer Engagement in Tourism and Hospitality Services X

Session Chairs: Kevin Kam Fung So (University of South Carolina)

Xiang (Robert) Li (Temple University)

Time: 14:00-15:15, July 28, 2018

Room: Suisen

a672	Don't be a passing fad: The sustainable competitive advantage of hotels' theming strategy in Chinese market	Lee Wen-Yin	Graduate Institute of Sport, Leisure and Hospitality Management, National Taiwan Normal University, Taiwan
		Wang Kuo-Ching	Graduate Institute of Sport, Leisure and Hospitality Management, National Taiwan Normal University, Taiwan
		Wu Ben	Department of Tourism, Fudan University, China
		Chuang Wan-Hua	Cathay Hospitality Management, Taiwan
		Hsiao Chia-Lin	Graduate Institute of Sport, Leisure and Hospitality Management, National Taiwan Normal University, Taiwan
a675	Examining the use of weather forecasts in differential pricing for ski resorts	Cindy Yoonjoung Heo	Ecole hôtelière de Lausanne, University of Applied Sciences Western Switzerland
		Mara Leidi	Cargill International SA
		Seob Gyu Song	N/A
a673	Transnational leisure involvement and travel motivation of contemporary migrants	Wei-Jue Huang	The Hong Kong Polytechnic University
		Chun-Chu Chen	University of Idaho
a676	How customer engagement influences user eLoyalty to online hotel-booking websites: ETrust as a mediator	Mei-Fang Chen	Tatung University
c021	Customer orientation, empowerment and hotel employees' OCBs with attention to culture's moderation	Emily Ma	University of Massachusetts
		Aaron Hsiao	Griffith University
		Jing (Jessica) Gao	Jiangnan University
c025	Green place branding: The role of user-generated content	Diletta Acuti	University of Pisa
		Laura Grazzini	University of Florence
		Valentina Mazzoli	University of Pisa
		Gaetano Aiello	University of Florence

Session 11 (15:30-16:30, July 28, 2018)

Session 11.01 2018 ANZMAC-GAMMA Joint Symposium II

Session Chairs: Ian Phau (Curtin University)

Tony Garrett (Korea University Business School)

Time: 15:30-16:30, July 28, 2018

Room: Lapis 1

a346	Customer-based online reputation: A causal model	Chebli Youness	University of Lorraine
		Pierre Valette-Florence	University of Grenoble Alps
a350	When is customer participation effective in NPD stages: A test of two different user types and innovation	Hyeyeon Yuk	Korea University Business School
		Tony C. Garrett	Korea University Business School
a352	The effect of brand extension types on brand extension evaluations	Hyo Jin Eom	Korea University
		Patricia Hunt-Hurst	University of Georgia
		Laura (Zhenqiu) Lu	University of Georgia
a353	Exploring the dispositions of nostalgia	Israel Nai	Curtin University
		Isaac Cheah	Curtin University

Session 11.02 Global Perspectives in Business-to-Business Marketing: B2B Marketing and Social Media

Session Chair: Anthony Di Benedetto (Temple University)

Time: 15:30-16:30, July 28, 2018

Room: Lapis 2

a172	B-to-B relationships and co-creation of value in the digital age – quo vadis?	Christine Falkenreck	Hof University
		Ralf Wagner	University of Kassel
a185	How social media works in B2B environment: Social media effectiveness using web analytics	Kacy Kim	Elon University
		Sukki Yoon	Bryant University
		Yung Kyun Choi	Dongguk University
		Younghwa Lee	Bryant University
		Lawrence Garber	Elon University
a178	Assessing the effect of culture on social acceptability of social media in B2B context: Chinese culture perspective	Ewelina Lacka	University of Glasgow
a187	How the market driving approach utilizes a digital platform to enhance B2B relations and strengthen stakeholder relationships	Yang-Im Lee	Westminster Business School
		Peter R. J. Trim	University of London
		Anthony Di Benedetto	Temple University

Session 11.03 Global and Cross-Cultural Marketing II

Session Chairs: Constantine S. Katsikeas (Leeds University Business School)

Stavroula Spyropoulou (Leeds University Business School)

Time: 15:30-16:30, July 28, 2018

Room: Lapis 3

a743	An empirical research on cross-border partnerships - Japanese companies doing business with overseas partners	Masahiro Ito	Kobe University
		Lin Huang	Kobe University
a432	On relationship value in international marketing channels	Dionysis Skarmelas	Athens University of Economics and Business
		Paraskevas Argouslidis	Athens University of Economics and Business
		Flora Kokkinaki	Athens University of Economics and Business
		Alexis Mavrommatis	EADA
		Ana Lisboa	Instituto Universitário de Lisboa
a435	Always trust in your friends? Cross-cultural effects of review source and incentives on trustworthiness and purchase intention	Dionysius Ang	University of Leeds
a434	Managerial mindset effects on adaptation and entry mode decisions: An experimental investigation	Christina Papadopoulou	University of Leeds
		Magnus Hultman	University of Leeds
		Aristeidis Theotokis	University of Leeds

Session 11.04 Technology and Business Model Innovation for Sustainability

Session Chair: Jaesu Kim (Changwon National University)

Time: 15:30-16:30, July 28, 2018

Room: Lapis L

a500	Towards a sustainable & greener tomorrow: An innovative entrepreneurial approach for generation of green energy from biomass waste	Neeraj Sharma	Indian Institute of Technology Roorkee
		Hari Krishnan G	Indian Institute of Technology Roorkee
		Rajat Agrawal	Indian Institute of Technology Roorkee
a501	Business model of green crowdfunding: Building sustainable economy through consumer involvement	Natalia Maehle	Western Norway University of Applied Sciences
		Ingeborg A. Kleppe	Norwegian School of Economics
		Natalia Drozdova	Norwegian School of Economics
a503	Product innovation and profit model innovation for marketing performance in B2B	Jaesu Kim	Changwon national University
		Han-sik Yu	Changwon national University
		Sin-Geun Song	Changwon national University

Session 11.05 Stakeholders-Brand Relationships: Multiple Online/Offline Interactions III

Session Chair: Sandra Maria Correia Loureiro (Lisbon University Institute (ISCTE-IUL))

Time: 15:30-16:30, July 28, 2018

Room: Stella 1

a041	How complexity-induced construal affects the perception of promotional messages	Kacy Kim	Elon University
		Sujin Kim	University of Texas at Austin
		Gabrielle Corner	Elon University
		Sukki Yoon	Bryant University
a043	A stakeholder approach to heritage marketing strategy	Angelo Riviezzo	University of Sannio
		Antonella Garofano	University of Sannio
		Maria Rosaria Napolitano	University of Sannio
a044	Island tourism experiences	Cristina Oliveira	Instituto Universitário de Lisboa (ISCTE-IUL) and ISTAR
		Ana Brochado	Instituto Universitário de Lisboa (ISCTE-IUL) and DINAMIA
		Sérgio Moro	Instituto Universitário de Lisboa (ISCTE-IUL) and ISTAR
c013	The nature of collaboration: Production, promotion, and sustainability of traditional indigenous fabric from East Nusa Indonesia	Sonny Rustiadi	Institut Teknologi Bandung
		Nina Arina	Institut Teknologi Bandung

Session 11.06 The New Frontiers in Digital Media Services I

Session Chair: Werner Kunz (University of Massachusetts Boston)

Time: 15:30-16:30, July 28, 2018

Room: Stella 2

a520	Posing for success in USA And Israel: A comparison of portraits used to attract employers in professional social networking services	Iris Vilnai-Yavetz	Ruppin Academic Center
		Sigal Tifferet	Ruppin Academic Center
		Yarden Zloufe	Ruppin Academic Center
		Yair Fishbein	Ruppin Academic Center
a522	Understanding customers' use and investment trajectories in access-based digital platforms	Sam Van der Linden	Ghent University
		Bert Weijters	Ghent University
a524	Indirect customer-to-customer interaction in technology-based self-service	Zhongpeng Cao	Northeastern University
a533	Stickiness of mobile commerce sites	Yun Jung Lee	Adelphi University
		Su Jin Yang	Sung Shin University

Session 11.07 Managerial Decision Making in Marketing/Marketing in General V

Session Chair: Yeolib Kim (Ulsan National Institute of Science and Technology)

Time: 15:30-16:30, July 28, 2018

Room: Stella 3

a114	Distributing a product line through a dominant retailer?	Lu Hsiao	National Chung Hsing University
		Ying-Ju Chen	Hong Kong University of Science and Technology
a115	“Don’t judge a book by its cover.” How big data changes decision processes of marketing managers	Christoph Wortmann	University of St. Gallen
		Peter Mathias Fischer	University of St. Gallen
		Sven Reinecke	University of St. Gallen
a117	Marketing research for managers: Revisited	Shivan Sanjay Patel	IIM Rohtak
		Shivendra Kumar Pandey	IIM Rohtak
		Dheeraj Sharma	IIM Rohtak
		Rama Shankar Yadav	IIM Rohtak
c007	Meta-analytic structural equation modeling of online trust in e-commerce	Yeolib Kim	Ulsan National Institute of Science and Technology
c011	Empirical investigation on impulsive purchase behavior: The interplay between product categories and marketing activities	Sungjoon Nam	SUNY Korea
		Minki Kim	KAIST
		Sang-Hoon Kim	Seoul National University

Session 11.08 Marketing in General VI

Session Chair: Sunny Ham (Yonsei University)

Time: 15:30-16:30, July 28, 2018

Room: Yamabuki

a256	Integrating travelers' heterogeneity in subscription choice processes through hybrid choice modelling: An application to the Swiss railway market	Salvatore Maione	Università della Svizzera italiana
		Lisa Maria Schiestel	University of Lucerne
		Reto Hofstetter	University of Lucerne
a257	Determinants of adoption of female fitness products: An evidence from urban millennial women	Jae Min Jung	California State Polytechnic University-Pomona
		Randy B. Stein	California State Polytechnic University-Pomona
		Cailin M. Kuchenbecker	California State Polytechnic University-Pomona
		Mahta Mirzaeiramin	California State Polytechnic University-Pomona
		Quynh T. Le	California State Polytechnic University-Pomona
		Sophia S. Jung	Bard College
a258	Investor response to food nutrition labeling regulation in China	Peng Zou	Harbin Institute of Technology
		Qiaolian Cheng	Harbin Institute of Technology
		Guofeng Li	Harbin Institute of Technology
		Yan Liu	Harbin Institute of Technology
c005	Nutrition information disclosure: Which brand should be more nervous? McDonald's or Subway?	Meeyoung Joe	Yonsei University
		Sunny Ham	Yonsei University
		Seoki Lee	The Pennsylvania State University
c006	Regulatory focus and decision rules: Are prevention-focused consumers regret minimizers?	Jooyoung Lim	KAIST College of Business
		Minhi Hahn	KAIST College of Business
c026	Evaluation of hotel service quality by gap model	BOLDBAATAR Gonchigjav	University of the Humanities
		TSOLMON Mashlai	University of the Humanities
		LHAMTSEDEN Badarch	National University of Mongolia

Session 11.09 WORKSHOP III

Learning fuzzy-set Qualitative Comparative Analysis (fsQCA) for Beginners - Hands-on Workshop

Instructor: Prof. Arch G. Woodside, (Editor of Journal of Global Scholars of Marketing Science), Curtin University

Time: 15:30-16:30, July 28, 2018

Room: Asebi

Session 11.10 Wellness as Status Symbol in Marketing / Wine Marketing and Management

Session Chairs: Maria KNIAZEVA (University of San Diego)

Benoît LECAT (California Polytechnic State University)

Time: 15:30-16:30, July 28, 2018

Room: Suisen

a712	Promoting healthy food by enhancing its social status: If it makes so many people to follow, it can't be that bad!	Karine Charry	Université Catholique de Louvain
		Tina Tessitore	Iéseg School of Management
a713	Cosmetic surgery: A catalyst for changes to the self and materialist consumption	Sujin Song	University of Korea
		Hector Gonzalez-Jimenez	University of York
a230	Practice of wine importing and retailing in China: An Australian wine trade perspective	Qiusi (Cathy) Gu	Southeast University
		Songshan (Sam) Huang	Edith Cowan University
		Janelle Chan	The Hong Kong Polytechnic University
		Jin Yin	Southeast University
		Min Chen	Nanjing Normal University
a231	How to foster wine online purchasing behavior? Empirical evidences from Italy	Monica Faraoni	University of Florence
		Riccardo Rialti	University of Florence
		Lamberto Zollo	University of Florence

Session 12 (16:40-17:40, July 28, 2018)

Session 12.01 2018 ANZMAC-GAMMA Joint Symposium III

Session Chairs: Ian Phau (Curtin University)

Tony Garrett (Korea University Business School)

Time: 16:40-17:40, July 28, 2018

Room: Lapis 1

a711	Consumer taste preferences of several Indonesian coffee based on electroencephalography (EEG)	Fitri Aprilianty	Bandung Institute of Technology
		Kartika Sarirahayu	Bandung Institute of Technology
		Mustika Sufiati Purwanegara	Bandung Institute of Technology
a354	Brand mimicry of luxury cosmetics: A consumer evaluation and purchase intention	Weiwei Zhang	Curtin University
		Min Teah	Curtin University
a351	Coopetition capability in new product development; the paradox	Sungkyu Lee	Korea University Business School
		Tony Garrett	Korea University Business School
		Jong-Ho Lee	Korea University Business School
a347	Using a marketing VR stimulation to enhance student engagement, self-efficacy and performance	Billy Sung	Curtin University
		Min Teah	Curtin University

Session 12.02 Global Perspectives in Business-to-Business Marketing: B2B Promotion and Channels

Session Chair: Anthony Di Benedetto (Temple University)

Time: 16:40-17:40, July 28, 2018

Room: Lapis 2

a171	The study of sustainable competitive strategy for multi-unit franchising	Chen-I Huang	YuDa University
		Ming-Chih Tsai	National Chung Hsing University
a184	Investigating satisfied but disloyal business customers	Rico Merkert	The University of Sydney Business School
		Shiau-Chi Lin	National Chung Hsing University
		Mei-Ting Tsai	National Chung Hsing University
a188	Refining the method to measure the intangible value of trade shows	Elina Koivisto	Aalto University School of Business
		Pekka Mattila	Aalto University School of Business
		Anna Sirén	Aalto University School of Business
a189	Asset specificity and channel integration	Hidesuke Takata	Keio University
		Mark E. Parry	University of Missouri – Kansas City

Session 12.03 Consumers, Brands and Brand Management I

Session Chair: J. Joško Brakus (Leeds University Business School)

Time: 16:40-17:40, July 28, 2018

Room: Lapis 3

a512	Are socially impressed brands loveable?	Tai Anh Kieu	Independent researcher
		Tri D. Le	RMIT University/Australia & International University/VNUHCM
a516	How wrong choices elicit joyful reactions to rival brands' failures: The role of self-threat	Maximilian H. E. E. Gerrath	Leeds University Business School
		J. Joško Brakus	Leeds University Business School
a517	The role of brand experience and brand authenticity in creating brand love: A cross-cultural comparative study	Clarinda Rodrigues	Linnaeus University
		Paula Rodrigues	Lusíada University
		Soniya Billore	Linnaeus University
		Oda Tetsuhisa	Aichi Institute of Technology
c008	Brand equity: A longitudinal analysis of mind-set metrics with panel data	Alexander Witmaier	Ludwig-Maximilians-Universität

Session 12.04 Cutting Edge Issues in Strategic Marketing

Session Chair: Christian Homburg (University of Mannheim)

Time: 16:40-17:40, July 28, 2018

Room: Lapis L

a734	Marketing to the customer's customers: When does focusing on indirect customers pay-off?	Sebastian Hohenberg	University of Mannheim
		Florian Stahl	University of Mannheim
a735	Machine learning in marketing. What impacts has machine learning on firms' and customers' interaction behavior?	Maximilian Beichert	University of Mannheim
		Sabrina Haas	University of Mannheim
a736	Marketing excellence: Conceptual considerations and empirical evidence	Markus Theel	University of Mannheim

Session 12.05 Management of Intangibles I

Session Chair: Manfred Schwaiger (Ludwig-Maximilians-Universität Munich)

Time: 16:40-17:40, July 28, 2018

Room: Stella 1

		Marc Fischer	University of Cologne
a143	How accurate are commercial brand valuation methods?	Rex Du	University of Houston
		Tobias Hornig	Siemens AG
a144	Managing corporate reputation: Media coverage about six different CSR facets as a key factor in the formation of reputation perceptions	Tobias Morath	Ludwig-Maximilians-Universität Munich
		Manfred Schwaiger	Ludwig-Maximilians-Universität Munich
a150	How to improve P2P sharing-service quality: The moderating role of the form of address on the effect of incongruence in gender and race on perceived social distance	Juyoung Kang	Yonsei University
		Sooyun Kim	Yonsei University
		Sunmee Choi	Yonsei University
		Heejin Kim	Yonsei University
a148	Management of intangibles: application of the dynamic marketing capabilities concept to explanation of upward expansion trend to “hyper luxury” in Swiss watchmaking industry	Maria Bashutkina	HES-SO/University of Applied Sciences Western Switzerland Neuchâtel
		François Courvoisier	HES-SO/University of Applied Sciences Western Switzerland Neuchâtel

Session 12.06 The New Frontiers in Digital Media Services II

Session Chair: Werner Kunz (University of Massachusetts Boston)

Time: 16:40-17:40, July 28, 2018

Room: Stella 2

a531	I feel you helped me: The role of emotions in eWOM adoption	Carla Ruiz	University of Valencia
		Enrique Bigné	University of Valencia
		Rafael Currás	University of Valencia
a529	Escaping the servicescape into a virtual reality: Creating customer value and satisfaction through telepresence	Daniel Zimmermann	Ludwig-Maximilians-University
		Eva-Cosmea Fuhrmann	Ludwig-Maximilians-University
a526	Customers' resource integration practices for online complaints	Yean Shan Beh	University of Auckland
		Laszlo Sajtos	University of Auckland
a528	Loyalty transfer in two-side markets: The case of online payment platforms	So-Young Lee	Hoseo University
a521	Extending the expectation-confirmation model of is continuance: The role of emotions in users' mobile gaming application continuance intention	Lili Zheng	La Rochelle Business School

Session 12.07 Retail Merchandising Strategy I

Session Chair: Changju Kim (Ritsumeikan University)

Time: 16:40-17:40, July 28, 2018

Room: Stella 3

265	A Study of Innovation Process of Co-Created Value Supermarkets in Japan —The relationship between Performance and “Co-Created Value and Market Orientation” based on “Highly Sticky Information”—	Shinya Nakami	Gakushuin University
a264	The impact of market orientation and supply chain orientation on business performance in Japanese retailing	Yuji Sakagawa Sami Kajalo	Hokkaido University Aalto University School of Business
a262	Enhancing consumer satisfaction and retail patronage through brand experience, cognitive pleasure, and shopping enjoyment: A comparison between lifestyle and product-centric displays	Fumikazu Morimura Ahmad Saquib Sina Hye-Young Kim	Kobe University University of Minnesota University of Minnesota
a266	Gender Matters: Examining Influence of Bollywood on Purchase of Fashion	Sanjukta Pookulangara	University of North Texas

Session 12.08 Entrepreneurship & Innovation in Fashion and Luxury

Session Chairs: Jonas Hoffmann (SKEMA Business School)

Ivan Coste-Manière (SKEMA Business School)

Time: 16:40-17:40, July 28, 2018

Room: Yamabuki

a339	David versus goliath “deluxe”: Innovative approaches of niche entrepreneurs and why they flourish in the big shadow of mainstream luxury	Fabio Duma	Zurich University of Applied Sciences
		Maya Gadgil	Zurich University of Applied Sciences
a340	What is the impact of the "made in" and of innovations on behaviours of luxury consumers?	Marion LE POULLEN	SKEMA Business School
		Marine NIARFAIT	SKEMA Business School
		Ivan COSTE-MANIÈRE	SKEMA Business School
a341	How co-branding influence men’s consumption behaviors in the luxury industry ?	Christophe SERVENS	SKEMA Business School
		Edouard PERCY	SKEMA Business School
		Ivan COSTE-MANIÈRE	SKEMA Business School
a342	Millennials as the catalyst of the branding revolution in fashion and luxury	Julie Blanc	SKEMA Business School
		Cassandre Calleja and	SKEMA Business School
		Pauline Mercurio	SKEMA Business School
		Ivan COSTE-MANIÈRE	SKEMA Business School

Session 12.09 WORKSHOP IV

Learning fuzzy-set Qualitative Comparative Analysis (fsQCA) for Beginners - Hands-on Workshop

Instructor: Prof. Arch G. Woodside, (Editor of Journal of Global Scholars of Marketing Science), Curtin University

Time: 16:40-17:40, July 28, 2018

Room: Asebi

Session 13 (17:50-18:50, July 28, 2018)

Session 13.01 Past, Present, and Future of Fashion Capitals for Luxury

Session Chair: Serena ROVAI (La Rochelle Business School)

Time: 17:50-18:50, July 28, 2018

Room: Lapis 1

a384	Opera: performing art as luxury in fashion cities. Research issues for marketing	Nicola BELLINI	Scuola Superiore Sant'Anna
a385	Luxury Brand Identity and Heritage in transition in luxury capitals: The case of Christian Dior	Joelle LAGIER	La Rochelle Business School
		Silvia RAFAGNI	Università degli Studi di Firenze
a386	From the old to the new luxury and fashion capitals: Concept stores evolution in the urban landscape	Serena ROVAI	CRM La Rochelle Business School
		Cecilia Pasquinelli	Università de L'Aquila

Session 13.02 Global Perspectives in Business-to-Business Marketing: B2B Business Relationships

Session Chair: Anthony Di Benedetto (Temple University)

Time: 17:50-18:50, July 28, 2018

Room: Lapis 2

a190	Examining the drivers and outcomes of purchase engagement in Australian B2B professional services	Munyaradzi W. Nyadzayo	University of Wollongong in Dubai
		Riza Casidy	Deakin University
		Park Thaichon	Griffith University
a191	Do entrepreneurship and dynamic capabilities increase business performance?	Jee-Eun Bae	Addit Co.
		Yong-Ki Lee	Sejong University
a193	How business reference content (BRC) affects B2B purchase decision?: The role of content format, transportation and content credibility	Chang Mo Jung	Yonsei University/Hyundai Mobis
		Han Geun Lee	Yonsei University
		Young Chan Kim	Yonsei University
		Jeonghye Choi	Yonsei University
a591	Matching business models through adaptation in business relationships: How do suppliers cope with fast fashion?	Simone Guercini	University of Florence
		Andrea Runfola	University of Perugia

Session 13.03 Consumers, Brands and Brand Management II

Session Chair: Giulia Miniero (Università della Svizzera italiana)

Time: 17:50-18:50, July 28, 2018

Room: Lapis 3

a515	The “regret-frustration model” in Masstige collaborations	Monica Mendini	Università della Svizzera italiana
a518	The dominance of brand cohesiveness and similarity on adverse extension effects	Joseph W. Chang	Univof Massachusetts, Dartmouth
a513	I don’t love this brand, actually I hate it	Giulia Miniero	Università della Svizzera italiana
		Monica Grosso	Emlyon Business School
a514	Psychological ownership and the emergence of unintended brand meanings	Daniel Dietrich	University of St. Gallen

Session 13.04 Mobile Marketing

Session Chair: Mustika Sufiati Purwanegara (Bandung Institute of Technology)

Time: 17:50-18:50, July 28, 2018

Room: Lapis L

a730	Investigating the influence of contingency factors on the acceptance of mobile advertising among millennials	Reza Ashari Nasution	Bandung Institute of Technology
		Aghniadi	Bandung Institute of Technology
		Devi Arnita	Bandung Institute of Technology
a731	Digital readiness influence on mobile advertising acceptance among young millennials	Reza Ashari Nasution	Bandung Institute of Technology
		Dwine Fatimah Azzahra	Bandung Institute of Technology
		Devi Arnita	Bandung Institute of Technology
a732	Examining the determinant of informa acceptance : E Wom on Youtube mobile apps	Nurrani Kusumawati;	Bandung Institute of Technology
		Mustika Sufiati Purwanegara	Bandung Institute of Technology
		Ayu Indriani Martalegawa	Bandung Institute of Technology
a733	Eye movement study to increase consumer attention on visual posting of pre-loved online luxury fashion brand in indonesia	Vionna Angelica	Bandung Institute of Technology
		Nurrani Kusumawati;	Bandung Institute of Technology
		Mustika Sufiati Purwanegara	Bandung Institute of Technology

Session 13.05 Management of Intangibles II

Session Chair: Manfred Schwaiger (Ludwig-Maximilians-Universität Munich)

Time: 17:50-18:50, July 28, 2018

Room: Stella 1

a146	Customers' expectations of fair data collection and usage – a mixed method approach	Antje Niemann	Ludwig-Maximilians-Universität Munich
		Manfred Schwaiger	Ludwig-Maximilians-Universität Munich
		Nicole Jasmin Heß	Ludwig-Maximilians-Universität Munich
a149	The effect of ambient scent and background music on consumer perception and choice	Atsuko Inoue	Seikei University
a147	Brand image congruence through sponsorship of soccer teams: The influence of perceived brand localness	Adam Langer	Ludwig-Maximilians-Universität Munich
a145	Effective communication of customer feedback metrics – how companies can attract new customers to growth	Gerrit Hufnagel	Ludwig-Maximilians-Universität Munich
		Tobias Morath	Ludwig-Maximilians-Universität Munich
		Manfred Schwaiger	Ludwig-Maximilians-Universität Munich

Session 13.06 The New Frontiers in Digital Media Services III

Session Chair: Werner Kunz (University of Massachusetts Boston)

Time: 17:50-18:50, July 28, 2018

Room: Stella 2

a532	When consumers read how company handles customer complaints online: The interplay of retailer response and audience power	Ran Huang	University of Tennessee at Knoxville
		Sejin Ha	University of Tennessee at Knoxville
a530	Is an apology enough to recover from a mobile application service failure? Investigating the effect of perceived firm remorse and customer empathy on customer coping behavior	Wen-Hai Chih	National Dong Hwa University
		Kai-Yu Wang	Brock University
		Li-Chun Hsu	National Taitung University
		Wei-Ching Lin	Yung Ching Rehouse Co.
a534	Consumer perceptions of the virtually-extended service encounter	S. Palucha	RWTH Aachen University
		M. Joerling	RWTH Aachen University
a523	Why we share it –An investigation about reasons for account sharing of online content providers	Gerrit Cziehso	TU Dortmund University
		Monika Kukar-Kinney	University of Richmond
		Joel Mier	University of Richmond
		Dennis Tann	TU Dortmund University

Session 13.07 Retail Merchandising Strategy II

Session Chair: Changju Kim (Ritsumeikan University)

Time: 17:50-18:50, July 28, 2018

Room: Stella 3

a260	Co-branding between private labels and national brands: Does a co-branding strategy improve consumers' attitudes toward private labels in Japan?	Wataru Kamiya	Tamagawa University
		Jin Won Lee	Jimei University
a263	How Construal level works in the choices of online shopping mall	Ji Yoon Kim	Chonnam National University
		Sang Yong Kim	Korea University Business School
		Hee Chan Park	Jinhan Trading Co.
a261	Rethinking the retail mix? The impact of Chinese globetrotters on European luxury shops	Tiziano Vescovi	Ca' Foscari University of Venice
		Charlotte Pellizzari	Ca' Foscari University of Venice
a259	Do the different store formats of the same brand matter to Chinese shoppers? A study on a Japanese fashion brand	Miao Miao	International Pacific University

Session 13.08 Transformative Service Research

Session Chair: Mario Giraldo (Universidad Del Norte)

Time: 17:50-18:50, July 28, 2018

Room: Yamabuki

a131	Automated driving – creating gain or reducing pain? An empirical study of direct and mediated effects on well-being	Tim Senn	Univeristy of Hohenheim
		Mareike Falter	Univeristy of Hohenheim
		Philipp Ruster	Univeristy of Hohenheim
		Karsten Hadwich	Univeristy of Hohenheim
a132	The roles of ambivalence and perceived barriers in consumers' acceptance of personalized nutrition services	Machiel J. Reinders	Wageningen University & Research
		Emily Bouwman	Wageningen University & Research
		Jos van den Puttelaar	Wageningen University & Research
		Muriel C. D. Verain	Wageningen University & Research
a133	Changing, coping and countering: How service providers present well-being capabilities to the responsabilized consumer	Hannu Tikkanen	Hanken School of Economics
a134	Co- creating wellbeing through sports communities practices	Mario Giraldo	Universidad Del Norte
		Oscar Naranjo	Naranjo Consulting
		Nohora Mercado-Caruso	Universidad de la Costa (CUC)

Session 13.09 WORKSHOP V

Learning fuzzy-set Qualitative Comparative Analysis (fsQCA) for Beginners - Hands-on Workshop

Instructor: Prof. Arch G. Woodside, (Editor of Journal of Global Scholars of Marketing Science), Curtin University

Time: 17:50-18:40, July 28, 2018

Room: Asebi

Multimedia Presentation

Session Chair: Jikyung (Jeanne) Kim (IE Business School)

Time: 12:40-13:40, July 27th, 2018

Room: Lapis L

b01	Impact of product characteristics of limited edition shoes on perceived value, brand trust, and purchase intention: Focused on the scarcity message frequency	Heeju Chae	Kyungsung University
		Seunggwon Kim	Kyungsung University
		Jungguk Lee	Kyungsung University
		Kyoungnye Park	Kyungsung University
b02	A study on the impact of food traceability system on consumer purchase intention	Chunlin Yuan	Henan University, China
		Kyunghoon Kim	Changwon National University
		Juran Kim	Jeonju University
		Jenny Weichen Ma	University of Greenwich
b004	Brand love at the university: Antecedents and impacts	Robyn Evans	University of Southern Queensland
		Anne-Marie Sassenberg	University of Southern Queensland
		Jeffrey Soar	University of Southern Queensland
b008	Sustainability & religion: Insights for international marketing from a Western vs. Eastern comparison	Elizabeth A. Minton	University of Wyoming
b009	Understanding how brand price image affects customer attitude across international markets: Evidence from Latin America	Mbaye Fall DIALLO	Univ. Lille (IMMD), SKEMA Business School
		Jose Ribamar SIQUEIRA	Colegio de Estudios Superiores de Administración
b012	The moderation of brand entitativity on brand evaluations	Joseph W Chang	University of Massachusetts, Dartmouth
b014	Planning marketing communication channel integration using marketing communication channel selector (MARCC-SEL): A case of muslim fashion brand in Bandung, Indonesia	Reza Ashari Nasution	Institut Teknologi Bandung
		Annisa Muliarsi	Institut Teknologi Bandung
		Devi Arnita	Institut Teknologi Bandung
b015	Advertising in a developing economy: Attitudes of young consumers in egypt	Mohsen Bagnied	American University of Kuwait
		Mark Speece	American University of Kuwait
		Ibrahim Hegazy	American University in Cairo
b017	Product innovation strategies for new apparel development in bangladesh: A case study of ananta group	Md Sadaqul Bari	Ohio University
		Zafar Waziha Sarker	Ohio University
		Mijeong Noh	Ohio University
b019	Historical metaphors in insurance: A journey!	Anjuman Antil	University of Delhi
		Anuj Kapoor*	University of Delhi
		Neha Saini	University of Delhi
b020	Perfume, the art of tomorrow	Katia Batoussova	SKEMA Business School
		Ivan COSTE-MANIÈRE	SKEMA Business School
b021	To what extent does the masstige phenomenon impacts on the brand equity of french luxury Maisons ?	Clara Luinaud	SKEMA Business School
		Clarisse Chambon	SKEMA Business School
		Karine Croizet	SKEMA Business School
		Ivan COSTE-MANIÈRE	SKEMA Business School

2018 Global Marketing Conference at Tokyo

b025	An exploratory study of speed to market	Hyoeun Cho	Korea University Business School
		Insik Jeong	Korea University Business School
		Jong-Ho Lee	Korea University Business School
		Eunmi Kim	Korea University Business School
b026	Similarities and differences of consumers' choices of swimwear between Brazil and Israel	Fabio Shimabukuro Sandes	EAESP, Fundação Getulio Vargas
		Yael Pedro	ISCTE—University Institute of Lisbon
b027	How customer service experience deters customer switching behaviour and results in brand loyalty in a collectivist, developing market	Yang-Im Lee	University of Westminster
		An Vu	Thuyloi University
b031	Consumption of city branding images: The example of Chinese replica cities	Ali Yakhlef	Stockholm Business School
		Nishant Kumar	Stockholm Business School
b033	Can longer chopsticks reduce quantity of food consumed?	Hung-Ming (Peter) Lin	Mingshin University of Science and Technology
b035	A material culture perspective: The meaning beyond consumption of migrant domestic worker	Nurul Dwi Purwanti	Universitas Gadjah Mada, Indonesia
		Faye J. Kao	National Cheng Kung University
b036	Individual cultural values and religious commitment in the understanding of generation y brand love	Rodrigues, Paula	Lusíada University North
		Torres, Isabel	Lusíada University North
b037	How can logo make an inspirational brand?	Jianping Liang	Sun Yat-sen University
		Guimei Hu	Sun Yat-sen University
		Haizhong Wang	Sun Yat-sen University
b042	Marketing branding and employer branding: Friends or foes?	Daria Sarti	University of Florence
		Andrea Runfola	University of Perugia
		Silvia Ranfagni	University of Florence
b043	The importance of the third-parties on the brand incubation process: Consideration from Kaneko Optical	Tetsuma Emmaru	Reitaku University
		Mitsuo Wada	Keio University
		Takashi Nikura	Hosei University
		Akihiro Nishihara	Asia University
		Kazuhiro Suzuki	Otaru University of Commerce
b045	Cognitive and Affective brand trust: An approach to baby care category	Ana Martins	Universidade do Porto
		Amelia Brandão	Universidade do Porto
		Paula Rodrigues	Lusíada University
b046	The role of “Ambassador program” as a resource of Brand Advocates	Kei Aoki	Osaka Jogakuin University
b049	Why consumers buy “products” whose advertisements are offensive?	Enav Friedmann	Bar-Ilan University

b052	The antecedents and consequences of consumer empowerment in social media	Min-Sook Park	Busan National University
		Jong-Kuk Shin	Busan National University
		Ju Yong	Busan National University
		Jaehoon Kim	Busan National University
b054	Tweeting to the world or enjoying the moment? The effects of socialmedia engagement on recall and recommendation of a service	Adrian Palmer	Keele University
		Xia Zhu	Keele University
		Melisa Mete	Keele University
b055	Corporate social responsibility and internal marketing: An analysis using regulatory focus theory	Lin Lin	I-Shou University
b057	Effectiveness of leveraged marketing communication using human and non-human elements in high and low involvement scenarios	Reza Ashari Nasution	Institut Teknologi Bandung
		Saqina Qanidya Purnama	Institut Teknologi Bandung
		Devi Arnita	Institut Teknologi Bandung
b060	Prioritizing key indicators of health and environment in smart cities as policy drivers : Perception of selected municipal authority officials	Neeraj Sharma	Indian Institute of Technology Roorkee
		Rajat Agrawal	Indian Institute of Technology Roorkee
b061	Managing customer relationships through key account management (KAM): A case of a leading logistics & supply chain service provider of India	Neeraj Sharma	Indian Institute of Technology RoorkeeIndia
		Rajat Agrawal	Indian Institute of Technology Roorkee
b062	Water rituals in a shia muslim pilgrimage	Mona Moufahim	Durham University Business School
b064	Non-gaming amenities and integrated resorts: A case study	Chan Chi Wai	University of Macau
		Joseph Sy-Changco	University of Macau
b065	Positional advantage and performance: The influence of customer engagement and absorptive capacity in innovation entrepreneurship restaurants	Sheng-Fang Chou	Ming Chuan University
		Jeou-Shyan Horng	JinWen University of Science and Technology
		Chih-Hsing Liu	Ming Chuan University
		Xinni Xiao	Fujian Normal University
a600	The development of cultural and creative tourism: The measuring of destination attributes associated with experiences, cultural memories and contacts	Yong-Quan Li	Huaqiao University
		Chih-Hsing Liu	Ming Chuan University
		Wen-Qi Ruan	Huaqiao University
b069	The impact of web drama characteristics on reuse intention	Minho Kim	Changwon National University
		Sejin Heo	Changwon National University
		Junyeong Kim	Changwon National University
		Changyong Lee	Changwon National University
		Dohyeon Lee	Changwon National University
		Mujin Kang	Changwon National University
b070	The meaning, pattern and development path of "new retail"	Kyunghoon Kim	Changwon National University
		Shumei Zhao	Changchun University of Chinese Medicine

2018 Global Marketing Conference at Tokyo

b005	The use of new wave marketing to formulate marketing strategy of a new online business: Case study pamperpop.com	Wisnu Murti Suryaningrat	Institut Teknologi Bandung
		Jacky Mussry	Institut Teknologi Bandung
b082	Economic analysis of splitting store property - focusing on former multi-family houses in Hongdae area	Myung Hwan Choi	Yonsei University
		Joeeun Sung	Yonsei University
a068	Electronic word-of-mouth, interpersonal relationship, and brand evaluation in a closed virtual group of friends	Hao Zhang	Northeastern University
		Xiaoning Liang	Trinity College Dublin
a217	Impact of immersive virtual environment technology (IVET) experience on brand attitude and purchase intention	Jiyoung Kim	University of North Texas
		Sejin Ha	University of Tennessee
		Hwai-Ping Cheng	University of North Texas
		Kimberly Nix	University of North Texas
		Jihye Ellie Min	University of North Texas
b100	Parasocial relationships with shopping hosts: How teleshopping apps affect purchase intention	Ji Eun Lee	Yonsei University
		Alexander Witmaier	Ludwig-Maximilians-Universität München

For More Information

GAMMA Central Office

Tel: +82-55-213-3346; Fax: +82-55-263-9096

E-mail: gammaneowong@gmail.com

[Global Alliance of Marketing and Management Associations \(GAMMA\)](#)

[Korean Scholars of Marketing Science \(KSMS\)](#)

[Global Marketing Conference\(GMC\)](#)

[Global Fashion Management Conference\(GFMC\)](#)

[Journal of Global Scholars of Marketing Science\(JGSMS\)](#)

[Journal of Global Fashion Marketing\(JGFM\)](#)