

Welcome to the 21st Academy of Marketing Science World Marketing Congress (AMS WMC)



Finding New Ways to Engage and Satisfy Global Customers Conference

Welcome to the beautiful city of Porto, Portugal. We have an exciting program lined up that should allow attendees a chance to be intellectually stimulated and culturally fulfilled. This year's theme is "Finding New Ways to Engage and Satisfy Global Customers." Marketing activities strive to develop customer loyalty through continuous engagement opportunities with an ever-changing and ever-demanding customer base. Global forces are bringing cultures into collision, creating new challenges for firms wanting to reach geographically and culturally distant markets, and causing marketing managers to rethink how to build meaningful and stable relationships with today's customers. In an era of vast new data sources and a need for innovative analytics, the challenge for the marketer is to reach customers in new and powerful ways. Our aim for the AMS WMC is to explore new and innovative ways to find new global customers, understand their wants and needs, and build meaningful bridges to them, which will help keep them engaged, and ensure the highest levels of customer satisfaction.

We hope that the audience interactions resulting from the many competitive as well as special sessions allow you the chance to meet and share new ideas for research and develop new academic partnerships with a fascinating array of delegates from 67 different countries. We had over 450 submissions representing over 1,000 participants. We are grateful to our host institution, the Universidade Lusíada-Norte, for providing the setting for this exciting conference, and we hope that the social events will provide you with a great chance to experience the beauty and warmth of Porto and the Portuguese people.

John Ford and Elizabeth Real
Program Co-Chairs

Officers of the Academy of Marketing Science 2018-2020

O.C. Ferrell
President

Harold W. Berkman
Executive Vice President/Director

Julie G. Moulard
President-Elect

Adilson Borges
Immediate Past-President

James S. Boles
Vice President for Publications

Brad D. Carlson
Vice President for Programs

Mark Peterson
Vice President for Membership – North America

Patricia Rossi
Vice President for Membership - International

Janna Parker
Vice President for Development

Nina Krey
Secretary/Treasurer

Joseph F. Hair, Jr. and Barry J. Babin
Co-Chairs, Board of Governors

AMS Directors of International Programs

Jay D. Lindquist
Barry J. Babin
John B. Ford

Board of Governors of The
Academy of Marketing Science

Barry J. Babin

Louisiana Tech University, USA
Co-Chair (2016-2022)

Joseph F. Hair, Jr.

University of South Alabama, USA
Co-Chair (2018-2024)

Adel El-Ansary

University of North Florida, USA (2014-2020)

Linda Ferrell

Auburn University, USA (2018-2024)

Linda Golden

University of Texas, USA (2018-2024)

Jean-Luc Herrmann

University of Lorraine, France (2016-2022)

Eli Jones

Texas A&M University, USA (2014-2020)

David J. Ortinau

University of South Florida, USA (2016-2022)

Nicholas Paparoidamis

NEOMA Business School, France (2018-2024)

Leyland Pitt

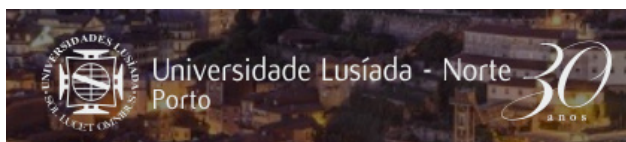
Simon Fraser University, USA (2016-2022)

Linda Price

University of Oregon, USA (2014-2020)

Bodo Schlegelmilch

Vienna University of Economics and Business Administration,
Austria (2014-2020)



AMS WMC 21 Congress Tracks and Track Chairs

Advertising

Les Carlson, University of Nebraska - Lincoln
Douglas West, King's College

B2B

Nic Terblanche, Stellenbosch University
Mitch Griffin, Bradley University

Branding

Cleopatra Veloutsou, University of Glasgow
Julie Guidry Moulard, Louisiana Tech University

CB

Dipayan Biswas, University of South Florida
Jean-Luc Herrmann, University of Lorraine

Cultural Behavior and Marketing

Catherine Demangeot, IESEG Business School
Cheryl Nakata, University of North Carolina at Greensboro

Data Analytics

Mary Brennan, The University of Edinburgh
Tina Harrison, The University of Edinburgh

Digital Marketing

Paul Ballantine, University of Canterbury
Janice Payan, University of Northern Colorado
Lucie Ozanne, University of Canterbury

Doctoral Colloquium

Altaf Merchant, University of Washington

Emerging Markets

Gregory Kivenzor, University of Connecticut
Fernando Fastoso, University of York

Entrepreneurship/Innovation

Adam Mills, Loyola University New Orleans
Tek Thongpapanl, Brock University

Ethics

Gillian Sullivan Mort, LaTrobe University
Theresa Kirchner, Old Dominion University

Fashion/Luxury

Isabel Cantista, University of Lusiada
Joy Kozar, Kansas State University

Iberian Issues

Antonio Azevedo, University of Minho
Nebojsa Davcik, ISCTE Business School

Marketing Education

Jan Kietzmann, Simon Fraser University
David Taylor, Sacred Heart University

Marketing Research

Christian Ringle, Hamburg University of Technology
Joe Hair, University of South Alabama
Marko Sarstedt, Otto Van Guernicke University

Pricing and Value

Sandra Mottner, Western Washington University

Pricing and Value

Donald Lund, University of Alabama at Birmingham

Relationship Marketing

Diana Haytko, Florida Gulf Coast University
Rene Darmon, ESSEC Business School

Retailing

Karine Picot-Coupey, University of Rennes
Gerard Cliquet, University of Rennes

Sales

Nicholas Paparoidamis, NEOMA Business School - Campus de Reims
Jessica Ogilvie, Ohio University

SCM

Susan Golicic, Colorado State University

David Grant, University of Hull

Services

Annie Liu, Texas State University

Luca Petruzzellis, University of Bari Aldo Moro

Social Marketing

Kirk Plangger, King's College London

Claas Christian Germelmann, University of Bayreuth

Social Responsibility

Valarie Swaen, Catholic University of Louvain

Charles Blankson, University of North Texas

Strategy

Leyland Pitt, Simon Fraser University

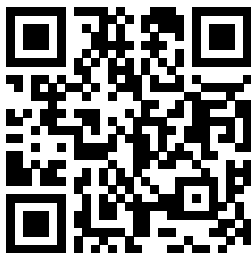
Asa Wallstrom, Lulea University of Technology

Wine and Tourism

Paulo Ramos, Universidade Lusitana Norte

Nathalie Spielmann, NEOMA-Reims Campus

Entrar no grupo "World Marketing
Congress" no WhatsApp



DAILY HIGHLIGHTS • Tuesday, June 26, 2018

Congress Registration

Porto Palácio Congress Hotel, 16:00 – 18:00

Welcome Reception

Porto Palácio Congress Hotel & SPA, 17:00

DAILY HIGHLIGHTS • Tuesday, June 27, 2018

DAILY HIGHLIGHTS

Wednesday, June 27, 2018

Congress Registration

Campus Lusiada-Norte, 8:45 – 17:00

Lunch

Campus Lusiada-Norte, 12:30 – 14:00

Meet the Editors

14:00

WMC Wine Session

Campus Lusiada-Norte, 17 :45

The 21st AMS WMC Agenda

Wednesday, 09:00-10:30

Session 1.1. **Examining Differential Forms of Advertising**

Room: M1 Ribeira

Discussion Leader: Kathleen Kelly, *Colorado State University, United States*

Examining The Impact of Provocation in Green Advertising On Consumers' Attitudes and Perceptions

Samer Elhajjar, *University of Balamand, Lebanon*

Sihem Dekhili, *Em Strasbourg Business School, France*

Blink: Advertising in a Multi-Media Environment

Federica Furlan, *The Boston Consulting Group, Italy*

Douglas West, *King's College London, United Kingdom*

Prokriti Mukherji, *King's College London, United Kingdom*

Agnes Nairn, *University of Bristol, United Kingdom*

Sensory Imagery In The Context Of Beverage Advertising: How The Senses Affect Product Design And Attitude

Klaus-Peter Wiedmann, *Institute of Marketing and Management, Leibniz University of Hannover, Germany*

Janina Haase, *Institute of Marketing and Management, Leibniz University of Hannover, Germany*

Jannick Bettels, *Institute of Marketing and Management, Leibniz University of Hannover, Germany*

Value Expressive Advertising and Innovation Acceptance in Healthcare

Thomas Powers, *University of Alabama Birmingham, United States*

Seongwon Choi, *University of Alabama Birmingham, United States*

Session 1.2. Big Data and Marketing Analytics

Room: M2 Ponte Luis I

Discussion Leader: Tina Harrison, *The University of Edinburgh, United Kingdom*

Big Data Analytics Usage in Marketing: Antecedents and Consequences

Justina Sidlauskiene, *ISM University of Management and Economics, Norwegian Business School, Lithuania*

Mobile Marketing Usage Patterns: A Customer Analytics Perspective

Oscar Robayo-Pinzon, *Institucion Universitaria Politecnico Grancolombiano, Colombia*

Luz-Alexandra Montoya, *Universidad Nacional de Colombia, Colombia*

Sandra Rojas-Berrio, *Universidad Nacional de Colombia, Colombia*

Comgás Brasil Customer Service Transformation: A Customer Relationship Study

Edmila Montezani, *Comgás, Brazil*

Carmen Pecora Das Neves, *Comgás, Brazil*

Session 1.3. Brand Identity and Co-Creation A

Room: X3 Casa da Música

Discussion Leader: Julie Guidry Moulard, *Louisiana Tech University, United States*

Family-Based Brand Identity: A Systematic Literature Review

Daniela Andreini, *Università degli Studi di Bergamo, Italy*

Cristina Bettinelli, *Università degli Studi di Bergamo, Italy*

Exploring the Reciprocal Relationship between Brand Identity and Brand Image in a Context of Co-Creation

Catherine Da Silveira, *Nova School of Business and Economics, Portugal*

Cláudia Simoes, *University of Minho - School of Economics and Management, Portugal*

Co-Creation and Media Business: The Value Creation in a Brand Licensing Case

Flávio Brambilla, *Universidade de Santa Cruz do Sul, Brazil*

Ana Flávia Hantt, *Universidade de Santa Cruz do Sul, Brazil*

Session 1.4. Nonprofit and Nongovernmental Organization (NPO and NGO) Marketing - Examination of Multi-Cultural Perspectives

Room: X4 Serralves

Discussion Leader: Theresa Kirchner, *Old Dominion University, United States*

Non-profit/Social Enterprise Collaboration for International Impact

Gillian Sullivan Mort, *LaTrobe University, Australia*

Cross-Cultural Examination of Arts Sector Governmental Policies, Economic Analyses and Development of Comparable Statistics

Theresa Kirchner, *Old Dominion University, United States*

Co-Production and Social Service Providers' Performance: Parental Satisfaction with Childcare Markets

Ann-Kathrin Seemann, *University of Freiburg, Germany*

Advancing Mission-Based Metrics

Bob McDonald, *Texas Tech University, United States*

Understanding Consumers in the Bottom of the Pyramid and Subsistence Markets

Ben Lowe, *University of Kent, United Kingdom*

Session 1.5. Consumer Behavior for Digital and Big Data

Room: X5 Bolhão

Discussion Leader: Jean-Luc Herrmann, *University of Lorraine, France*

The Effects of Mobile Technology on the Overall Tourist Experience: The Case of Augmented Reality Used During a Visit to Chambord Castle.

Patricia Coutelle-Brillet, *VALLOREM - Université de Tours, France*

Véronique Des Garets, *VALLOREM - Université de Tours, France*

Laurent Maubisson, *VALLOREM - Université de Tours, France*

Arnaud Rivière, *VALLOREM - Université de Tours, France*

Big Consumer Behavior Data and their Analytics: Some Challenges and Solutions

Michel Calciu, *Université Lille, RIME, France*

Jean-Louis Moulins, *Aix Marseille Université CRET-LOG, France*

Francis Salerno, *Université Lille, LEM, France*

Website Personalization Experience: Value Creation or Value Destruction?

Laetitia Lambillotte, *Université Catholique de Louvain, Belgium*

Ingrid Poncin, *Université Catholique de Louvain, Belgium*

Consumer Acceptance Determinants of Internet of Things: A New Perspective

Sabrina Hombourger, *Université TÉLUQ, Canada*

Leila El Kamel, *Université TÉLUQ, Canada*

Session 1.6. Managing Customer Relations

Room: X2 Clérigos

Discussion Leader: Kathryn Woodbury Zeno, *Ramapo College of New Jersey, United States*

New Dimensions of Post-Purchase Behavior in the Service Environment: Consumer Attitude Toward Uber After Consumer Ratings

Kathryn Woodbury Zeno, *Ramapo College of New Jersey, United States*

Gladys Torres-Baumgarten, *Ramapo College of New Jersey, United States*

Improving Targeting by Taking Long-Term Relationships into Account

Benedikt Lindenbeck, *FernUniversität Hagen, Germany*

Rainer Olbrich, *FernUniversität Hagen, Germany*

Managing the Bright and Dark Sides of Humorous Response in Service Recovery

Hyunju Shin, *Georgia Southern University, United States*

Lindsay Larson, *Georgia Southern University, United States*

Session 1.7. Facets of Material and Experiential Consumption in Emerging Markets

Room: Z1 Aliados

Discussion Leader: Stuart Van Auken, *Florida Gulf Coast University, United States*

The Shopping Russian: The Emerging Consumer in Moscow Retail

Ludmilla Gricenko Wells, *Florida Gulf University, United States*

Do Variety Seekers Rely on Information for Their Food Choice? The Role of Type of Novelty of Food

Sujatha Manohar, *IIT Madras, India*

Dr.Varisha Rehman, *IIT Madras, India*

Meanings and Values in the Purchase of a Brand New Car: A Study with Brazilian Customers

Danielli Melo, *Universidade Fumec, Brazil*

José Marcos Mesquita, *Universidade Fumec, Brazil*

Session 1.8. **Theoretical and Measurement Advances in Marketing Strategy**

Room: Z4 Terminal de Cruzeiro

Discussion Leader: Sandrine Heitz-Spahn, *University of Lorraine, France*

Measuring a Comprehensive Typology of Positioning Strategies

Charles Blankson, *College of Business, University of North Texas, United States*

Prince Kodua, *University of Ghana Business School, University of Ghana, Ghana*

Lydia Njoroge, *College of Business, University of North Texas, United States*

Think Twice before Typing: Does Recall Message Strategy Affect Firm Valuation?

Fatma Hilal Ergen Keles, *Istanbul Technical University, Turkey*

Burc Ulengin, *Istanbul Technical University, Turkey*

Emrah Keles, *Marmara University, Turkey*

Alternative Techniques for Testing Configurational Theory in Strategic Marketing Research

Simos Chari, *Alliance Manchester Business School, United Kingdom*

George Balabanis, *Cass Business School, United Kingdom*

Value Network Segmentation - A Three Factor Model

Nanda Viswanathan, *Farmingdale State College (SUNY), United States*

Session 1.9. **Sustainable, Social and Service Innovation**

Room: X São Bento

Discussion Leader: Duncan Sherese, *Lulea University of Technology, Sweden*

Sustainable Innovation: An Adaptive Capabilities Approach to Understanding its Antecedents and Consequences

Kelly Weidner, *Saint Mary's College of California, United States*

Cheryl Nakata, *University of North Carolina at Greensboro, United States*

Zhen Jane Zhu, *Suffolk University, United States*

Examining the Relationship between Market Orientation and Service Innovation: Fit as Matching Perspective

Yue-Yang Chen, *I-Shou University, Taiwan*

Hui-Ling Huang, *Chang Jung Christian University, Taiwan*

Effect of Service Firm's Sustainability Orientation on New Service Development Competence and Performance

Arafat Rahman, *Hanken School of Economics, Finland*

Subin Im, *Yonsei Business School, Yonsei University, South Korea*

Sanna-Katriina Asikainen, *School of Business and Management, Lappeenranta University of Technology, Finland*

Unravelling the Challenges and Opportunities of Social Innovation Across Market Boundaries Through Images of Dress

Stephanie Slater, *Cardiff University, United Kingdom*

Catherine Demangeot, *IESEG School of Management, CNRS-LEM 9221, France*

Session 1.10. **Retail Strategy**

Room: M4 Palácio de Cristal

Discussion Leader: Gerard Cliquet, *University of Rennes, France*

A cognitive analysis of the determinants of franchisor intention to internationalize

Nabil Ghantous, *Qatar University, Qatar*

Driving Sustainable Shopping by Utilizing In-Store Smartphone Messaging: A Reexamination of Regulatory Focus Theory

Matthew B. Lunde, *University of Wyoming, United States*

Carl-Philip Ahlbom, *Stockholm School of Economics, Sweden*

Redefining Generational Cohorts Based on Touchpoint Exposure: An Empirical Analysis across Italy and Japan

Marco Ieva, *University of Parma, Italy*

Chieko Minami, *Kobe University, Japan*

Cristina Ziliani, *University of Parma, Italy*

Session 1.11. **Entrepreneurship and Organizational Agility**

Room: M5 Palácio da Bolsa

Discussion Leader: Christine Pitt, *KTH Royal Institute of Technology, Sweden*

How Trust, Knowledge Integration and Team Sensemaking Capability Influence NPD Success: The Mediating Role of Team Members' Creativity

Adriana Amaya Rivas, *ESPAE Graduate School of Management, Ecuador*

Agile Marketing: A Key Driver of Entrepreneurial Internationalization

Birgit Hagen, *University of Pavia, Italy*

Antonella Zucchella, *University of Pavia, Italy*

The Impact of Friendship on Entrepreneurial Decision-Making

Theresa Eriksson, *Luleå University of Technology, Canada*

Christine Pitt, *KTH, Canada*

Andrew Flostrand, *Luleå University of Technology, Canada*

Kristina Heinonen, *HANKEN Swedish School of Economics, Finland*

The Impact of Organization Agility, Organization Flexibility, and Environmental Volatility on Radical and Incremental Innovation Performance

Danupol Hoonsopon, *Chulalongkorn University, Thailand*

Wilert Puriwat, *Chulalongkorn University, Thailand*

Wednesday, 10:30-11:00

Coffee Break

Wednesday, 11:00-12:30

Session 2.1. Advertising Effects across Multiple Contexts

Room: M1 Ribeira

Discussion Leader: Kevin Shanahan, *Mississippi State University, United States*

A Meta-Analytical Review on the Effects of In-Game Advertising on Consumers' Attitudes

Clecio Araújo, *PUC-RS, Brazil*

Felipe Pantoja, *IESEG School of Management, France*

Obinna Obilo, *Central Michigan University, United States*

Comparing Advertising Effectiveness: Successful versus Attractive Male Spokesperson

Feray Adiguzel, *Luiss University (Rome), Italy*

Carmela Donato, *Luiss University (Rome), Italy*

The Effects of Ingredient Anthropomorphism on Purchase Decisions

Wen-Hsien Huang, *National Chung Hsing University, Taiwan*

Chun-Ming Yang, *Ming Chuan University, Taiwan*

Session 2.2. Luxury Marketing across the Borders: Understanding Luxury Consumer Motivations in Developed Economies and Emerging Markets

Room: M2 Ponte Luis I

Discussion Leader: Gregory Kivenzor, *University of Connecticut, United States*

Luxury Marketing across the Borders: Understanding Luxury Consumer Motivations in Developed Economies and Emerging Markets

Russell Belk, *University of York, Canada*

Jean-Noel Kapferer, *HEC Paris, France*

Paurav Shukla, *University of Essex, United Kingdom*

Klaus-Peter Wiedmann, *Leibniz Universität Hannover, Germany*

Gregory Kivenzor, *University of Connecticut, United States*

Pierre Valette-Florence, *University Pierre Mendes France - Grenoble 2, France*

Session 2.3. **Brand Identity and Co-Creation B**

Room: X3 Casa da Música

Discussion Leader: Flávio Brambilla, *Universidade de Santa Cruz do Sul, Brazil*

Misconceptions Of Branding Behavior In The Retail Sector: A Delphi Study

Jose Ribamar Siqueira, *(CESA) Colegio de Estudios Superiores de Administración, Colombia*

Michael Bendixen, *Nova Southeastern University, United States*

Russell Abratt, *Nova Southeastern University, United States*

Maria Petrescu, *Nova Southeastern University, United States*

Mixed Signals: The Differing Effects Of Corporate Identity Cues On Front-Line and Back-Office Employees' Organisational Identification And Role Behaviours

Gabrielle Daniels-Gombert, *Aston University, Aston Business School, Netherlands*

Keith Glanfield, *Aston Business School, United Kingdom*

Peter S. H. Leeflang, *Rijksuniversiteit Groningen, Netherlands*

Investigating Political Brands in Non-Party Political Environments: Post-Electoral Reform in Guernsey

Guja Armannsdottir, *Nottingham Trent University, United Kingdom*

Christopher Pich, *Nottingham Trent University, United Kingdom*

Session 2.4. **Examining the Extremes: Sales Technology, Brand Attachment and Ego Networks**

Room: X4 Serralves

Discussion Leader: Lisa Beeler-Connelly, *Ohio University, United States*

Call Us Crazy: Performance Advantages of Primary Psychopathy and Information Control in Salesperson Ego Networks

Cynthia Satornino, *University of Connecticut, United States*

Willy Bolander, *Florida State University, United States*

Carlos Bauer, *University of Texas, San Antonio, United States*

Riley Dugan, *University of Dayton, United States*

How Much Change is Too Much? The Impact of Perceived Technological Change onto Sales Force Technology Acceptance

Michael Obal, *University of Massachusetts Lowell, United States*

Todd Morgan, *Western Michigan University, United States*

Blinded by the Brand: Why and When Salesperson Brand Attachment Decreases Customer Purchase Intentions?

Lisa Beeler-Connelly, *Ohio University, United States*

Alex Zablah, *University of Tennessee, United States*

Stephanie Noble, *University of Tennessee, United States*

Session 2.5. Healthy Food Consumption and Sustainability

Room: X5 Bolhão

Discussion Leader: Bruna Jochims, *Neoma BS, France*

The Role of Mindfulness in Consumers' Experiences of Food Well-Being

Patricia Gurviez, *UMR GENIAL, AgroParisTech, INRA, Université Paris-Saclay, France*

Ophélie Mugel, *University of Paris East, IRG EA 2354, France*

Can a Fun Packaging Make Healthy Food Taste Better and be Preferred over Unhealthy Food?

Luisa Agante, *FEP-UP, Portugal*

Paula Castelo, *NOVA SBE, Portugal*

João Coelho, *NOVA SBE, Portugal*

Importance of Ethics and Sustainability in the Fashion Industry

Vishwas Maheshwari, *Staffordshire University, United Kingdom*

Joanna Fielding, *University of Chester, United Kingdom*

Session 2.6. Doctoral Colloquium: Online Marketing Issues

Room: X2 Clérigos

Discussion Leader: Altaf Merchant, *University of Washington, United States*

Discussant: Mathieu Kacha, *University of Lorraine, France*

Online Consumer Review: An Attempt To Conceptualize And To Propose A Definition

Gautier Lombard, *University of Lorraine, France*

Product Placement in the e-Fluencer Landscape

Pauline Claeys, *Louvain School of Management, Belgium*

Karine Charry, *Louvain School of Management, Belgium*

Website Personalization: Experience, Antecedents and Consequences

Laetitia Lambillotte, *Université Catholique de Louvain, Belgium*

Session 2.7. Social Media Challenges in Emerging Markets

Room: Z1 Aliados

Discussion Leader: Mirella Yani-De-Soriano, *Cardiff University, United Kingdom*

Why Do I follow Fashion Bloggers? Insights from Jordanian Consumers

Lubna Al-Masri, *Cardiff University, United Kingdom*

Mirella Yani-De-Soriano, *Cardiff University, United Kingdom*

Unraveling the Emergence of Markets in Emerging Markets: Understanding the Role of Popular Media

Gopalkrishnan Iyer, *Florida Atlantic University, United States*

Movie Piracy in Emerging Economies: I Want to be Innovative, and I know How to Explain My Bad Behavior

Sigitas Urbonavicius, *Vilnius University, Faculty of Economics, Lithuania*

Vytautas Dikcius, *Vilnius University, Lithuania*

Karina Adomaviciute, *Vilnius University, Lithuania*

Amelija Lucinskaite, *Vilnius University, Lithuania*

Session 2.8. The Good, the Bad, and the Ugly of Managers, Consumers and Firms

Room: Z4 Terminal de Cruzeiro

Discussion Leader: Christine Pitt, *KTH Royal Institute of Technology, Sweden*

Implications of Consumer Animosity for Marketing Strategy: An Abstract

Olga Kvasova, *University of Central Lancashire, Cyprus*

Sergey Tokar, *University of Central Lancashire, Cyprus*

When and How do Chief Marketing Officers Drive Firm Performance? CMO Characteristics, Managerial Marketing Capability, and the Form-Value Effect of Marketing Spending

Isabel Deutschmeyer, *Freie Universität Berlin, Germany*

Peter Guenther, *RMIT University, Australia*

Miriam Guenther, *The University of Melbourne, Australia*

Michael Kleinaltenkamp, *Freie Universität Berlin, Germany*

Social Enterprise Legitimacy in a Hostile Market

Marta Bicho, *IPAM & Universidade Europeia and Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU-IUL), Portugal*

Ralitza Nikolaeva, *Nazarbayev University, Kazakhstan, and BRU ISCTE-IUL, Kazakhstan*

Carmen Lages, *Nova School of Business and Economics, Portugal*

Corporate Greed: Its effect on Customer Satisfaction, Corporate Social Responsibility and Corporate Reputation Among Customers

Albert Caruana, *University of Malta, Malta*

Joseph M Vella, *University of Malta, Malta*

Saviour Chircop, *University of Malta, Malta*

Jirka Konietzny, *Lulea University of Technology, Sweden*

Session 2.9. **Tackling Corporate Business Needs through BI/Analytics Growth**

Room: X São Bento

Discussion Leader: Chris Myers, *Texas A&M Commerce, United States*

Panel Discussion: Tackling Corporate Business Needs through BI/Analytics Growth

Chris Myers, *Texas A&M Univ Commerce, United States*

Guclu Atinc, *Texas A&M University-Commerce, United States*

Yasemin Atinc, *Texas A&M Commerce, United States*

Session 2.10. **Online Shopping and Retailing**

Room: M4 Palácio de Cristal

Discussion Leader: Karine Picot-Coupey, *University of Rennes, France*

Interrupting the Customer Journey: A Six-Country Examination of Online Shoppers' Switching Behavior when the Item They Want is Unavailable

Thomas Gruen, *University of New Hampshire, United States*

Daneil Corsten, *IE, Spain*

Fusing Complex Big Data Sets to Understand Consumers' Online Relationships that Create In-Store Bonding: An Exploratory Study

Don Schultz, *Northwestern University, United States*

Martin Block, *Northwestern University, United States*

How Do Consumers Evaluate Identical Products of Competing Online Retailers? A Text Mining Approach Using Product Reviews

Sungha Jang, *Kansas State University, United States*

Ji Hye Kang, *University of Rhode Island, United States*

Tian Liu, *Kansas State University, United States*

Huichen Yang, *Kansas State University, United States*

Session 2.11. **Consumer Profiles, Communication and Consumption of Fashion and Luxury Goods**

Room: M5 Palácio da Bolsa

Discussion Leader: Isabel Cantista, *University of Lusiada, Portugal*

Consumer Pleasure or Guilt: Luxury Fashion Brand Addiction and Social Media Marketing

Mona Mrad, *Lebanese American University, Lebanon*

Charles Cui, *The University of Manchester, United Kingdom*

Building Relationships through Stimulating Brand Experiences: The Role of Self-Expansion, Brand Identification, and Self-Esteem

Carlos M. Rodriguez, *Delaware State University, United States*

Gwarlann De Kerviler, *IESEG School of Management, France*

Micro-Blog Marketing of Luxury Consumption: The Role of Micro-Blog Contents and Envy in Purchase Intention

Wendy Chou, *Ming Chuan University, Taiwan*

ByoungHo Jin, *UNCG, United States*

Limited-Quantity Scarcity Messages for Luxury Brands: Consider Customers in Cognitive and Emotional Consumption

Ting-Hsiang Tseng, *Feng Chia University, Taiwan*

George Balabanis, *Cass business school City university, United Kingdom*

Matthew Liu, *Univeristy of Macau, Macao*

Hsiu Ying Huang, *Feng Chia University, Taiwan*

Wednesday, 12:30-14:00

Lunch Break

Wednesday, 14:00-15:30

Session 3.1. Advertising Potpourri

Room: M1 Ribeira

Discussion Leader: Sarah Alhouti, *Providence College, United States*

The Moderate Harmony Is More Pro-Social than the Obvious

Nara Youn, *Hongik University, South Korea*

Changyeop Shin, *Hongik University, South Korea*

Myungwoo Nam, *Sungkyunkwan University, South Korea*

Communicating a Company's Religious Affiliation through Online Advertising

Sarah Alhouti, *Providence College, United States*

Yeging Bao, *University of Alabama in Hunstville, United States*

Catherine Johnson, *University of Toledo, United States*

I or We: The Persuasive Effects of Typeface Shapes

Yifen Liu, *National Kaohsiung First University of Science and Technology, Taiwan*

Session 3.2. Relationship Marketing Issues

Room: M2 Ponte Luis I

Discussion Leader: Othman Boujena, *Neoma Business School, France*

Participatory Impact Assessments from a Relationship Marketing Perspective: How to balance Latent and Manifest Consulting Functions?

Guido Grunwald, *Osnabrück University of Applied Sciences, Germany*

Jürgen Schwill, *Technische Hochschule Brandenburg - University of Applied Sciences, Germany*

“The Others”: The Cultural and Consumer Profile of Expatriates - How the New Paradigm in Marketing (Relationship Marketing) and the New Wave of Consumers (Global Citizens) Revolutionize Marketing Practice

Vanda Vereb, *University of Minho, Portugal*

Helena Nobre, *University of Aveiro, Portugal*

Influencing Customer Experience by Activating Relationship Norms

Harald Pol, *Institute for Service Leadership, Netherlands*

Mirjam Galetzka, *University of Twente, Netherlands*

Ad Pruyn, *University of Twente, Netherlands*

Interactions with Existing and Potential Customers: The Role of Physical and Virtual Trade Fairs

Maria Sarmento, *CEOS. Porto Polytechnic; Nova School of Business and Economics; Open University Business School, Portugal*

Cláudia Simões, *University of Minho, Portugal*

Session 3.3. Brand Relationships

Room: X3 Casa da Música

Discussion Leader: Salim Azar, *Université Cergy Pontoise, France*

Conceptualizing and Operationalizing Respect in Consumer-Brand Relationships

Cleopatra Veloutsou, *University of Glasgow, United Kingdom*

Construing Loyalty Through Perceived Quality and Brand Identification: The Mediating Role of Brand Trust and Brand Relationship Closeness

Tai Anh Kieu, *Western Sydney University, Australia*

Service Brand Orientation and Firm Performance: Moderating Effects of Relationship Marketing Orientation and Customer Orientation

Raphael Odoom, *University of Ghana Business School, Ghana*

Ernest Tweneboah-Koduah, *University of Ghana Business School, Ghana*

Session 3.4. Eye-Tracking Research (Part 1): How to Influence In-Store Buying Decisions

Room: X4 Serralves

Discussion Leader: Sophie Lacoste-Badie, *University of Rennes 1, France*

Simple vs. Complex Displays: Visual Attention and Purchase Intention

Patricia Huddleston, *Michigan State University, United States*

Horizontal Product Merchandising Placement Influences Choice

Bridget Behe, *Michigan State University, United States*

Visual Attention in Virtual Reality Settings

Enrique Bigne, *University of Valencia, Spain*

The Risk of Drowning in Eye-Tracking Data

Jesper Clement, *Copenhagen Business School, Denmark*

Session 3.5. Brand Narrative and Consumers

Room: X5 Bolhão

Discussion Leader: Claas Christian Germelmann, *University of Bayreuth, Germany*

Antecedents and Consequents of the Anchoring Effect: Private Label vs. Premium Brand Context

Fabrício Cruz, *University of Coimbra, Portugal*

Arnaldo Coelho, *University of Coimbra, Portugal*

Cristela Bairrada, *University of Coimbra, Portugal*

Enhancing Brand Commitment through Social Responsibility Associations: A Two-Path Moderated Model

Tarek Abid, *INTERACT UP 2012 -10-103, GIS UTHS, UniLaSalle, France*

Marie-Aude Abid-Dupont, *CRM- Center of Research in*

Management, University of Toulouse Capitole, CNRS, France

Jean-Louis Moulins, *Aix Marseille Université, CRET-LOG, France*

Accessing A Brand Community: Examining the Role of Access-Based Consumption on Brand Communities

Stephanie Lawson, *Winthrop University, United States*

Mark Gleim, *University of Toledo, United States*

Creating My Own Story: Maximizers, A Different Route To Information Evaluation

Sahar Karimi, *University of Liverpool, United Kingdom*

Session 3.6. Trends in Higher Education

Room: X2 Clérigos

Discussion Leader: Brooke Reavey, *Dominican University, United States*

Birds of A Feather Maybe Shouldn't Flock Together: Homophilic Team and Network Effects on Doctoral Student Outcomes

Cecilia Ruvalcaba, *University of the Pacific, United States*

Jennifer Zarzosa, *Henderson State University, United States*

Rebeca Perren, *CSU San Marcos, United States*

Cinthia Satornino, *University of Connecticut, United States*

First Impressions: The Impact Of Graphic Syllabi On Student Attitudes

David Taylor, *Sacred Heart University, United States*

Session 3.7. Consumption Orientation and Culture of Origin

Room: Z1 Aliados

Discussion Leader: Diego Costa Pinto, *Universidade NOVA de Lisboa, Portugal*

The Consequences of Consumer Ethnocentrism upon Product Perceptions within Emerging Markets: The Case of Mexico

Miguel Sahagun, *High Point University, United States*

Arturo Vasquez-Parraga, *University of Texas Rio Grande Valley, United States*

Larry Carter, *High Point University, United States*

Acculturation of Indian Immigrants to the United States: Technology as a Coping Mechanism

Mitch Griffin, *Bradley University, United States*

Barry Babin, *Louisiana Tech University, United States*

Raj Iyer, *Bradley University, United States*

Traditionsapes in Emerging Markets: A New Form of Integration with Global Consumer Culture

Marlon Dalmoro, *Univates, Brazil*

Diego Costa Pinto, *Universidade NOVA de Lisboa, Portugal*

Walter Meucci Nique, *Federal University of Rio Grande do Sul (UFRGS), Brazil*

New Perspectives on Justifying Customer Citizenship: An Abstract

Estelle van Tonder, *North-West University, South Africa*

Inonge T Lisita, *North-West University, South Africa*

Daniël J Petzer, *Gordon Institute of Business Science, South Africa*

Session 3.8. From Customers to the Firm: The Depths of Consumption and Engagement

Room: Z4 Terminal de Cruzeiro

Discussion Leader: Sandrine Heitz-Spahn, *University of Lorraine, France*

Mission Statements as Marketing Messages: A Comparative Content Analysis

Sarah Lord Ferguson, *Simon Fraser University, Canada*

Emily Treen, *Simon Fraser University, Canada*

Jeremy de Beer, *University of Ottawa, Canada*

Sussie Morrish, *University of Canterbury, New Zealand*

Intuitive vs. Analytical Delight: How Customers Process Delightful Consumption Experiences

Stefanie Jirsak, *King's Business School, King's College London, United Kingdom*

Douglas West, *King's Business School, King's College London, UK, United Kingdom*

Frauke Mattison Thompson, *University of Amsterdam, The Netherlands, Netherlands*

Nikoletta-Theofania Siamagka, *King's Business School, King's College London, United Kingdom*

Marketing Strategy Implications Of Employee Brand Engagement: Optimism And Commonality

Christine Pitt, *KTH, Canada*

Pierre Berthon, *Bentley University, United States*

Ian Cross, *Bentley University, United States*

Val Hooper, *Victoria University, New Zealand*

Joao Ferreira, *University of Beira Interior, Portugal*

Agency Theory in Marketing: 25 Years On

Raesah Chohan, *University of Cape Town, South Africa*

Session 3.9. Customer Relationship and Experience Considerations in Innovation

Room: X São Bento

Discussion Leader: Gerard Athaide, *Loyola University Maryland, United States*

A Model of Post-Installation Seller-Buyer Interactions in Technology-Based Industrial Markets

Gerard Athaide, *Loyola University Maryland, United States*

Sandeep Salunke, *Queensland University of Technology, Australia*

The Institutional Pressures in the Post-Adoption Use of Social Media

João Azambuja, *Instituto Universitário de Lisboa (ISCTE-IUL), BRU-IUL, Lisboa, Portugal, Portugal*

Ralitza Nikolaeva, *Instituto Universitário de Lisboa (ISCTE-IUL), BRU-IUL, Lisboa, Portugal, Portugal*

Customer Participation in New Product Development: The Crucial Role of a Firm's Absorptive Capacity

Todd Morgan, *Western Michigan University, United States*

Michael Obal, *University of Massachusetts Lowell, United States*

Sergey Anokhin, *Kent State University, United States*

Influences Of User Experience On Consumer Perception – A Study On “Autonomous Driving”

Sarah Selinka, *Baden-Wuerttemberg Cooperative State University Stuttgart, Germany*

Marc Kuhn, *Baden-Wuerttemberg Cooperative State University Stuttgart, Germany*

Session 3.10. In-Store Marketing

Room: M4 Palácio de Cristal

Discussion Leader: Peter McGoldrick, *The University of Manchester, United Kingdom*

Architectural Branding Strategies in Retail

Sophie Schüller, *Institute of Marketing at the University of St. Gallen, Switzerland*

Don't Confuse Me! The Effect of Self-Construal on the Relationship between Context Visual Complexity and Enjoyment

Nesenur Altinigne, *Istanbul Bilgi University, Turkey*

Elif Karaosmanoglu, *Istanbul Technical University, Turkey*

Shopper's Experience Of Digital Mall Signage As Atmospheric Stimuli

Therese Roux, *Tshwane University of Technology, South Africa*

Tania Maree, *University of Pretoria, South Africa*

Session 3.11. Putting Knowledge into Action: Implementing Project-Based Learning Across Marketing Courses and Campuses in General

Room: M5 Palácio da Bolsa

Discussion Leader: Nina Krey, *Rowan University, United States*

Putting Knowledge into Action: Implementing Project-Based Learning Across Marketing Courses and Campuses in General

Nina Krey, *Rowan University, United States*

Berrin Guner, *Rowan University, United States*

Michael Elmes, *Worcester Polytechnic Institute, United States*

Laurie Babin, *University of Louisiana Monroe, United States*

Wednesday, 15:30-16:00

Coffee Break

Wednesday, 16:00-17:30

Session 4.2. CSR Issues

Room: M2 Ponte Luis I

Discussion Leader: Michelle Bergadaa, *Université de Genève, Switzerland*

What Am I Going to Eat Here? Food Tensions of Immigrants in a Cosmopolitan City

Michelle Bergadaa, *University of Geneva, Switzerland*

Nada Sayarh, *University of Geneva, Switzerland*

Consumers Who Collaborate With the Firm, but Against Each Other

Laurel Cook, *West Virginia University, United States*

William Northington, *St. Bonaventure University, United States*

Jacob Hiler, *Ohio University, United States*

A Comparison of Organizational Sustainability Initiatives Through Time in Public and Private Sectors.

Rocio Rodriguez, *Kristiania University College, Norway*

Göran Svensson, *Kristiania University College, Norway*

David Eriksson, *Jönköping University, Sweden*

Session 4.3. Growing Brands and Getting International

Room: M1 Ribeira

Discussion Leader: Klaus-Peter Wiedmann, *Leibniz University of Hanover, Germany*

Brand Equity and Country-of-Origin Effect: An Internationalization Perspective

Marcos Machado, *ESPM, Brazil*

Marcos Campomas, *USP, Brazil*

Carlos Lourenco, *FGV, Brazil*

Beyond Country-of-Origin: An Empirical Study on the Factors that Affect American Consumers' Attitude and Purchasing Intentions

Emi Moriuchi, *Rochester Institute of Technology, United States*

Christina Chung, *Ramapo College of New Jersey, United States*

The Influence of Product Innovativeness on Technology Switching

Sam Al-Kwafi, *Qatar University, Qatar*

Allam K Abu Farha, *Qatar University, Qatar*

Session 4.4. Measurement Invariance and Innovation in Cross-Cultural Research: Revisiting Validity in an Inter-Connected World

Room: M4 Palácio de Cristal

Discussion Leader: Stephanie Slater, *Cardiff Business School, United Kingdom*

Measurement Invariance and Innovation in Cross-Cultural Research: Revisiting Validity in an Interconnected World

Barry Babin, *Louisiana Tech University, United States*

David Ortinau, *University of South Florida (USF) -Tampa, United States*

Stephanie Slater, *Cardiff University, United Kingdom*

John Ford, *Old Dominion University, United States*

Carmen Lopez, *Plymouth University, United Kingdom*

Kevin James, *University of Texas Tyler, United States*

Session 4.5. Cross-Cultural Consumer Behavior

Room: M5 Palácio da Bolsa

Discussion Leader: Amanda Yamim, *Grenoble École de Management, France*

French Households and Fish Consumption: What Characterizes Households that Should be Targeted to Increase Fish Consumption?

Audur Hermannsdottir, *University of Iceland, Iceland*

Arnar Már Búason, *University of Iceland, Iceland*

Sveinn Agnarsson, *University of Iceland, Iceland*

Destination Image Change in Tourist Subgroups: Evidence from an Uzbekistan Introduction

Mamlakat Khudaykulova, *University of Salford, United Kingdom*

Sunil Sahadev, *University of Salford, United Kingdom*

Nandakumar Mankavil Kovil Veetil, *Indian Institute of Management Kozhikode, India*

Motives and Barriers for Seafood Consumption: Consumer Perception in Five European Countries

Gudmundur Stefansson, *Matis, Iceland*

Kolbrun Sveinsdottir, *Matis, Iceland*

Consumer Ability to Determine Actual Quality and the Role of Level of Education: Evidence from Mexican Consumers of Ground Roasted Coffee

Sidney Ornelas, *Tecnológico de Monterrey, Mexico*

Jorge Vera, *Tecnológico de Monterrey, Mexico*

Session 4.6. Industry Effects on Education

Room: X3 Casa da Música

Discussion Leader: David Taylor, *Sacred Heart University, United States*

Can Anyone Write a Survey? Coping with the Digital Disruption of the Marketing Research Industry in the Classroom

Brooke Reavey, *Dominican University, United States*

Al Rosenbloom, *Dominican University, United States*

Investigating Corporate Brand Values In Higher Education

Louise Spry, *Nottingham Trent University, United Kingdom*

Mojtaba Poorrezaei, *Nottingham Trent University, United Kingdom*

Christopher Pich, *Nottingham Trent University, United Kingdom*

A Critical Assessment of Skills and Knowledge for Entry-Level Marketing Jobs: A Delphi Study

Poh-Lin Yeoh, *Bentley University, United States*

Session 4.7. Consumer Insights: Understanding Consumption in Emerging Markets

Room: X4 Serralves

Discussion Leader: Anahit Armenakyan, *Nipissing University, Canada*

Insights into the Relationship between Entrepreneurial Orientation and Performance: Evidence from Brazil

Marcelo Gattermann Perin, *Pontifical Catholic University of Rio Grande do Sul, Brazil*

Cláudia Simões, *University of Minho, Portugal*

Cláudio Hoffmann Sampaio, *Pontifical Catholic University of Rio Grande do Sul, Brazil*

Ecotourism Perspective: The Case Of Armenia

Anahit Armenakyan, *Nipissing University, Canada*

Natalya Brown, *Nipissing University, Canada*

A Meta-approach to Assessing Research Methodologies in Bottom of the Pyramid Markets: An Abstract

Caitlin Ferreira, *Luleå University of Technology, Department of Industrial Marketing, Luleå, Sweden*

Jeandri Robertson, *Luleå University of Technology, Department of Industrial Marketing, Luleå, Sweden*

Session 4.9. Dysfunctional, Co-Production and Customer Loyalty in Services

Room: X5 Bolhão

Discussion Leader: P. Sergius Koku, *Florida Atlantic University, United States*

Targeted Dysfunctional: A Systematic Review and Conceptualization

Mehmet Okan, *Istanbul Technical University, Turkey*

Banu Elmadağ, *Istanbul Technical University, Turkey*

An Application of the Co-Production Concept to the U.S. Legal System: Lessons from Marketing

P. Sergius Koku, *Florida Atlantic University, United States*

Investigating Influence of Mobile Banking Services on Enhancing Customer Loyalty

Ting-Hsiang Tseng, *Department of International Business, Feng Chia University, Taiwan*

Nomahlubi Dlamini, *International School of Technology and Management, Feng Chia University, Swaziland*

Pei-Chun Lee, *International School of Technology and Management, Feng Chia University, Taiwan*

Session 4.10. Brand Advocacy, Loyalty and Satisfaction in Retailing

Room: X2 Clérigos

Discussion Leader: Cristina Ziliani, *University of Parma, Italy*

Exploring the Customer Satisfaction-Store Loyalty Relationship During an Economic Crisis

Paraskevi Sarantidis, *The American College of Greece, Greece*

How Can Stimuli and Emotions Help Increase Brand Advocacy

Ricardo Godinho Bilro, *Instituto Universitário de Lisboa (ISCTE-IUL) - Business Research Unit (BRU/UNIDE), Portugal*

Sandra Maria Correia Loureiro, *Instituto Universitário de Lisboa (ISCTE-IUL) - Business Research Unit (BRU/UNIDE), Portugal*

Shopping Behavior Influences on Perceived Value and Store Satisfaction

Thomas Powers, *University of Alabama Birmingham, United States*

Eric Jack, *University of Alabama Birmingham, United States*

Seongwon Choi, *University of Alabama Birmingham, United States*

Session 4.11. Meet the Editors

Room: M3 Livraria Lello

Chair: O.C. Ferrell, *Auburn University*

Meet the Editors Session

Barry J. Babin, *Journal of the Academy of Marketing Science*

Douglas Hughes, *Journal of Personal Selling and Sales Management*

Sandy Jap, *Marketing Letters*

Cleopatra Veloutsou, *Journal of Product and Brand Management*

O.C. Ferrell, *Academy of Marketing Science Review*

John Ford, *Journal of Advertising Research*

Angela Paladino, *Journal of Product Innovation Management*

DAILY HIGHLIGHTS • Thursday, June 28, 2018

DAILY HIGHLIGHTS

Thursday, June 28, 2018

Registration

Campus Lusíada-Norte, 9:00 – 16:00

Eye-Tracking Research

9:00 – 10:30

AMS WMC 21 Luncheon

Herança Magna, 12:30 Departure from Campus

Thursday, 09:00-10:30

Session 5.1. **The Impacts of Sales Leadership and Managerial Decision Making on Sales Performance Outcomes**

Room: Z1 Aliados

Discussion Leader: Mark Cleveland, *University of Western Ontario, Canada*

Ethical Sales Leadership and Salesperson Performance: The Intervening Influence of Worthiness of Being Followed

Vishag Badrinarayanan, *Texas State University, United States*

Indu Ramachandran, *Texas State University, United States*

Mad Men: CEOs with Sales and Marketing Backgrounds

Collin Gilstrap, *University of Toledo, United States*

Catherine Johnson, *University of Toledo, United States*

Bias in the Hiring Process of Professional Sales People: The Effects of Gender, Ethnicity and Religion

Parker Griffin, *Delavan Illinois High School, United States*

Jill Attaway, *Market Analysis & Solutions Group, United States*

Mitch Griffin, *Bradley University, United States*

Session 5.2. **Customer Loyalty Issues**

Room: Z4 Terminal de Cruzeiro

Discussion Leader: Mubbsher Manawar Khan, *University of the Punjab, Pakistan*

“Paradoxes” of the Retention Reaction Curve

Igor Sloev, *Higher School of Economics, Russia*

Gerasimos Lianos, *University of Miami, United States*

The Customer Compromise and ComproScore: Toward a New Concept and Metric to Assess Customer Satisfaction, Buying Process, and Loyalty

Joel Le Bon, *University of Houston, United States*

Are Loyalty Programs Shams? A Study Assessing How Loyalty Programs Can Enhance Loyalty to the Company Rather than to the Program

Virginie Bruneau, *Université Catholique de Louvain, Belgium*

Yuping Liu-Thompkins, *Old Dominion University, United States*

Customer Responses to the Point Management Strategy in the Occurrence of Customer Demotion

Hyunju Shin, *Georgia Southern University, United States*

Riza Casidy, *Deakin University, Australia*

Session 5.3. Place Branding

Room: X3 Casa da Música

Discussion Leader: Christoph Burmann, *University of Bremen, Germany*

Brand Cuba: Forbidden Fruit, Sour Grapes, or American Nostalgia?

Kevin J Shanahan, *Mississippi State University, United States*

Michael Breazeale, *Mississippi State University, United States*

Astrid Keel, *University of La Verne, United States*

How Cities Can Attract Highly Skilled Workers as Residents: The Impact of City Brand Benefits on Highly Skilled, Potential Residents' City Brand Attitudes

Michael Schade, *University of Bremen, Germany*

Rico Piehler, *Chair of Innovative Brand Management, University of Bremen, Germany, Germany*

Christoph Burmann, *University of Bremen, Germany*

Session 5.4. The PrimeFish Project: Developing a Market-Oriented Prediction Toolbox for Seafood

Room: X4 Serralves

Discussion Leader: Jose L. Santiago, *CETMAR, Spain*

A Toolbox for Supporting the Marketing of Seafood Products

Jose L. Santiago, *CETMAR, Spain*

PrimeFish: Strengthening the Competitiveness of the Seafood Sector

Gudmundur Stefánsson, *MATIS, Iceland*

Success Analysis Model: Matching Consumer Segments and New Seafood Products

Birgit Hagen, *University of Pavia, Italy*

Predicting the Impact of Negative Information on Consumers' Attitudes and Intentions

Olga Untilov, *University of Savoie, France*

The PrimeFish Project for Developing a Market-Oriented Prediction Toolbox: the Willingness to Pay (WTP) Tool

Davide Menozzi, *University of Parma, Italy*

Drivers and Sustainability Effects of Fish Consumption

Lucas Sterenn, *INRA, France*

Session 5.5. **Gender Aspects of Consumer Behavior**

Room: X5 Bolhão

Discussion Leader: Patricia Rossi, *IESEG School of Management, France*

Decoding Archetypal Images of Motherhood in Magazine Advertisements

Lilit Baghdasaryan, *University of Westminster, United Kingdom*

Prof Shona Bettany, *Liverpool John Moore University, United Kingdom*

Tattoo Consumption as a Mechanism to Compensate for the Perceived Loss of Self-Psychological Ownership: A Study of Women in Relationships

Ranjitha Gp, *Indian Institute of Management Kozhikode, India*

Anandakuttan B Unnithan, *IIM Kozhikode, India*

Do As I Say (Because I'm Similar to You): Gender Similarity, Message Framing, and the Decision to Save for Retirement

John Chalmers, *University of Oregon, United States*

Sara Hanson, *University of Richmond, United States*

Zhi Wang, *University of Oregon, United States*

Hong Yuan, *University of Oregon, United States*

How Gender Identity Affects Consumer Behavior: Overview and Future Research

Lilly Ye, *Frostburg State University, United States*

Mousumi Bose, *Fairfield University, United States*

Lou Pelton, *University of North Texas, United States*

Session 5.6. **Conceptualization, Measurement and Analysis in Marketing**

Room: X2 Clérigos

Discussion Leader: Cheah Jun Hwa, *University of Technology Malaysia, Malaysia*

Emotional Aspects of Marketing: Theory and Methods

Michael Basil, *University of Lethbridge, Canada*

Paul Bolls, *Texas Tech, United States*

Convergent Validity Assessment of Formatively-Measured Constructs in PLS-SEM

Jun-Hwa Cheah, *Universiti Teknologi Malaysia (UTM), Malaysia*

Marko Sarstedt, *Otto-von-Guericke-University Magdeburg, Germany*

Christian M. Ringle, *Hamburg University of Technology (TUHH), Germany*

Ramayah Thurasamy, *Universiti Sains Malaysia (USM), Malaysia*

Hiram Ting, *Sarawak Research Society, Malaysia*

Structured Abstract: Attraction and Compromise Effects in Choice-Based Conjoint Analysis: No-Choice Options as a Remedy

Verena Wackershauser, *Otto-von-Guericke University Magdeburg, Germany*

Marcel Lichters, *Otto-von-Guericke University Magdeburg, Germany*

Marko Sarstedt, *Otto-von-Guericke University Magdeburg, Germany*

Bodo Vogt, *Otto-von-Guericke University Magdeburg, Germany*

Session 5.7. Eye Tracking Research (Part 2): How to Design Attention-Grabbing Communications

Room: M1 Ribeira

Discussion Leader: Sophie Lacoste-Badie, *University of Rennes 1, France*

Does Social Media Communication Style Influence Online Consumer Experience and Behavior?

Sylvain Senecal, *HEC Montreal, Canada*

Consumer's Ad Processing Online: The Effects of Ads Location and Animation on Eye Movements

Emna Cherif, *University of Auvergne, France*

Color vs. Black and White: Contrast Effects in Print Advertisements

Sophie Lacoste-Badie, *University of Rennes, France*

Session 5.8. A Look at Drivers and Outcomes of Innovation: A Marketing Strategy Perspective

Room: M2 Ponte Luis I

Discussion Leader: Sarah Lord Ferguson, *Simon Fraser University, Canada*

An Empirical Investigation of the Antecedents of Product Innovation Strategy and New Product Performance in Export Ventures

Marios Theodosiou, *Department of Business and Public Administration University of Cyprus, Cyprus*

Evangelia Katsikea, *King's Business School, United Kingdom*

Pascale Hardy, *Maastricht School of Management, Netherlands*

Shintaro Okazaki, *King's Business School, United Kingdom*

Patterns of Competition in Emerging Industries from the Automobile to the Personal Computer

Bob McDonald, *Texas Tech University, United States*

Customer Engagement Capability for Service Innovation and Firm Performance: The Moderating Role of Competitive Intensity

Thomas Anning-Dorson, *University of Ghana Business School, Ghana*

Rethinking Innovation Ecosystem through Living Lab Approach

Ceyda Ovaci, *Okan University, Turkey*

Session 5.9. **Philanthropy Issues**

Room: M4 Palácio de Cristal

Discussion Leader: Theresa Kirchner, *Old Dominion University, United States*

A Practice-Based Exploration of Individual Philanthropy in Contemporary Arts and Crafts

Caroline Moraes, *University of Birmingham, United Kingdom*

I Misbehaved so I Give: The Moderating Role of Empathic Concern and Commonality

Etienne Denis, *Louvain School of Management, Belgium*

Claude Pecheux, *Edhec Business School, France*

Session 5.10. **From Environmental Attitudes to Environmental Behaviors**

Room: X São Bento

Discussion Leader: Catherine Johnson, *Toledo University, United States*

From Thinking Green to Planned Green Purchasing Behaviors: A Cross-National Study of American and Korean Millennials

Alexander Muk, *Texas State University- San Marcos, United States*

Christina Chung, *Ramapo College of NJ, United States*

Jonghoon Kim, *University of Incheon, South Korea*

Abetting or Thwarting: The Mediating Role Of Subjective Enablers and Constraints in the Pro-Environmental Attitude-Behavior Relationship

Mark Cleveland, *University of Western Ontario, Canada*

Jennifer Robertson, *University of Western Ontario, Canada*

Victoria Volk, *University of Western Ontario, Canada*

Session 5.11. **Consumer Interactions with Automated Technologies**

Room: M5 Palácio da Bolsa

Discussion Leader: Ben Lowe, *Kent Business School, University of Kent, United Kingdom*

Consumer Interactions with Automated Technologies

Ben Lowe, *Kent Business School, University of Kent, United Kingdom*

Orsolya Sadik-Rozsnyai, *ESSCA School of Management, Paris, France*

Laurent Bertrandias, *Toulouse Business School, University of Toulouse, France*

Marc Kuhn, *DHBW Stuttgart, Germany*

Marco Hubert, *Department of Management, Aarhus University, Denmark*

Thursday, 10:30-11:00

Coffee Break

Thursday, 11:00-12:30

Session 6.1. Services Marketing in Various Industries

Room: Z1 Aliados

Discussion Leader: Gladys Torres Baumgarten, *Ramapo College of New Jersey, United States*

The Relationship of Market-Oriented Culture, Internal-Market Orientation, Service Climate and Customer-Oriented Service Behavior: Cross-cultural Study of F&B Industry in Taiwan, China and the United States

Shun-Ching Horng, *National Chengchi University, Taiwan*

Ling-Hua Weng, *National Chengchi University, Taiwan*

Creating Customer Value Through Multichannel Service Delivery: A Study of the French Insurance Market

Ilaria Dalla Pozza, *IPAG Business School, France*

Lionel Texier, *R&A, France*

Julie Robson, *Bournemouth University, United Kingdom*

Educational Value: Do University Choices Affect Company Performance?

Alberto Pezzi, *University of Roma 3, Italy*

Luca Petruzzellis, *University of Bari Aldo Moro, Italy*

Session 6.2. Fashion and Luxury Branding and Retailing

Room: Terminal de Cruzeiro

Discussion Leader: Michelle Childs, *The University of Tennessee, United States*

How Can a Brand Successfully Extend in a Premium Market when Collaborating with a High-End Retailer?

Hyo Jin Eom, *Korea University, South Korea*

Soyoung Kim, *University of Georgia, United States*

Evaluating Managerial Drivers and Barriers to the Implementation of In-Store Technology in Fashion Retailing

Francesca Bonetti, *The University of Manchester, United Kingdom*

Patsy Perry, *The University of Manchester, United Kingdom*

Lee Quinn, *The University of Manchester, United Kingdom*

Gary Warnaby, *Manchester Metropolitan University, United Kingdom*

Fashion Brand and Retailer Collaborations: An Effective Strategy to Favorably Change Consumers' Brand Evaluations

Michelle Childs, *The University of Tennessee, United States*

Byoungjo Jin, *The University of North Carolina at Greensboro, United States*

Session 6.3. **Brand Value**

Room: X3 Casa da Música

Discussion Leader: Holger Schmidt, *Koblenz University of Applied Sciences, Germany*

University Social Augmenters' Brand Equity: Do University Social Augmenters Possess Brand Characteristics?

Ahmed Eldegwy, *MSA university, Egypt*

Tamer Elsharnouby, *Qatar University, Qatar*

Wael Kortam, *Cairo University, Egypt*

Financial Brand Valuation: A Semiotic Approach to Link Marketing and Finance

Paulo de Lencastre, *Católica Porto Business School, Portugal*

Nuno Côrte-Real, *Católica Porto Business School, Portugal*

Ana Côrte-Real, *Católica Porto Business School, Portugal*

Cosme Almeida, *Católica Porto Business School, Portugal*

Pedro Veloso, *Católica Porto Business School, Portugal*

The Effect of Brand Gender on Motivations to Engage with Brands and on Consumer-Based Brand Equity on Facebook

Leonor Vacas de Carvalho, *Universidade de Évora, Portugal*

Salim Azar, *Université Cergy Pontoise, France*

Joana Machado, *Universidade Católica Portuguesa, Portugal*

Session 6.4. **Marketing Techniques to Assist Public Sectors in Engaging Customers to Meet Societal and Individual Disaster Crisis Need and Beyond**

Room: M4 Palácio de Cristal

Discussion Leader: Linda Golden, *The University of Texas at Austin, United States*

Rapid Response Target Marketing (RRTM): Urban Economics, the Social Vulnerability Index (SoVI) and Information Audits Combine for Client Disaster Service Delivery

Marco Bravo, *The University of Texas at Austin, United States*

Christopher Enrich, *University of Central Florida, United States*

Alisa Walch, *The University of Texas at Austin, United States*

Capstone Communication Comments and Examples of Government Challenges and Responses to Natural Disasters from the Texas General Land Office

Colleen Jones, *Texas General Land Office, United States*

Alexandra Gamble, *Texas General Land Office, United States*

Understanding the Customer Marketplace through Machine Learning, Geospatial Information and Social Media Text Mining

Rajiv Garg, *The University of Texas at Austin, United States*

Patrick Brockett, *The University of Texas at Austin, United States*

Yuxin Zhang, *The University of Texas at Austin, United States*

'G-to-G Marketing' from Crisis to Resolution: Marketing for When the Government Must Target the Government

Robert A. Peterson, *The University of Texas at Austin, United States*
Linda Golden, *The University of Texas at Austin, United States*

Integrated Social Marketing Communication (ISMC): Critical Messaging Considerations for Disaster Relief and Recovery Worldwide

Pete Phillips, *ASU, United States*
Peter Nance, *Que Advisors Company, United States*
Melissa Murphy, *The University of Texas at Austin, United States*

Session 6.5. **Consumption Values**

Room: M5 Palácio da Bolsa

Discussion Leader: Mounia Benabdallah, *IDRAC, France*

Faith in God versus Faith in Wealth? Belief in a Higher Spiritual Power as a Determiner of the Quality of Financial Life

Heejung Park, *University of Wyoming, United States*
Saman Zehra, *University of Wyoming, United States*

Overconsumption in a Connected World: Online Gaming and Maladaptive Behavior

Marlys Mason, *Oklahoma State University, United States*
Ingrid Martin, *California State University Long Beach, United States*
Alejandra Rodriguez, *Oklahoma State University, United States*

The Conflicting Cue of Implicit Self-Theory on Creative Control and Effort in Evaluation of Artworks

Siu Yuen Ting, *Hongik University, South Korea*
Nara Youn, *Hongik University, South Korea*

How Important is the "Time Horizon"? An Investigation of Financial Well-Being

Heejung Park, *University of Wyoming, United States*

Session 6.6. **Sustainable Supply Chains**

Room: X4 Serralves

Discussion Leader: Susan Golicic, *Colorado State University, United States*

The Spillover Effects of Negative Supply Chain Information Related to Environmental Responsibility: A Comparison of Generic vs. Name Brands

Bridget Nichols, *Northern Kentucky University, United States*
Hannah Stolze, *Wheaton College, United States*
Jon Kirchoff, *East Carolina University, United States*

Leveraging a Sustainable Supply Chain Orientation in Marketing Communication

Daniel Flint, *University of Tennessee, United States*
Paola Signori, *University of Verona, Italy*
Susan Golicic, *Colorado State University, United States*

**Distribution Channel Structure, Development and Change:
Theoretical Inferences from the Early Marketing Scholars**

Bert Rosenbloom, *Drexel University, United States*

**Consumers' Attitudes and Intentions to Purchase Bio-Based
Products**

Ivan Russo, *University of Verona, Italy*

Ilenia Confente, *University of Verona, Italy*

Daniele Scarpi, *University of Bologna, Italy*

Benjamin Hazen, *Department of Operational Sciences, Air Force
Institute of Technology, Wright-Patterson Air Force Base, United
States*

Session 6.7. Environmental Behaviors in Emerging Markets

Room: M1 Ribeira

Discussion Leader: Ramendra Singh, *IIM Calcutta, India*

**The Role for Academics to Play in Advancing Sustainability
Integration in Marketing Education and Research**

Joya A. Kemper, *The University of Canterbury, New Zealand*

Paul W. Ballantine, *The University of Canterbury, New Zealand*

C. Michael Hall, *The University of Canterbury, New Zealand*

Session 6.8. Psychological Aspects of Digital Marketing

Room: M2 Ponte Luis I

Discussion Leader: Lucie Ozanne, *University of Canterbury, New
Zealand*

Technology Innovativeness as a Brand Signaling Cue

Spencer Ross, *UMass Lowell, United States*

Fatima Hajjat, *Ithaca College, United States*

Humza Arshad, *UMass Lowell, United States*

**Toward Adolescents' Digital Identity Profiles : A Comparison
between Qualitative and Quantitative Analysis**

Romain Sohier, *Ecole de Management de Normandie, France*

Joël Brée, *Université Caen Basse Normandie & Essca Ecole de
Management, France*

Investigating the Tech-Savvy Consumer

Esther Swilley, *Kansas State University, United States*

**The Cognitive Structure of Online Brand Choice: An Exploratory
Study**

Arunima Rana, *IBS, INDIA, India*

Anil K Bhat, *BITS Pilani, India*

Leela Rani, *BITS Pilani, India*

Session 6.9. Corporate Social Responsibility Issues

Room: M3 Livraria Lello

Discussion Leader: Ben Lowe, *Kent Business School, University of Kent, United Kingdom***Do Consumers' Ethical Judgments Matter for Purchase Intentions in Online Gray Markets? The Mediating Role of Trust**Pelin Bicen, *Suffolk University, United States*Naveen Gudigantala, *University of Portland, United States***Cheap vs. Substantive CSR Talk among Global Retailers**Ralitza Nikolaeva, *Nazarbayev University, Kazakhstan*Marco Visentin, *University of Bologna, Italy***The Influence of Internal CSR Initiatives on the Organizational Citizenship Behaviors of Employees**Haw-Yi Liang, *National Taiwan University, Taiwan*En-Yi Chou, *National Taiwan University, Taiwan*Jiun-Sheng Chris Lin, *National Taiwan University, Taiwan***Session 6.10. Wisdom of One or of the Crowd**

Room: M5 Palácio da Bolsa

Discussion Leader: Anouk de Regt, *KCL, United Kingdom***An Exploratory Study of Micro-Celebrity Endorsements on Instagram**Joy Parkinson, *Griffith University, Australia*Rory Mulcahy, *University of Sunshine Coast, Australia***Accommodation Market Labels and Customers Reviews**Christine Pitt, *KTH, Canada*Theresa Eriksson, *Luleå University of Technology, Canada*Amir Dabirian, *KTH, United States*Kirk Plangger, *King's College, United Kingdom***What Makes Digital Content Influential? A Comparison of Celebrities and Influencers**Kirsten Cowan, *NEOMA Business School, France*Laura Hunt, *NEOMA Business School, Ireland***Session 6.11. Ethical Perspectives**

Room: X5 Bolhão

Discussion Leader: Jörg Lindenmeier, *University of Freiburg, Germany***Antecedents of Consumer Ethical Decision-Making: A Multidimensional Analysis of Emotions, Moral Intensity, Moral Philosophies, Personal Norms and Intrinsic Religiosity**Marco Escadas, *University of Minho, Portugal*Marjan Jalali, *University Institute of Lisbon, ISCTE Business School, Portugal*Minoo Farhangmehr, *University of Minho, Portugal*

The Relationship between Worldview and Moral Recognition in Business: Examining Patterns of Ethical Acceptability.

Mark Pritchard, *Central Washington University, United States*

James Avey, *Central Washington University, United States*

Stephen Conroy, *University of San Diego, United States*

Tisha Emerson, *Baylor University, United States*

Is There Room for Socially Oriented Anti-Consumption? Conceptualization and Questions for the Development of the Field

Nieves García de Frutos, *University of Almería, Spain*

Jose Manuel Ortega Egea, *UNIVERSITY OF ALMERI, Spain*

Incongruity Between Judgment and Action in Business Student Ethics: Multinational Research

Arturo Vasquez, *University of Texas Rio Grande Valley, United States*

Ngoc Pham, *University of Texas - Rio Grande Valley, United States*

Miguel Sahagun, *High Point University, United States*

Nataly Guinez, *Universidad del Bio Bio, Chile*

Cristhian Mellado, *Universidad Catolica de la Santisima Concepcion, Chile*

Niria Goni, *Universidad San Ignacio de Loyola, Peru*

Thursday, 12:30

Departure for **Herança Magna (Cais de Gaia) for AMS WMC 21 Luncheon**

DAILY HIGHLIGHTS • Friday, June 29, 2018

DAILY HIGHLIGHTS

Friday, June 29, 2018

Corroboration in Marketing Research Workshop

9:00 – 12:30

Iberian Marketing Issues

9:00 – 10:30

AMS President's Reception and Gala Dinner

Porto Leixoes, 18:30 (Approximate Departure from Hotels)

Friday, 09:00-10:30

Session 7.1. **Economic Perspectives and Ethics, Social Responsibility and Not-for-Profit**

Room: Z1 Aliados

Discussion Leader: Theresa Eriksson, *Luleå University of Technology, Canada*

Crowdfunding Practices for Social Projects: An Experiment of Co-Creation

Rafael Lucian, *Universidade Federal da Paraíba – UFPB, Brazil*

Marta Bicho, *IPAM & Universidade Europeia and Instituto*

Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU-IUL), Portugal

Mission-Based/Non-Financial Performance Metrics for Nonprofit Organizations:

Bob McDonald, *Texas Tech University, United States*

John Masselli, *Texas Tech University, United States*

Ethical Consumption During Crisis: Consumer Impulsiveness and Purchase Behavior in Emerging Markets

Ana Carina Castagna, *Federal University of Rio Grande do Sul (UFRGS), Brazil*

Diego Costa Pinto, *Universidade NOVA de Lisboa, Portugal*

Márcia Maurer Herter, *Universidade Europeia, Portugal*

Session 7.2. **Customers' Roles in Service Delivery**

Room: Z4 Terminal de Cruzeiro

Discussion Leader: Joy Parkinson, *Griffith University, Australia*

Evaluating Customer Special Requests

Sijun Wang, *Loyola Marymount University, United States*

Sharon E. Beatty, *University of Alabama, United States*

Betsy Holloway, *Samford University, United States*

Understanding How Consumers Co-Create Value in an Online Support Service

Joy Parkinson, *Griffith University, Australia*

Rory Mulcahy, *University of Sunshine Coast, Australia*

Lisa Schuster, *Queensland University of Technology, Australia*

Heini Taiminen, *Jyväskylä University, School of Business and Economics, Finland*

Managing Customer-to-Customer Interaction in Group Service Encounters

Linda Lee, *Nottingham Trent University, United Kingdom*

Edward Boon, *Webster University, Switzerland*

Ian McCarthy, *Simon Fraser University, Canada*

Ambient Scent's Effects in Sensory Service Marketing

Anna Girard, *Adidas Group, Germany*

Marko Sarstedt, *Otto-von-Guericke-University Magdeburg, Germany*

Marcel Lichters, *Otto-von-Guericke-University Magdeburg, Germany*

Session 7.3. Personal Values and Environmental Behaviors

Room: X3 Casa da Música

Discussion Leader: Iman Naderi, *Fairfield University, United States*

Suitability of Green Dwellings as Residential Options in Times of Recession: The Role of Perceived value, Benefits and Barriers

Markos Tsogas, *University of Piraeus, Greece*

Marina Kyriakou, *University of Piraeus, Greece*

An Assessment of The Relationships Between Attitudes Toward Patriotism, Environmentalism, and the Purchase of Organic Apparel in U.S. Consumers

Ming Wang, *North Carolina State University, United States*

Lori Rothenberg, *North Carolina State University, United States*

Delisia Matthews, *North Carolina State University, United States*

Communal Narcissists 'Go Green' to Validate and Enhance Their Social Status

Iman Naderi, *Fairfield University, United States*

"Sharing Is Caring" About Personal Values Driving Environmentally Friendly Behavior

Sarah Selinka, *Baden-Wuerttemberg Cooperative State University Stuttgart, Germany*

Vanessa Reit, *Baden-Wuerttemberg Cooperative State University Stuttgart, Germany*

Natalie de Jong, *Bertrandt Ingenieurbüro GmbH, Germany*

Session 7.4. The Luxury Experience - Customer Expectations and Marketing Practices: Towards a Research Agenda

Room: M4 Palácio de Cristal

Discussion Leader: Carlos Rodriguez, *Delaware State University, United States*

The Luxury Experience: Customer Expectations and Marketing Practices

Gwarlann Dekerviler, *IESEG, France*

Joy Kozar, *Kansas State University, United States*

Isabella Cantista, *University Lusitana, Portugal*

Julie Guidry Moulard, *Louisiana Tech University, United States*

Session 7.5. Nutrition Labels, Health Claims, and Self-Control in Consumer Behavior

Room: M5 Palácio da Bolsa

Discussion Leader: Felipe Pantoja, *IESEG School of Management, France*

Simplified Nutritional Labels Reduce the Calories of Purchases in a Cafeteria

Caroline Werle, *Grenoble École de Management, France*

Amanda Yamim, *Grenoble École de Management, France*

Olivier Trendel, *Grenoble École de Management, France*

Assessing Ad Content Impact on Alcohol Products' Perceptions, Desire to Consume and Health Warnings' Noticeability: An Experiment Using Verbal and Non-verbal Measurements

Jacques François Diouf, *IGR-IAE (Université de Rennes 1), France*

Sophie Lacoste-Badie, *IUT-GEA de Rennes (Université de Rennes 1), France*

Karine Gallopel-Morvan, *Rennes School of Public Health, France*

Olivier Droulers, *IGR-IAE (Université de Rennes 1), France*

Consumers' Willingness to Pay for Fish Products with Health Claim and Environmental Labels

Davide Menozzi, *University of Parma, Italy*

Thong Nguyen, *Truong Dai Hoc Nha Trang, Viet Nam*

Giovanni Sogari, *University of Parma, Italy*

Cristina Mora, *University of Parma, Italy*

Emilia Cubero Dudinskaya, *University of Pavia, Italy*

José Luis Santiago Castro-Rial, *Centro Tecnológico del Mar - Fundación CETMAR, Spain*

Dimitar Taskov, *University of Stirling, United Kingdom*

Sterenn Lucas, *Institut National de la Recherche Agronomique (INRA), France*

Bjorn Suckow, *TTZ, Germany*

Stephane Ganassali, *Universite de Savoie, France*

When Indulgence Gets the Best of You: The Unexpected Consequences of Prepayment

Ali Besharat, *University of Denver, United States*

Gia Nardini, *University of Denver, United States*

Session 7.6. Iberian Marketing Issues

Room: M1 Ribeira

Discussion Leader: Antonio Azevedo, *University of Minho, Portugal*

Does Satisfaction Mediate the Relationship between Quality Constructs in Ongoing Supplier Relationships?

Juan Carlos Sosa Varela, *University of Turabo, Puerto Rico*

Goran Svensson, *Kristiania University College, Norway*

An Approach on Place Attachment, Involvement and Behavioral Intentions in Iberian Marketing Contexts: The Case of the Galicia-North Portugal Euroregion

Bruno Sousa, *Polytechnic Institute of Cávado and Ave – IPCA;*

Applied Management Research Unit - UNIAG, Portugal, Portugal

Cláudia Simões, *University of Minho, School of Economics and*

Management, Portugal, Portugal

Increasing Awareness and Reputation of MERCK S.A. Portugal through Employee Advocacy

Heidi Sonne, *Merck Group, Portugal*

João Guerreiro, *ISCTE-IUL, Portugal*

Bruno Wohlschlegel, *Merck Group, Portugal*

Session 7.7. Marketing Strategies Promoting Sustainability

Room: X2 Clérigos

Discussion Leader: Marilyn Giroux, *Auckland University of Technology, New Zealand*

Curbing Obsolescence of Household Appliances: The Impact of Repairability Information on Consumers' Willingness to Buy

Pauline Munten, *LSM, Belgium*

Valérie Swaen, *IESEG School of Management, France*

Joëlle Vanhamme, *EDHEC Business School, France*

Sustainability Marketing Strategies: How Self-Efficacy and Controllability Can Stimulate Pro-Environmental Behaviors for Individuals

Marilyn Giroux, *Auckland University of Technology, New Zealand*

Frank Pons, *Laval University, Canada*

Session 7.8. Digital Marketing from the Marketer's Perspective

Room: X4 Serralves

Discussion Leader: Thomas Leclercq, *Louvain School of Management, Belgium***Relevance of Digital Marketing Skills for Marketers**Ekant Veer, *University of Canterbury, New Zealand*Angela Dobeles, *RMIT University, Australia***Towards an Understanding of the Antecedents of E-Marketing Orientation: The Role of the Fit**Hui-Ling Huang, *Chang Jung Christian University, Taiwan*Yue-Yang Chen, *I-Shou University, Taiwan***Free-to-Paid Transition of Online Content Providers: An Empirical Analysis of U.S. Newspapers' Paywall Rollout**Reo Song, *California State University, Long Beach, United States***When Gamification Backfires in Online Communities**Thomas Leclercq, *Louvain School of Management, Belgium*Ingrid Poncin, *Louvain School of Management, Belgium***Session 7.9. African, Chinese, and Chinese in Africa Business Development: Emic Views**

Room: X5 Bolhão

Discussion Leader: Zhen Zhu, *Suffolk University, United States***Trust in International Business Relationships: Chinese Firms in Africa**Esi Elliot, *Suffolk University, United States*Zhen Zhu, *Suffolk University, United States*Fei-Ling Wang, *Suffolk University, United States***Sub Saharan African Culture and Entrepreneurial Activities A Ghanaian Perspective**William Darley, *King Abdulaziz University, Saudi Arabia*Charles Blankson, *University of North Texas, United States***The Making of the Zou Chuqu Strategy at the Marketing Level**Claude Chailan, *EM Strasbourg Business School, France*Dominique Mazé, *ITESM - Puebla, Escuela de Negocios, Ciencias Sociales y Humanidades, Mexico*Otto Regalado, *ESAN Graduate School of Business, Peru*

Session 7.10. **Can You Trust Social Media?**

Room: M2 Ponte Luis I

Discussion Leader: Bob McDonald, *Texas Tech University, United States*

The Effect of Narrative Believability on Persuasiveness and Purchase Intention

Mario Cassar, *Luleå University of Technology, University of Malta, Malta*

Raeesah Chohan, *Luleå University of Technology, University of Cape Town, South Africa*

Jirka Konietzny, *Luleå University of Technology, Malta*

Albert Caruana, *University of Malta, Malta*

When Social Networks Express Concerns about Information Privacy: Users' Perception, Attitudes and Trust

Jean-Eric Pelet, *ESCE Paris, France*

Basma Taieb, *EMLV Business School Paris-La Défense, France*

Developing Trust Among Chinese Social Media Users: Does Experience Matter?

Long Zhang, *China University of Geosciences (Beijing), China*

Bo Han, *Texas A & M University - Commerce, United States*

Alma Mintu-Wimsatt, *Texas A & M University - Commerce, United States*

Session 7.11. **Dynamics of Competition and the Market: External Forces in Marketing Strategy**

Room: M3 Livraria Lello

Discussion Leader: Duncan Sherese, *Lulea University of Technology, Sweden*

The Role of Consumers' Responses in Inter-firm Competitive Dynamics

Iiro Vaniala, *Aalto University, Finland*

Nebojsa Davcik, *ISCTE Business School, Portugal*

Richard Priem, *Texas Christian University, United States*

The Drivers of Competitive Reaction Volatility

Jimi Park, *Hawaii Pacific University, Philippines*

Shjin Yoo, *Korea University, South Korea*

Market Turbulence as Moderator between Customer Orientation and Firm Performance

Gavriel Dahan, *Western Galilee College, Israel*

Aviv Shoham, *University of Haifa, Israel*

Friday, 09:00 AM – 12:30 PM

Session 7.12. Research Corroboration in Marketing Workshop (A)

Room: X São Bento

Discussion Leader: Came Lopez, *Plymouth University, United Kingdom*
David J. Ortinau, *University of South Florida, United States*

Should you Advertise your Brand with Accents? Studying the Joint Effects of Accent and Language in the Chinese Advertising Context

Michel Laroche, *Concordia University, Canada*

Rong Li, *Concordia University, Canada*

Marie-Odile Richard, *State University of New York, United States*

Lu Xu, *Concordia University, Canada*

The Effect of Electronic Word of Mouth Communications on Intention to Buy: A Meta-analysis

Elvira Ismagilova, *Swansea University, United Kingdom*

Emma Slade, *University of Bristol, United Kingdom*

Nripendra P. Rana, *Swansea University, United Kingdom*

Yogesh K. Dwivedi, *Swansea University, United Kingdom*

Understanding the Roles of Risk and Trust in the Context of Collaborative Consumption: A Test of Competing Models

Lixuan Zhang, *Weber State University, United States*

Iryna Pentina, *University of Toledo, United States*

Hongwei Yang, *Appalachian State University, United States*

Modeling Word-of-Mouth Usage: A Replication and Extension

Raj Iyer, *Bradley University, United States*

Mitch Griffin, *Bradley University, United States*

Friday, 10:30-11:00

Coffee Break

Friday, 11:00-12:30

Session 8.1. Branding and Non-Branding: Localness and Internationalization Issues

Room: Z1 Aliados

Discussion Leader: Kelly Weidner, *Saint Mary's College of California, United States*

The Differences between Internationalization of SMEs with Brands and those without Brands

Byoungho Jin, *University of North Carolina at Greensboro, United States*

Hyeon Jeong Cho, *Southeast Missouri State University, United States*

Is Perceived Brand Localness an Asset or a Liability? Foreign Category Extension of Local Brands

Hsiu Ying Huang, *Feng Chia University, Taiwan*

Chen Yu Lin, *Feng Chia University, Taiwan*

Hsien-Tung Tsai, *National Taiwan University, Taiwan*

Ting-Hsiang Tseng, *Feng Chia University, Taiwan*

Global Brand Localness: A Three Country Investigation

Fabian Bartsch, *IESEG School of Management, France*

Timo Mandler, *University of Hamburg, Germany*

Session 8.2. Brand Meaning, Involvement and Values of Consumers in the Fashion and Luxury Marketplace

Room: Z4 Terminal de Cruzeiro

Discussion Leader: Joy Kozar, *Kansas State University, United States*

Understanding Involvement of Luxury Gift Givers

Ulrich Paschen, *Lulea Technical University, Sweden*

Jeannette Paschen, *KTH Royal Institute of Technology, Sweden*

Matthew Wilson, *KTH Royal Institute of Technology, Sweden*

Theresa Eriksson, *Lulea Technical University, Sweden*

Sustainable Luxury: The Effect of Luxury Consumption Motivations on Corporate Social Responsibility Strategies

Carmela Donato, *Luiss University Rome, Italy*

Matteo De Angelis, *Luiss University Rome, Italy*

Cesare Amatulli, *University of Bari, Italy*

Social Media Engagement with Luxury Brands: An Exploratory Study

Iryna Pentina, *University of Toledo, United States*

Véronique Guilloux, *University of Paris, LEMNA, France*

Holly Baumgartner, *Ohio Northern University, United States*

Ellen Pullins, *University of Toledo, United States*

Face-saving, Materialistic, and Ethical Values as related to Chinese Consumers' Attitudes of Counterfeit Fashion Goods

Joy Kozar, *Kansas State University, United States*

Shuyi Huang, *University of Missouri, United States*

Session 8.3. Brands and Others

Room: X3 Casa da Música

Discussion Leader: Daniela Andreini, *Università degli Studi di Bergamo, Italy*

The Role of the Mexican Executive Women: The Impact of Personal Branding and the Influence of the Erotic Capital as a Secondary Brand Association

Diana Davila, *Universidad Anàhuac, Mexico*

Tonatiuh Mendoza, *Universidad Anahuac Norte, Mexico*

Activating Multiple Facets of the Self: How Self-Concept and Brand Personality Can Influence Self-Brand Connections

Marilyn Giroux, *Auckland University of Technology, New Zealand*

Bianca Grohmann, *Concordia University, Canada*

Managing the Underdog Effect: A framework in the Context of Brand Management

Holger J. Schmidt, *Koblenz University of Applied Sciences, Germany*

Pieter Steenkamp, *Cape Peninsula University of Technology, South Africa*

Session 8.4. Cultural Identity and Adaptation in Global Marketplaces: Methodological, Conceptual and Empirical Evidence

Room: X4 Serralves

Discussion Leader: Catherine Demangeot, *IESEG Business School, France*

Cultural Identity and Adaptation in Global Marketplaces: Methodological, Conceptual, and Empirical Evidence

Cheryl Nakata, *University of North Carolina at Greensboro, United States*

Catherine Demangeot, *IESEG, France*

Eva Kipnis, *The University of Sheffield, United Kingdom*

Chris Pullig, *Baylor University, United States*

Charles Chi Cui, *The University of Manchester, United Kingdom*

Tana Licsandru, *Newcastle University London, United Kingdom*

Session 8.5. Emotional Appeals in Consumer Behavior

Room: X5 Bolhão

Discussion Leader: Enrique Becerra, *Texas State University, United States*

Brand Emotions: Establishing the Emotional Lexicon in Failed Consumer Relationships

Sylvia Long-Tolbert, *Carey Business School Johns Hopkins University, United States*

Tammy Lai, *Pinole, California, United States*

The Effectiveness of Fear and Anger Appeals in Prevention Messages

Cécile Colin, *Université de Rennes 1 - Institut de Gestion de Rennes (IGR) - Graduate School of Management, France*

Olivier Droulers, *Université de Rennes 1 - Institut de Gestion de Rennes (IGR) - Graduate School of Management, France*

Shopping Therapy? Entertainment and Social Interaction's Role in Shopping Satisfaction

Maher Georges Elmashhara, *University of Minho, Portugal*

Ana Maria Soares, *University of Minho, Portugal*

Damijan Mumel, *University of Maribor, Slovenia*

Fear of Crime, Consumption and Culture

Enrique P Becerra, *Texas State University, United States*

Maria Cecilia Henriquez Daza, *Pontificia Universidad Javeriana Cali, Colombia*

Session 8.6. Destination Marketing: How Attractiveness, Branding and Safety Influence Consumer Decision-Making

Room: X2 Clérigos

Discussion Leader: Nathalie Spielmann, *NEOMA-Reims Campus, France*

Conceptual Model of Destination Branding: An Integrative Approach

Pedro Carvalho, *ESTF/IESF, Portugal*

Ana Kankura-Salazar, *UFP / UCP, Portugal*

Paulo Matos-Graça Ramos, *Universidade Lusiada Norte, Portugal*

Segmenting Visitors to New Zealand: An Activity-Based Typology

Girish Prayag, *University of Canterbury, New Zealand*

Peter Fieger, *University of New England, Australia*

Should Destination Message Mention Safety?

Fatima Wang, *King's College London, United Kingdom*

Carmen Lopez, *Plymouth University, United Kingdom*

Stephen A. Harwood, *The University of Edinburgh, United Kingdom*

Session 8.7. Doctoral Colloquium: Product Issues

Room: M1 Ribeira

Discussion Leader: Altaf Merchant, *University of Washington, United States*Discussant: Fabien Pecot, *University of York, UK***Country-of-Origin Ecological Image: Dimensions of the Construct and their Impacts on Consumers' Evaluation of Eco-Products**Omar El Moussawel, *EM Strasbourg Business School - University of Strasbourg, France*Sihem Dekhili, *EM Strasbourg Business School - University of Strasbourg, France***When Innovative Ways Of Reducing Food Waste Meet Eating Culture In University Canteens**Larissa Diekmann, *University of Bayreuth, Germany*Claas Christian Germelmann, *University of Bayreuth, Germany***Future Time Perspective-Related Differences in Consumer Choices of Hedonic vs. Utilitarian Products**Doreen Neubert, *Otto-von-Guericke-University, Germany*Victor Schliwa, *Otto-von-Guericke-University, Germany***The Impact of Deployment of Armed Soldiers in the City of Jerusalem on Fear of Tourists**Blanka Havlíčková, *University of Economics, Prague, Czechia***Session 8.8. Employees' Roles in Service Delivery, Luxury and CSR**

Room: M2 Ponte Luis I

Discussion Leader: Mario Schaarschmidt, *University of Koblenz-Landau, Germany***Strategic Image Management of CSR for Luxury Brands: The Case of Luxury Hotels**Anne-Flore Maman Larraufie, *ESSEC & SémioConsult, France***Should Service Employee Embrace Their Natural Self?**Gianfranco Walsh, *University of Jena, Germany*Mario Schaarschmidt, *University of Koblenz-Landau, Germany*David Dose, *Aston Business School, United Kingdom***The Benefits of Unrelated Brand Corporate Social Responsibility**Diego Costa Pinto, *Universidade NOVA de Lisboa, Portugal*Márcia Maurer Herter, *UFRGS, Brazil*Leonardo Nicolao, *UFRGS, Brazil*Mellina Terres, *UFCSA, Brazil*

Examining the Effect of Intellectual Capital and Consumer Value Co-Creation Behavior on Frontline Service Employee Innovative Behavior

Tzu-An Lin, *College of Management, Yuan Ze University, Taiwan*
Chin Hsiu Huang, *Yuan Ze University/Innovation Center of Lion Travel Co. LTD, Taiwan*

Cindy Yunhsin Chou, *College of Management, Yuan Ze University, Taiwan*

Session 8.9. Buyer-Seller Interaction in the B2B Environment

Room: M3 Livraria Lello

Discussion Leader: Raj Iyer, *Bradley University, United States*

How do Interpersonal Factors Influence the B2B Relationship Quality?

Ozan Peneklioglu, *Istanbul Technical University, Turkey*

A. Banu Elmadag, *Istanbul Technical University, Turkey*

OEM Pressure to Innovate and Buyer-Supplier Relationship

R. Mohan Pisharodi, *Oakland University, United States*

Ravi Parameswaran, *Oakland University, United States*

John W. Henke Jr, *Planning Perspectives, Inc., United States*

Customer Trustworthiness On Supplier Long-Term Orientation In Supplier-Customer Relationships

Tianjiao Qiu, *California State University Long Beach, United States*

A Meta-Analysis of Power in Buyer-Seller Relationships

Leonidas Leonidou, *University of Cyprus, Cyprus*

Constantine Katsikeas, *University of Leeds, United Kingdom*

Bilge Aykol, *Dokuz Eylul University, Turkey*

Nikolaos Korfiatis, *University of East Anglia, United Kingdom*

Session 8.10. If You Can't Say Something Nice, Say It on Social Media

Room: M4 Palácio de Cristal

Discussion Leader: Larissa Diekmann, *University of Bayreuth, Germany*

Online Brand Communities: When Consumers are Negatively Engaged

Ricardo Godinho Bilro, *Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU/UNIDE); IPAM & Universidade Europeia, Portugal*

Sandra Maria Correia Loureiro, *Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU/UNIDE) and SOCIUS, Portugal*

Maria Inês Marques, *Instituto Universitário de Lisboa (ISCTE-IUL), Portugal*

Understanding Employees' Coping Responses To Negative Online Reviews

Raoul Koensgen, *University of Koblenz-Landau, Germany*

Mario Schaarschmidt, *University of Koblenz-Landau, Germany*

Tobias Kraemer, *University of Koblenz-Landau, Germany*

Intervening Failure Attribution Perceptions and NWOM with Online Service Recovery Actions

Wolfgang Weitzl, *University of Vienna, Austria*

Sabine Einwiller, *University of Vienna, Austria*

Session 8.11. Marketing Capabilities' Impacts on Global and Domestic Firm Performance

Room: M5 Palácio da Bolsa

Discussion Leader: Itzhak Gnizy, *University of Haifa, Israel*

Market Orientation and Poverty Reduction A Study of Rural Small Businesses in Ghana

Charles Blankson, *University of North Texas, United States*

Julius A. Nukpezah, *Mississippi State University, United States*

Export Market Orientation, Marketing Capabilities and Export Performance of Turkish Manufacturing Firms

Gaye Acikdilli, *Baskent University, Turkey*

Ali Kara, *Penn State - York, United States*

John Spillan, *University of North Carolina at Pembroke, United States*

Alma Mintu-Wimsatt, *Texas A & M University - Commerce, United States*

Stimulating Decision Making Behavior and International Marketing Performance

Yoel Asseraf, *Ruppin Academic Center, Israel*

Luis Filipe Lages, *Nova School of Business and Economics, Portugal*

Aviv Shoham, *Haifa University, Israel*

Session 8.12. Research Corroboration in Marketing Workshop Continued (B)

Room X São Bento

Discussion Leader: Jean-Luc Herrmann, *University of Lorraine*

Barry J. Babin, *Louisiana Tech University, United States*

Still Work and/or Fun? - Replicating the Personal Shopping Value Scale

Karine Picot-Coupey, *University of Rennes, France*

Krey Nina, *Rowan University, United States*

Elodie Huré, *Rennes School of Business, France*

Claire-Lise Ackermann, *Rennes School of Business, France*

People as Products: Exploring Replication in the Dimensions of Theory, Method and Context

Mana Farshid, *KTH Royal Institute of Technology, Sweden*

Sarah Lord Ferguson, *Simon Fraser University, Canada*

Leyland Pitt, *Simon Fraser University, Canada*

The Impact of Knowledge on Radical Innovation: Revisiting Zhou and Li, 2012

Michael Obal, *University of Massachusetts, United States*

Rangapriya Kannan-Narasimhan, *University of San Diego, United States*

Revisiting Consumer Brand Engagement (CBE)

Amin Saleh, *Louisiana Tech University, United States*

Ellis Chefor, *Louisiana Tech University, United States*

Christian Bushardt, *Louisiana Tech University, United States*

Friday, 12:30-14:00

Lunch Break

Friday, 14:00-15:30

Session 9.1. Exporting, Gray Goods and Market Selection Strategies and Outcomes

Room: Z1 Aliados

Discussion Leader: Subin Im, *Yonsei University, South Korea*

Factors Affecting Attitude and Purchase Intention Towards Gray Market Goods

Mesut çiçek, *Yalova University, Turkey*

Selime Demet Sezgin, *İstanbul Bilgi University, Turkey*

The Effect of Institutional Distance on International Market Selection: Comparing Export to Foreign Direct Investment

Desislava Budeva, *Ramapo College of New Jersey, United States*

Julia Housel, *Ramapo College of New Jersey, United States*

Antecedents of Export Performance: The Role of Institutional and Resource-Based Factors

İlayda İspek, *Dokuz Eylül University, Turkey*

Mustafa Tanyeri, *Dokuz Eylül University, Turkey*

Session 9.2. Fashion and Luxury Branding and Consumption

Room: Z4 Terminal de Cruzeiro

Discussion Leader: Jihyun Kim, *Kent State University, United States*

Consumer Perception in the Probability of Buying Luxury Brands

Paula Rodrigues, *Lusíada University North, Portugal*

Co-Branding between Fast Fashion Brands and Luxury Brands: A Case Study Approach

Beatriz Eiras, *University of Minho, Portugal*

Antonio Azevedo, *School of Economics and Management, University of Minho, Braga, Portugal, Portugal*

Perceptual Discrepancies between Purchasers and Non-Purchasers of Mass Customized Fashion Products: Lessons Learned From a US Generation Z Consumer Perspective

Jihyun Kim, *Kent State University, United States*

Gargi Bhaduri, *Kent State University, United States*

Session 9.3. Brand Feelings and Experiences

Room: X4 Serralves

Discussion Leader: Parasevi Sarantidis, *American College of Greece, Greece*

“Employer Brand Love”: The Key for Attracting and Retaining Talent

Elizabeth Real, *Universidade Lusiana - Norte, Portugal*

Cristina Cunha, *Universidade Lusiana - Norte, Portugal*

Erika Laranjeira, *Universidade Lusiana - Norte, Portugal*

Pedro Rodrigues, *Universidade Lusiana - Norte, Portugal*

The Dynamic Nature of Brand Experiences

Benjamin Österle, *Baden-Wuerttemberg Cooperative State University Stuttgart, Germany*

Marc Kuhn, *Baden-Württemberg Cooperative State University Stuttgart, Germany*

How do Emotions Influence Brand Attachment? The Mediation Role of Brand Authenticity

Yousra Hallem, *IDRAC Business School, France*

Wissal Ben Arfi, *IDRAC BUSINESS SCHOOL, France*

Haithem Guizani, *Science Po Grenoble, Cerag, France*

Rickard Enstrom, *MacEwan University, Canada*

“It is Old, so It Must be Good”: Why Does Heritage Signal Quality?

Fabien Pecot, *University of York, United Kingdom*

Altat Merchant, *The University of Washington Tacoma, United States*

Pierre Valette-Florence, *IAE Grenoble, France*

Virginie De Barnier, *CERGAM, IAE Aix-en-Provence, Aix-Marseille University, France, France*

Session 9.4. Understanding the Customer Experience

Room: M4 Palácio de Cristal

Discussion Leader: Claire Roederer, *EM University of Strasbourg, France*

How Does the Difficulty of Recalling Past Experiences Influence Consumption Desire?

Richard Hauman-Ramirez, *University of Strasbourg, Humanis, France*

Customer Experience Posting: An Online Review and EWOM Intent

Daria Plotkina, *University of Strasbourg, Humanis, France*

Homo-Sapiens Visiting Museums: How Evolution Shapes Aesthetic Experiences

Eric Casenave, *University of Strasbourg, Humanis, France*

Understanding the Flat Sharing Experience: Spatial Ambivalence of the Collaborative Consumption

Claire Roederer, *University of Strasbourg, Humanis, France*

Francois Simon, *University of Haute Alsace, France*

Session 9.5. Consumer Reactions to the External Environment

Room: X5 Bolhão

Discussion Leader: Ingrid Poncin, *UCL - Louvain school of Management (LSM), Belgium*

Even though You Wrong Me, I may Still Like You: Consumer Dishonesty in Cases of Feeling Cheated

Didem Gamze Isiksal, *Istanbul Technical University, Turkey*

Elif Karaosmanoglu, *Istanbul Technical University, Turkey*

Place Attachment in a Post-Earthquake Scenario: Some Preliminary Findings

Joerg Finsterwalder, *University of Canterbury, New Zealand*

Ning Chris Chen, *University of Canterbury, New Zealand*

Alastair Tombs, *The University of Queensland, Australia*

Girish Prayag, *University of Canterbury, New Zealand*

Michael Hall, *University of Canterbury, New Zealand*

Business Attire Fashion Or Appropriateness, What Should Marketers Emphasize?

Emily Law, *North Carolina State University, United States*

Lori Rothenberg, *North Carolina State University, United States*

Live Music and Consumers' Attitudes

Bruno Morgado Ferreira, *Polytechnic Institute of Viseu, Portugal*

Diana Marli, *Polytechnic Institute of Viseu, Portugal*

Session 9.6. Wineries and Wine: Making Wines and their Terroir (Virtually) Stand Out

Room: X2 Clérigos

Discussion Leader: Paulo Ramos, *Universidade Lusitana Norte, Portugal*

Communication Strategies Used to Promote a Made-In and 'Terroir' Culture: The Case of France

Anne-Flore Maman Larraufie, *ESSEC & SémioConsult, France*

Victor Ulrich, *Riedel Group, Singapore*

Monitoring the Experiential Content of a Touristic Service

Alessandro Bigi, *Università degli studi di Verona, Italy*

Michelle Bonera, *Università degli studi di Brescia, Italy*

Elisabetta Corvi, *Università degli studi di Brescia, Italy*

The Influence of Product Knowledge on the Relative Importance of Extrinsic Product Attributes of Wine

Jeandri Robertson, *Luleå University of Technology, Department of Industrial Marketing, Luleå, Sweden, SE-971 87, South Africa*

Caitlin Ferreira, *Luleå University of Technology, South Africa*

Elsamari Botha, *University of Stellenbosch Business School, South Africa*

A Dual-Process Perspective of Consumer Responses in Virtual Service Environments

Ulrich Orth, *Christian-Albrechts-Universität Kiel, Germany*

Larry Lockshin, *University of South Australia, Australia*

Nathalie Spielmann, *NEOMA Business School, France*

Mirjam Holm, *Christian-Albrechts-Universität Kiel, Germany*

Session 9.7. Cause-Related Marketing

Room: M1 Ribeira

Discussion Leader: Gillian Sullivan Mort, *LaTrobe University, Australia*

Toward a Valenced Model for Fit in Cause-Related Marketing

Jennifer Liebetrau, *University of Lethbridge, Canada*

Debra Basil, *University of Lethbridge, Canada*

Mary Runté, *University of Lethbridge, Canada*

Sebastian Ullrich, *University of Applied Sciences Schmalkalden, Germany*

Small but Moral: The Impact of Firm Size and Gratitude on the Effectiveness of Cause-Marketing Campaigns

Eline L.E. de Vries, *University Carlos III Madrid, Spain*

Lola C. Duque, *University Carlos III Madrid, Spain*

Is Less More for Cause-Related Marketing Campaigns? An Examination of Campaign Duration

Katharine Howie, *University of Lethbridge, Canada*

Parker Woodroof, *University of Central Arkansas, United States*

Session 9.8. Innovation and Product Choice

Room: M2 Ponte Luis I

Discussion Leader: Kaptceva Valeriia, *Hongik University, Russia*

A Comparison of the Histories of the Development of Incremental and Radical Innovations: A View from Pharma-Biotech

Minu Kumar, *San Francisco State University, United States*

Implicit Self-Theories for The Effects of Envy Types on Unique Product Choice

Kaptceva Valeriia, *Hongik University, South Korea*

Nara Youn, *Hongik University, South Korea*

The Role of Lean Innovation Capability in Resource-Limited Innovation: Concept, Measurement, and Consequences

Pelin Bicen, *Suffolk University Sawyer Business School, United States*

William H.A. Johnson, *Penn State University, Erie, Black School of Business, United States*

Zhen Zhu, *Suffolk University Sawyer Business School, United States*

Session 9.9. Enhancing the B2B Relationship and Exchange

Room: M3 Livraria Lello

Discussion Leader: Lou Pelton, *University of North Texas, United States*

The Impact of Opportunism and Conflict on Non-Economic and Economic Satisfaction in Business Relationships

Janice Payan, *University of Northern Colorado, United States*

Carmen Padin, *Vigo University, Spain*

Carlos Ferro, *Vigo University, Spain*

Göran Svensson, *Kristiania University College, Norway*

Trade Fairs, Trade Shows and Exhibitions: A Literature Review

Maria Sarmento, *CEOS. Porto Polytechnic; Nova School of Business and Economics; Open University Business School, Portugal*

Cláudia Simões, *University of Minho, Portugal*

Conceptualizing and Measuring a Hybrid Offering Sales Capability in an SME Context

Mario Schaarschmidt, *University of Koblenz-Landau, Germany*

Gianfranco Walsh, *University of Jena, Germany*

Heiner Evanschitzky, *Aston Business School, United Kingdom*

Matthias Bertram, *Provdadis School Frankfurt, Germany*

Stefan Ivens, *University of Koblenz, Germany*

Key Supplier Involvement in IT-Enabled Operations: When Does It Pay Off?

Fred Miao, *Portland State University, United States*

Guangping Wang, *The Pennsylvania State University, United States*

Pornsit Jiraporn, *The Pennsylvania State University, United States*

Session 9.10. Behaving on Social Media

Room: M5 Palácio da Bolsa

Discussion Leader: Christine Pitt, *KTH Royal Institute of Technology, Sweden*

Patients' Adoption of e-Consultation: The Role of Perceived Usefulness, Perceived Ease of Use, trust, and Risk Aversion

Asia Tran-Trong Boussaa, *King's College London, United Kingdom*

Prokriti Mukherji, *King's College London, United Kingdom*

Social Media Usage, FOMO And Conspicuous Consumption: An Exploratory Study

David Taylor, *Sacred Heart University, United States*

Employees' Company Reputation-Related Social Media Competence and Benefits of Online Social Capital

Vignesh Yoganathan, *University of Northumbria at Newcastle, United Kingdom*

Victoria-Sophie Osburg, *University of Hull, United Kingdom*

#BUYNOTHINGDAY on Twitter: An Investigation into Consumer Motivations for Resisting Black Friday

Matthew Wilson, *KTH Royal Institute of Technology, Sweden*

Jeannette Paschen, *KTH Royal Institute of Technology, Sweden*

Obi Obilo, *Central Michigan University, United States*

Asa Wallstrom, *Lulea Institute of Technology, Sweden*

Christine Pitt, *KTH Royal Institute of Technology, Sweden*

Session 9.11. Cultural Discourses, Communications and Value Co-Destruction: Insights from the Field

Room: X4 Serralves

Discussion Leader: Eva Kipnis, *Coventry University, United Kingdom*

How Does High-/Low- Context Communication Influence Advertisement Perception?

Micaela Barros, *FEP, Portugal*

Raquel Meneses, *FEP, Portugal*

Multi-Cultural Marketing Strategies: Considerations for the U.S. Hispanic Market for Digital and Mobile Campaigns

Mine Ucok-Hughes, *California State University Los Angeles, United States*

Tony Stovall, *Towson University, United States*

Ekin Pehlivan, *California State University Channel Islands, United States*

Rafael Cardona, *Glendale Community College, United States*

A Cross Cultural Exploration of Resource Misuse and Value (Co) Destruction

Anne Smith, *The Open University, United Kingdom*

Cláudia Simões, *University of Minho, Portugal*

Cathy Bakewell, **Manchester Metropolitan University, United Kingdom**

Francis Wilson, *fwilson.ucd@gmail.com, Ireland*

A Framework on the Impact of Protectionist Discourse on Cross-Border Consumption: Is Trump to be Blamed?

Pável Reyes-Mercado, *Anahuac University Mexico, Mexico*

Diana Davila, *Anahuac University Mexico, Mexico*

Friday, 15:30-16:00

Coffee Break

Friday, 16:00-17:30

Session 10.1. Collaboration-, Acculturation-, and Age-Based Consumption in Cross-National Perspectives

Room: Z1 Aliados

Discussion Leader: Catherine Demangeot, *IESEG Business School, France*

New Insights Into Japanese Seniors through Ideal Age Segmentation

Stuart Van Auken, *Florida Gulf Coast University, United States*

Thomas E. Barry, *Southern Methodist University, United States*

I Am Open To Eat What Is In Front Of Me In the Host Country: A Comprehension Of Expatriates' Acculturation

Raficka Hellal-Guendouzi, *HuManis (EA 7308), Humans and Management in Society. EM Strasbourg Business School-University of Strasbourg, France*

Sihem Dekhili, *HuManis (EA 7308), Humans and Management in Society. EM Strasbourg Business School-University of Strasbourg, France*

Understanding Collaborative Consumption: A Three-Country Study

Adele Berndt, *Jönköping International Business School, Sweden*

Mike Peasley, *Middle Tennessee State University, United States*

Session 10.2. Effectiveness of Advertising, Product Design and Consumer Traits on Purchase Intentions of Fashion and Luxury Goods

Room: Z4 Terminal de Cruzeiro

Discussion Leader: Joy Kozar, *Kansas State University, United States*

Sex-Appealing Clothing: Attitudes and Preferences of Women in Their Ovulation Cycle

Ngoc Pham, *University of Texas - Rio Grande Valley, United States*

Arturo Vasquez, *University of Texas - Rio Grande Valley, United States*

Reto Felix, *University of Texas - Rio Grande Valley, United States*

Decoding Typicality in Apparel Products

Lina M. Ceballos, *Universidad EAFIT, Colombia*

Nancy Hodges, *The University of North Carolina at Greensboro, United States*

Kittichai Watchravesringkan, *The University of North Carolina at Greensboro, United States*

Exploring Effects of Self-Evaluative and Motivational Schemas in Appearance on Advertising Effectiveness in Fashion Ads

Ui-Jeen Yu, *Illinois State University, United States*

A Hierarchical Model of Fashion Consumption: Examining the Role of Fashion Sensitivity

Cheng-Chieh Hsiao, *Shih Hsin University, Taipei, Taiwan*

Session 10.3. The Effects of Organizational Culture and Climate on Sales

Room: X3 Casa da Música

Discussion Leader: Nawar Chaker, *Elon University, United States*

An Exploration of the Combined Impact of Ethical Climate and Work Locus of Control on Job Performance and Turnover Intentions

Jay Mulki Mulki, *Northeastern University, United States*

Felicia G. Lassk, *Northeastern University, United States*

How Workplace Isolation Impacts Salesperson Performance: The Mediating Role of Knowledge, Informal Communication, and Commitment

Edward Nowlin, *Kansas State University, United States*

Nwamaka Anaza, *Southern Illinois University Carbondale, United States*

Doug Walker, *Kansas State University, United States*

Nawar Chaker, *Elon University, United States*

A Qualitative Investigation of Jealousy in Sales Environments

Bryan Hochstein, *University of Alabama, United States*

Nawar Chaker, *Elon University, United States*

Deva Rangarajan, *Ball State University, United States*

Ben Britton, *University of Alabama, United States*

CSR And Sales Performance: Examining Mediating And Moderating Processes

Sandra Castro-González, *University of Santiago de Compostela, Spain*

Belén Bande, *University of Navarra, Spain*

Fernando Losada Pérez, *University of Santiago de Compostela, Spain*

Session 10.4. Brands Through Our Senses (Sensory Branding)

Room: M4 Palácio de Cristal

Discussion Leader: Clarinda Rodrigues, *Linnaeus University, Sweden*

Branding Places: Developing a Sensorial Brand Identity Model

T. C. Melewar, *Middlesex University, United Kingdom*

Store Atmospheric: A Multisensory Perspective

Charles Spence, *University of Oxford, United Kingdom*

Enhancing Sensory Branding in Luxury through Visual Design

Pierre Valette-Florence, IAE de Grenoble and CERAG, France

Challenges of Exploring the Perception and Impact of Sensory Communication

Klaus-Peter Wiedmann, *Leibniz University of Hannover, Germany*

Session 10.5. Technology and WOM

Room: X5 Bolhão

Discussion Leader: Pierre Valette-Florence, *IAE de Grenoble and CERAG, France*

Smartphones Uses and Tourism Experience

Jean-François Lemoine, *Université Paris 1 Panthéon Sorbonne (PRISM) – ESSCA Ecole de Management, France*

Mathieu Salvadore, *Université Paris 1 Panthéon Sorbonne (PRISM), France*

The Effects Of Customer-Based Online Reputation on WOM and WPP: The Mediating Role of BRQ

Chebli Youness, *University of Lorraine, France*

Pierre Valette-Florence, *University of Grenoble Alps, France*

Jean-Luc Herrmann, *University of Lorraine, France*

An Exploratory Study on Children´s Word-of-Mouth Communication

Belem Barbosa, *University of Aveiro, Portugal*

Pedro Brito, *University of Porto, Portugal*

How to Reach Early Adopters? An Analysis of Early Adopters' Internet Usage Behavior

Riccardo Reith, *University of Bayreuth, Germany*

Maximilian Fischer, *University of Bayreuth, Germany*

Bettina Lis, *University of Bayreuth, Germany*

Session 10.6. Pricing and Customer Value Creation

Room: X2 Clérigos

Discussion Leader: Christian Bushardt, *Louisiana Tech University, United States*

Investigating the Dual Role of Price on Consumers' Purchase Intentions of Hedonic vs. Utilitarian Products

Sven Tuzovic, *QUT Business School, Australia*

Verena Batt, *Leuphana Universitat Luneburg, Germany*

The Pricier the Merrier: How the Law of Demand Informs Value-Based Pricing

Chih-Ning Chu, *Chung Yuan Christian University, Taiwan*

Ting-Yuan Huang, *Feng Chia University, Taiwan*

Wenkai Zhou, *University of Wisconsin-Green Bay, United States*

Precision of Gains and Losses Affect Seller Credibility and Product Perceptions

Igor Makienko, *University of Nevada Reno, United States*

James Leonhardt, *University of Nevada Reno, United States*

Communicating Social Price Reasons Does not Always Benefit a Firm: The Role of Individualism on Socially-Related Price Increase Justification

Doreen Pick, *Merseburg University of Applied Sciences, Germany*

Stephan Zielke, *Bergische Universitaet Wuppertal, Germany*

Session 10.7. Services and Sustainability Issues

Room: M1 Ribeira

Discussion Leader: Gillian Sullivan Mort, *LaTrobe University, Australia*

For Me, My Parents Come First: Role and Religious Identity in Consumer Bank Choice in Pakistan

Samreen Ashraf, *Bournemouth University, United Kingdom*

Cross-Cultural Validation of the Moral Spectrum of Corporate Sustainability from Perfect to Imperfect Duty: An Abstract

Sojin Jung, *The Hong Kong Polytechnic University, Hong Kong*

Jung Ha-Brookshire, *University of Missouri, United States*

Xiaoyong Wei, *The Hong Kong Polytechnic University, Hong Kong*

Comparing Sustainability Initiatives in Private and Public Health Care Sectors

Rocio Rodriguez, *Kristiania University College, Norway*

Göran Svensson, *Kristiania University College, Norway*

David Eriksson, *Jönköping University, Sweden*

The Relationship between Trustworthiness, Satisfaction and Loyalty: Study on Insurance Market

Robson Machado, *Universidade Fumec, Brazil*

José Marcos Mesquita, *Universidade Fumec, Brazil*

Frederico Vidigal, *Fundação Dom Cabral, Brazil*

Session 10.8. When Virtual Engages

Room: M2 Ponte Luis I

Discussion Leader: Theresa Kirchner, *Old Dominion University, United States*

Nostalgia's Restorative Role at Times of Brand Crisis

Amro Maher, *Qatar University, Qatar*

Altaf Merchant, *University of Washington, United States*

Anusorn Singhapakdi, *Old Dominion University, United States*

John Ford, *Old Dominion University, United States*

Time versus Money: The Role of Effort in the Formation of Consumer Motive Attributions

Ryan Langan, *University of San Francisco, United States*

Anand Kumar, *University of South Florida, United States*

Session 10.9. **Consumer Behavior and Ethics**

Room: M3 Livraria Lello

Discussion Leader: Claas Christian Germelmann, *University of Bayreuth, Germany*

Customer Engagement on Facebook: A Classification of Brand Fans

Tania Maree, *University of Pretoria, South Africa*

Gené van Heerden, *University of Pretoria, South Africa*

Antecedents and Consequences of Consumers' Online Brand-Related Activities (COBRAs) on Social Networking Sites

Rico Piehler, *Chair of Innovative Brand Management, University of Bremen, Germany, Germany*

Michael Schade, *University of Bremen, Germany*

Barbara Kleine-Kalmer, *University of Bremen, Germany*

Christoph Burmann, *University of Bremen, Germany*

Member Lock-in and Knowledge Break-out in SNS Groups: Integrating the "Pull-in," Push-Back," and "Mooring" Effects

En-Yi Chou, *National Taiwan University, Taiwan*

Cheng-Yu Lin, *National University of Tainan, Taiwan*

Ting-Ting Chen, *National Taiwan University, Taiwan*

Heng-Chiang Huang, *National Taiwan University, Taiwan*

Session 10.10. **Of Lock-ins, COBRAS and Brands: Customer Engagement on Social Media**

Room: M5 Palácio da Bolsa

Discussion Leader: Stefanie Jirsak, *King's College London, United Kingdom*

Retailing in the Digital Age: Surviving Mobil App Failure

Duane M. Nagel, *Barton School of Business, Wichita State University, United States*

J. Joseph Cronin, *Florida State University, United States*

Brian L. Bourdeau, *Harbert College of Business, Auburn University, United States*

Christopher Hopkins, *Harbert College of Business, Auburn University, United States*

Deanne Brocato, *Huntsman School of Business, Utah State University, United States*

I was Told that I was Special, but Instagram Says Otherwise: An Examination of the Impact of Social Media on Quarter-Life Crisis and Subsequent Consumption Behaviors

Elena Osadchaya, *The University of Edinburgh, United Kingdom*

Ben Marder, *The University of Edinburgh, United Kingdom*

Naoise Lane, *The University of Edinburgh, United Kingdom*

Multi-user Virtual Reality Technology As Means To Engage Global Consumers

Anouk De Regt, *King's College London, United Kingdom*

Stuart Barnes, *King's College London, United Kingdom*

**Customer Engagement in Social Network Brand Communities:
Drivers and Impact on Brand Loyalty**

Teresa Fernandes, *Faculty of Economics - University of Porto -
Portugal, Portugal*

Ana Castro, *Faculty of Economics - University of Porto - Portugal,
Portugal*

Friday, 18:00

Departure for **Gala Dinner, Porto Leixoes**

Index of Authors and Speakers

<u>Author</u>	<u>Session</u>	<u>Author</u>	<u>Session</u>
A			
Abid, Tarek	3.5	Balabanis, George.	1.8, 2.11
Abid-Dupont, Marie-Aude	3.5	Ballantine, Paul W.	6.7
Abratt, Russell.	2.3	Bande, Belén	10.3
Acikdilli, Gaye	8.11	Bao, Yeging	3.1
Adiguzel, Feray	2.1	Barbosa, Belem	10.5
Adomaviciute, Karina	2.7	Barnes, Stuart	10.10
Agante, Luisa	2.5	Barros, Micaela	9.11
Agnarsson, Sveinn	4.5	Barry, Thomas E.	10.1
Ahlbom, Carl-Philip	1.10	Bartsch, Fabian	8.1
Alhouti, Sarah	3.1	Basil, Debra	9.7
Al-Kwif, Sam	4.3	Basil, Michael	5.6
Al-Masri, Lubna	2.7	Batt, Verena	10.6
Almeida, Cosme	6.3	Bauer, Carlos	2.4
Altinigne, Nesenur	3.10	Baumgartner, Holly.	8.2
Amatulli, Cesare	8.2	Beatty, Sharon E.	7.2
Amaya Rivas, Adriana.	1.11	Becerra, Enrique P	8.5
Anaza, Nwamaka	10.3	Beeler-Connelly, Lisa.	2.4
Andreini, Daniela	1.3	Behe, Bridget	3.4
Anning-Dorson, Thomas.	5.8	Belk, Russell	2.2
Anokhin, Sergey.	3.9	Ben Arfi, Wissal	9.3
Araújo, Clecio	2.1	Bendixen, Michael	2.3
Armannsdottir, Guja	2.3	Bergadaà, Michelle	4.2
Armenakyan, Anahit	4.7	Berndt, Adele	10.1
Arshad, Humza	6.8	Berthon, Pierre	3.8
Ashraf, Samreen.	10.7	Bertram, Matthias	9.9
Asikainen, Sanna-Katriina	1.9	Bertrandias, Laurent	5.11
Asseraf, Yoel.	8.11	Besharat, Ali	7.5
Athaide, Gerard.	3.9	Bettany, Prof Shona	5.5
Atinc, Guclu.	2.9	Bettels, Jannick	1.1
Atinc, Yasemin	2.9	Bettinelli, Cristina	1.3
Attaway, Jill	5.1	Bhaduri, Gargi	9.2
Avey, James	6.11	Bhat, Anil K	6.8
Aykol, Bilge	8.9	Bicen, Pelin	6.9, 9.8
Azambuja, João	3.9	Bicho, Marta.	2.8, 7.1
Azar, Salim.	6.3	Bigi, Alessandro	9.6
Azevedo, Antonio	9.2	Bigne, Enrique.	3.4
B			
Babin, Barry	3.7, 4.4, 7.12, 8.12	Bilro, Ricardo Godinho.	4.10, 8.10
Babin, Laurie.	3.11	Blankson, Charles.	1.8, 7.9, 8.11
Badrinayanan, Vishag.	5.1	Block, Martin	2.10
Baghdasaryan, Lilit	5.5	Bolander, Willy	2.4
Bairrada, Cristela	3.5	Boles, Jim	4.11
Bakewell, Cathy.	9.11	Bolls, Paul	5.6
		Bonera, Michelle	9.6
		Bonetti, Francesca	6.2

<u>Author</u>	<u>Session</u>	<u>Author</u>	<u>Session</u>
Boon, Edward	7.2	Childs, Michelle	6.2
Bose, Mousumi	5.5	Chircop, Saviour	2.8
Botha, Elsamari	9.6	Cho, Hyeon Jeong	8.1
Bourdeau, Brian L.	10.10	Chohan, Raeesah	3.8, 7.10
Boussaa, Asia Tran-Trong.	9.10	Choi, Seongwon	1.1, 4.10
Brambilla, Flávio.	1.3	Chou, Cindy Yunhsin.	8.8
Bravo, Marco	6.4	Chou, En-Yi	6.9, 10.9
Breazeale, Michael	5.3	Chou, Wendy	2.11
Brée, Joël.	6.8	Chu, Chih-Ning	10.6
Brito, Pedro	10.5	Chung, Christina	4.3, 5.10
Britton, Ben	10.3	çiçek, Mesut.	9.1
Brocato, Deanne	10.10	Claeys, Pauline	2.6
Brockett, Patrick	6.4	Clement, Jesper.	3.4
Brown, Natalya	4.7	Cleveland, Mark.	5.10
Bruneau, Virginie	5.2	Coelho, Arnaldo	3.5
Búason, Arnar Már	4.5	Coelho, João	2.5
Budeva, Desislava	9.1	Colin, Cécile.	8.5
Burmann, Christoph	5.3, 10.9	Confente, Ilenia.	6.6
Bushardt, Christian	8.12, 10.6	Conroy, Stephen	6.11
C		Cook, Laurel.	4.2
Calciu, Michel	1.5	Corsten, Daneil	2.10
Campomas, Marcos	4.3	Côrte-Real, Ana.	6.3
Cantista, Isabella	7.4	Côrte-Real, Nuno.	6.3
Cardona, Rafael	9.11	Corvi, Elisabetta	9.6
Carter, Larry.	3.7	Costa Pinto, Diego	3.7, 7.1, 8.8
Caruana, Albert	2.8, 7.10	Coutelle-Brillet, Patricia	1.5
Carvalho, Pedro.	8.6	Cowan, Kirsten	6.10
Casenave, Eric.	9.4	Cronin, J. Joseph	10.10
Casidy, Riza	5.2	Cross, Ian	3.8
Cassar, Mario	7.10	Cruz, Fabrício	3.5
Castagna, Ana Carina.	7.1	Cubero Dudinskaya, Emilia	7.5
Castelo, Paula	2.5	Cui, Charles	2.11
Castro, Ana	10.10	Cunha, Cristina	9.3
Castro-González, Sandra	10.3	D	
Ceballos, Lina M.	10.2	Da Silveira, Catherine	1.3
Chailan, Claude	7.9	Dabirian, Amir.	6.10
Chaker, Nawar.	10.3, 10.3	Dahan, Gavriel.	7.11
Chalmers, John	5.5	Dalla Pozza, Ilaria	6.1
Chapela, Rosa	5.4	Dalmoro, Marlon	3.7
Chari, Simos.	1.8	Daniels-Gombert, Gabrielle.	2.3
Charry, Karine	2.6	Darley, William	7.9
Cheah, Jun-Hwa.	5.6	Davcik, Nebojsa.	7.11
Chen, Ning Chris	9.5	Davila, Diana.	8.3, 9.11
Chen, Ting-Ting	10.9	De Angelis, Matteo.	8.2
Chen, Yue-Yang.	1.9, 7.8	De Barnier, Virginie	9.3
Cherif, Emna.	5.7	de Beer, Jeremy	3.8
Chi Cui, Charles.	8.4	de Jong, Natalie.	7.3

<u>Author</u>	<u>Session</u>	<u>Author</u>	<u>Session</u>
De Kerviler, Gwarlann	2.11	Ferguson, Sarah L.	3.8
de Lencastre, Paulo.	6.3	Fernández Núñez, Mercedes María	5.4
De Regt, Anouk	10.10	Ferreira, Caitlin	4.7, 9.6
de Vries, Eline L.E.	9.7	Ferreira, Joao	3.8
Dekerviler, Gwarlann.	7.4	Ferro, Carlos.	9.9
Dekhili, Sihem.	1.1, 8.7, 10.1	Fieger, Peter	8.6
Demangeot, Catherine.	1.9, 8.4	Fielding, Joanna	2.5
Denis, Etienne.	5.9	Filipe Lages, Luis	8.11
Des Garets, Véronique.	1.5	Finsterwalder, Joerg	9.5
Deutschmeyer, Isabel	2.8	Fischer, Maximilian	10.5
Diekmann, Larissa.	8.7	Flint, Daniel	6.6
Dikcius, Vytautas	2.7	Flostrand, Andrew	1.11
Diouf, Jacques François	7.5	Ford, John	4.4, 10.8
Dlamini, Nomahlubi	4.9	Furlan, Federica	1.1
Dobele, Angela	7.8	G	
Donato, Carmela	2.1, 8.2	Galetzka, Mirjam	3.2
Dose, David	8.8	Gallopel-Morvan, Karine.	7.5
Droulers, Olivier	7.5, 8.5	Ganassali, Stephane	5.4, 7.5
Dugan, Riley	2.4	García de Frutos, Nieves.	6.11
Duque, Lola C.	9.7	Garg, Rajiv	6.4
E		Gattermann Perin, Marcelo	4.7
Einwiller, Sabine.	8.10	Germelmann, Claas Christian	8.7
Eiras, Beatriz.	9.2	Ghantous, Nabil	1.10
El Kamel, Leila.	1.5	Gilstrap, Collin	5.1
El Moussawel, Omar	8.7	Girard, Anna.	7.2
Eldegwy, Ahmed	6.3	Giroux, Marilyn	7.7, 8.3
Elhajjar, Samer.	1.1	Glanfield, Keith	2.3
Elliot, Esi	7.9	Gleim, Mark	3.5
Elmadag, A. Banu	8.9	Golden, Linda	6.4
Elmadağ, Banu.	4.9	Golicic, Susan	6.6
Elmashhara, Maher Georges.	8.5	Goni, Niria.	6.11
Elmes, Michael	3.11	Gp, Ranjitha	5.5
Elsharnouby, Tamer.	6.3	Gricenko Wells, Ludmilla	1.7
Emerson, Tisha	6.11	Griffin, Mitch	3.7, 5.1
Enrich, Christopher.	6.4	Griffin, Parker	5.1
Enstrom, Rickard	9.3	Grohmann, Bianca	8.3
Eom, Hyo Jin.	6.2	Gruen, Thomas	2.10
Ergen Keles, Fatma Hilal	1.8	Grunwald, Guido	3.2
Eriksson, David	4.2, 10.7	Gudigantala, Naveen.	6.9
Eriksson, Theresa	1.11, 6.10, 8.2	Guenther, Miriam.	2.8
Escadas, Marco	6.11	Guenther, Peter.	2.8
Evanschitzky, Heiner	9.9	Guerreiro, João	7.6
F		Guidry Moulard, Julie	7.4
Farhangmehr, Minoo	6.11	Guilloux, Véronique	8.2
Felix, Reto	10.2	Guinez, Nataly	6.11
Fernandes, Teresa.	10.10	Guizani, Haithem	9.3

<u>Author</u>	<u>Session</u>	<u>Author</u>	<u>Session</u>
Guner, Berrin	3.11	I	
Gurviez, Patricia	2.5	Ieva, Marco	1.10
H		Im, Subin.	1.9
Haase, Janina	1.1	İpek, İlayda	9.1
Ha-Brookshire, Jung	10.7	Irz, Xavier	5.4
Hagen, Birgit.	1.11, 5.4	Isiksal, Didem Gamze	9.5
Hajjat, Fatima	6.8	Ivens, Stefan.	9.9
Hall, C. Michael	6.7, 9.5	Iyer, Gopalkrishnan.	2.7
Hallem, Yousra	9.3	Iyer, Raj.	3.7
Han, Bo.	7.10	J	
Hanson, Sara.	5.5	Jack, Eric	4.10
Hantt, Ana Flávia	1.3	Jalali, Marjan.	6.11
Hardy, Pascale	5.8	James, Kevin.	4.4
Harwood, Stephen A.	8.6	Jang, Sungha.	2.10
Hauman-Ramirez, Richard	9.4	Jin, Byoungcho	2.11, 6.2, 8.1
Havlíčková, Blanka	8.7	Jiraporn, Pornsit.	9.9
Hazen, Benjamin	6.6	Jirsak, Stefanie	3.8
Heinonen, Kristina	1.11	Johnson, Catherine	3.1, 5.1
Hellal-Guendouzi, Raficka	10.1	Johnson, William H.A.	9.8
Henke Jr, John W.	8.9	Jung, Sojin	10.7
Henriquez Daza, Maria Cecilia	8.5	K	
Hermansdottir, Audur	4.5	K Abu Farha, Allam	4.3
Herrmann, Jean-Luc	7.12, 8.12, 10.5	Kang, Ji Hye	2.10
Hiler, Jacob	4.2	Kankura-Salazar, Ana	8.6
Hochstein, Bryan	10.3	Kapferer, Jean-Noel	2.2
Hodges, Nancy	10.2	Kara, Ali	8.11
Hoffmann Sampaio, Cláudio	4.7	Karaosmanoglu, Elif.	3.10, 9.5
Holloway, Betsy	7.2	Karimi, Sahar	3.5
Holm, Mirjam	9.6	Katsikea, Evangelia	5.8
Hombourger, Sabrina	1.5	Katsikeas, Constantine.	8.9
Hoonsopon, Danupol	1.11	Keel, Astrid	5.3
Hooper, Val	3.8	Keles, Emrah.	1.8
Hopkins, Christopher	10.10	Kemper, Joya A.	6.7
Horng, Shun-Ching	6.1	Khudaykulova, Mamlakat	4.5
Housel, Julia	9.1	Kieu, Tai Anh	3.3
Howie, Katharine	9.7	Kim, Jihyun.	9.2
Hsiao, Cheng-Chieh	10.2	Kim, Jonghoon	5.10
Huang, Chin Hsiu	8.8	Kim, Soyoung	6.2
Huang, Heng-Chiang	10.9	Kipnis, Eva	8.4
Huang, Hsiu Ying	2.11, 8.1	Kirchner, Theresa	1.4
Huang, Hui-Ling.	1.9, 7.8	Kirchoff, Jon.	6.6
Huang, Shuyi	8.2	Kivenzor, Gregory.	2.2
Huang, Ting-Yuan.	10.6	Kleinaltenkamp, Michael	2.8
Huang, Wen-Hsien	2.1	Kleine-Kalmer, Barbara.	10.9
Hubert, Marco	5.11	Kodua, Prince	1.8
Huddleston, Patricia	3.4	Koensgen, Raoul	8.10
Hunt, Laura	6.10		

Author	Session	Author	Session
Koku, P. Sergius	4.9	Liu-Thompkins, Yuping.	5.2
Konietzny, Jirka	2.8, 7.10	Lockshin, Larry	9.6
Korfiatis, Nikolaos	8.9	Lombard, Gautier.	2.6
Kortam, Wael	6.3	Long-Tolbert, Sylvia	8.5
Kozar, Joy	7.4, 8.2	Lopez, Carmen	4.4, 7.12, 8.6
Kraemer, Tobias	8.10	Loureiro, Sandra Maria Correia	4.10, 8.10
Krey, Nina	3.11	Lourenco, Carlos	4.3
Kuhn, Marc	3.9, 5.11, 9.3	Lowe, Ben	1.4, 5.11
Kumar, Anand	10.8	Lucas, Sterenn.	7.5
Kumar, Minu.	9.8	Lucian, Rafael	7.1
Kvasova, Olga	2.8	Lucinskaite, Amelija	2.7
Kyriakou, Marina	7.3	Lunde, Matthew B.	1.10
L		M	
Lacoste-Badie, Sophie	5.7, 7.5	Machado, Joana	6.3
Lages, Carmen.	2.8	Machado, Marcos.	4.3
Lai, Tammy.	8.5	Machado, Robson	10.7
Lambillotte, Laetitia	1.5, 2.6	Maher, Amro	10.8
Lane, Naoise.	10.10	Maheshwari, Vishwas.	2.5
Langan, Ryan	10.8	Makienko, Igor	10.6
Laranjeira, Erika	9.3	Maman Larraufie,	
Larson, Lindsay	1.6	Anne-Flore.	8.8, 9.6
Lassk, Felicia G.	10.3	Mandler, Timo.	8.1
Law, Emily	9.5	Mankavil Kovil Veetttil,	
Lawson, Stephanie	3.5	Nandakumar.	4.5
Le Bon, Joel	5.2	Manohar, Sujatha	1.7
Leclercq, Thomas.	7.8	Marder, Ben	10.10
Lee, Linda	7.2	Maree, Tania.	3.10, 10.9
Lee, Pei-Chun	4.9	Marli, Diana	9.5
Leefflang, Peter S. H.	2.3	Marques, Maria Inês	8.10
Lemoine, Jean-François	10.5	Martin, Ingrid	6.5
Leonhardt, James	10.6	Mason, Marlys.	6.5
Leonidou, Leonidas	8.9	Masselli, John	7.1
Liang, Haw-Yi	6.9	Matos-Graça Ramos, Paulo	8.6
Lianos, Gerasimos	5.2	Matthews, Delisia.	7.3
Lichters, Marcel.	5.6, 7.2	Mattison Thompson, Frauke	3.8
Licsandru, Tana	8.4	Maubisson, Laurent.	1.5
Liebetau, Jennifer	9.7	Maurer Herter, Márcia	7.1, 8.8
Lin, Chen Yu.	8.1	Mazé, Dominique.	7.9
Lin, Cheng-Yu	10.9	McCarthy, Ian	7.2
Lin, Jiun-Sheng Chris	6.9	McDonald, Bob	1.4, 5.8, 7.1
Lin, Tzu-An.	8.8	Melewar, T. C.	10.4
Lindenbeck, Benedikt	1.6	Mellado, Cristhian	6.11
Lis, Bettina.	10.5	Melo, Danielli	1.7
Lisita, Inonge T	3.7	Mendoza, Tonatiuh.	8.3
Liu, Matthew	2.11	Meneses, Raquel	9.11
Liu, Tian	2.10	Menziozzi, Davide	5.4, 7.5
Liu, Yifen.	3.1		

<u>Author</u>	<u>Session</u>	<u>Author</u>	<u>Session</u>
Merchant, Altaf	9.3, 10.8	Obilo, Obinna	2.1, 9.10
Mesquita, José Marcos1.7, 10.7	Odoom, Raphael	3.3
Meucci Nique, Walter	3.7	Okan, Mehmet	4.9
Miao, Fred	9.9	Okazaki, Shintaro	5.8
Minami, Chieko	1.10	Olbrich, Rainer	1.6
Mintu-Wimsatt, Alma . . .	7.10, 8.11	Ornelas, Sidney	4.5
Montezani, Edmila	1.2	Ortega Egea, Jose Manuel . . .	6.11
Montoya, Luz-Alexandra . . .	1.2	Orth, Ulrich	9.6
Mora, Cristina	5.4, 7.5	Ortinou, David	4.4, 7.12, 8.12
Moraes, Caroline	5.9	Osadchaya, Elena	10.10
Morgado Ferreira, Bruno	9.5	Osburg, Victoria-Sophie	9.10
Morgan, Todd	2.4, 3.9	Österle, Benjamin	9.3
Moriuchi, Emi	4.3	Ovaci, Ceyda	5.8
Morrish, Sussie	3.8		
Moulins, Jean-Louis	1.5, 3.5	P	
Mrad, Mona	2.11	Padin, Carmen	9.9
Mugel, Ophélie	2.5	Pantoja, Felipe	2.1
Muk, Alexander	5.10	Parameswaran, Ravi	8.9
Mukherji, Prokriti	1.1, 9.10	Park, Heejung	6.5, 6.5
Mulcahy, Rory	6.10, 7.2	Park, Jimi	7.11
Mulki, Jay Mulki	10.3	Parkinson, Joy	6.10, 7.2
Mumel, Damijan	8.5	Paschen, Jeannette	8.2, 9.10
Munten, Pauline	7.7	Paschen, Ulrich	8.2
Murphy, Melissa	6.4	Payan, Janice	9.9
Myers, Chris	2.9	Peasley, Mike	10.1
		Pecheux, Claude	5.9
N		Pecora Das Neves, Carmen . . .	1.2
Naderi, Iman	7.3	Pecot, Fabien	9.3
Nagel, Duane M.	10.10	Pehlivan, Ekin	9.11
Nairn, Agnes1.1	Pelet, Jean-Eric	7.10
Nakata, Cheryl	1.9, 8.4	Pelton, Lou	5.5
Nam, Myungwoo	3.1	Peneklioglu, Ozan	8.9
Nance, Peter	6.4	Perez, Fernando L.	10.3
Nardini, Gia	7.5	Pentina, Iryna	8.2
Neubert, Doreen	8.7	Perren, Rebeca	3.6
Nguyen, Thong	5.4, 7.5	Perry, Patsy	6.2
Nichols, Bridget	6.6	Peterson, Robert A.	6.4
Nicolao, Leonardo	8.8	Petrescu, Maria	2.3
Nikolaeva, Ralitza	2.8, 3.9, 6.9	Petruzzellis, Luca	6.1
Njoroge, Lydia	1.8	Petzer, Daniël J	3.7
Noble, Stephanie	2.4	Pezzi, Alberto	6.1
Nobre, Helena	3.2	Pham, Ngoc	6.11, 10.2
Northington, William	4.2	Phillips, Pete	6.4
Nowlin, Edward	10.3	Pich, Christopher	2.3, 4.6
Nukpezah, Julius A.	8.11	Pick, Doreen	10.6
		Piehler, Rico	5.3, 10.9
O		Pisharodi, R. Mohan	8.9
Obal, Michael	2.4, 3.9	Pitt, Christine	1.11, 3.8, 6.10, 9.10

<u>Author</u>	<u>Session</u>	<u>Author</u>	<u>Session</u>
Plangger, Kirk	6.10	Rothenberg, Lori	7.3, 9.5
Plotkina, Daria.	9.4	Roux, Therese	3.10
Pol, Harald	3.2	Runté, Mary	9.7
Poncin, Ingrid	1.5, 7.8	Russo, Ivan.	6.6
Pons, Frank.	7.7	Ruvalcaba, Cecilia.	3.6
Poorrezaei, Mojtaba	4.6	S	
Powers, Thomas	1.1, 4.10	Sadik-Rozsnyai, Orsolya	5.11
Prayag, Girish	8.6, 9.5	Sahadev, Sunil	4.5
Priem, Richard.	7.11	Sahagun, Miguel	3.7, 6.11
Pritchard, Mark	6.11	Salerno, Francis	1.5
Pruyn, Ad	3.2	Salunke, Sandeep.	3.9
Pullig, Chris	8.4	Salvadore, Mathieu.	10.5
Pullins, Ellen	8.2	Santiago, Jose L.	5.4, 7.5
Puriwat, Wilert	1.11	Sarantidis, Paraskevi	4.10
Q		Sarmento, Maria	3.2, 9.9
Qiu, Tianjiao.	8.9	Sarstedt, Marko.	5.6, 5.6, 7.2
Quinn, Lee.	6.2	Satornino, Cinthia	2.4, 3.6
R		Sayarh, Nada	4.2
Rahman, Arafat	1.9	Scarpi, Daniele	6.6
Ramachandran, Indu	5.1	Schaarschmidt, M.	8.8, 8.10, 9.9
Rana, Arunima.	6.8	Schade, Michael	5.3, 10.9
Rangarajan, Deva	10.3	Schliwa, Victor	8.7
Rani, Leela	6.8	Schmidt, Holger J.	8.3
Real, Elizabeth.	9.3	Schüller, Sophie.	3.10
Reavey, Brooke	4.6	Schultz, Don.	2.10
Regalado, Otto	7.9	Schuster, Lisa	7.2
Rehman, Dr.Varisha	1.7	Schwill, Jürgen.	3.2
Reit, Vanessa	7.3	Seemann, Ann-Kathrin	1.4
Reith, Riccardo	10.5	Selinka, Sarah	3.9, 7.3
Reyes-Mercado, Pável	9.11	Senecal, Sylvain	5.7
Ringle, Christian M.	5.6	Sezgin, Selime Demet	9.1
Rivière, Arnaud	1.5	Shanahan, Kevin J.	5.3
Robayo-Pinzon, Oscar	1.2	Shin, Changyeop	3.1
Robertson, Jeandri	4.7, 9.6	Shin, Hyunju.	1.6, 5.2
Robertson, Jennifer.	5.10	Shoham, Aviv	7.11, 8.11
Robson, Julie	6.1	Shukla, Paurav	2.2
Rodrigues, Paula	9.2	Siamagka, Nikoletta-Theofania	3.8
Rodrigues, Pedro	9.3	Sidlauskiene, Justina	1.2
Rodriguez, Alejandra.	6.5	Signori, Paola	6.6
Rodriguez, Carlos M.	2.11	Simões, Cláudia	1.3, 3.2, 4.7, 7.6, 9.9, 9.11
Rodriguez, Rocio	4.2, 10.7	Simon, Francois	9.4
Roederer, Claire.	9.4	Singhapakdi, Anusorn	10.8
Rojas-Berrio, Sandra	1.2	Siqueira, Jose Ribamar	2.3
Rosenbloom, Al.	4.6	Slater, Stephanie	1.9, 4.4
Rosenbloom, Bert	6.6	Sloev, Igor	5.2
Ross, Spencer	6.8	Smith, Anne	9.11

<u>Author</u>	<u>Session</u>	<u>Author</u>	<u>Session</u>
Soares, Ana Maria	8.5	U	
Sogari, Giovanni	7.5	Ucok-Hughes, Mine	9.11
Sohier, Romain	6.8	Ulengin, Burc	1.8
Soler, Louis-Georges	5.4	Ullrich, Sebastian	9.7
Song, Reo	7.8	Ulrich, Victor	9.6
Sonne, Heidi	7.6	Unnithan, Anandakuttan B	5.5
Sosa Varela, Juan Carlos	7.6	Untilov, Olga	5.4
Sousa, Bruno	7.6	Urbonavicius, Sigitas	2.7
Spence, Charles	10.4		
Spielmann, Nathalie	9.6	V	
Spillan, John	8.11	Vacas de Carvalho, Leonor	6.3
Spry, Louise	4.6	Valeriia, Kaptceva	9.8
Steenkamp, Pieter	8.3	Valette-Florence, Pierre	2.2, 9.3, 10.4, 10.5
Stefánsson, Gudmundur	4.5, 5.4	Van Auken, Stuart	10.1
Sterenn, Lucas	5.4	Van Heerden, Gené	10.9
Stolze, Hannah	6.6	Van Tonder, Estelle	3.7
Stovall, Tony	9.11	Vanhamme, Joëlle	7.7
Suckow, Bjorn	7.5	Vaniaia, Iiro	7.11
Sullivan Mort, Gillian	1.4	Vasquez-Parraga, Arturo	3.7, 6.11, 10.2
Sveinsdottir, Kolbrun	4.5	Veer, Ekant	7.8
Svensson, Göran	4.2, 7.6, 9.9, 10.7	Vella, Joseph M	2.8
Swaen, Valérie	7.7	Veloso, Pedro	6.3
Swilley, Esther	6.8	Veloutsou, Cleopatra	3.3
T		Vera, Jorge	4.5
Taieb, Basma	7.10	Vereb, Vanda	3.2
Taiminen, Heini	7.2	Vidigal, Frederico	10.7
Tanyeri, Mustafa	9.1	Visentin, Marco	6.9
Taskov, Dimitar	7.5	Viswanathan, Nanda	1.8
Taylor, David	3.6, 9.10	Vogt, Bodo	5.6
Terres, Mellina	8.8	Volk, Victoria	5.10
Texier, Lionel	6.1		
Theodosiou, Marios	5.8	W	
Thurasamy, Ramayah	5.6	Wackershauser, Verena	5.6
Ting, Hiram	5.6	Walch, Alisa	6.4
Ting, Siu Yuen	6.5	Walker, Doug	10.3
Tokar, Sergey	2.8	Wallstrom, Asa	9.10
Tombs, Alastair	9.5	Walsh, Gianfranco	8.8, 9.9
Torres-Baumgarten, Gladys	1.6	Wang, Fatima	8.6
Treen, Emily	3.8	Wang, Fei-Ling	7.9
Trendel, Olivier	7.5	Wang, Guangping	9.9
Tsai, Hsien-Tung	8.1	Wang, Ming	7.3
Tseng, Ting-Hsiang	2.11, 4.9, 8.1	Wang, Sijun	7.2
Tsogas, Markos	7.3	Wang, Zhi	5.5
Tuzovic, Sven	10.6	Warnaby, Gary	6.2
Tweneboah-Koduah, Ernest	3.3	Watchravesringkan, Kittichai	10.2
		Wei, Xiaoyong	10.7

<u>Author</u>	<u>Session</u>
Weidner, Kelly	1.9
Weitzl, Wolfgang	8.10
Weng, Ling-Hua	6.1
Werle, Caroline	7.5
West, Douglas	1.1, 3.8
Wiedmann, Klaus-Peter	1.1, 2.2, 10.4
Wilson, Francis	9.11
Wilson, Matthew	8.2, 9.10
Wohlschlegel, Bruno	7.6
Woodbury Zeno, Kathryn	1.6
Woodroof, Parker	9.7
Y	
Yamim, Amanda	7.5
Yang, Chun-Ming	2.1
Yang, Huichen	2.10
Yani-De-Soriano, Mirella	2.7
Ye, Lilly	5.5

<u>Author</u>	<u>Session</u>
Yeoh, Poh-Lin	4.6
Yoganathan, Vignesh	9.10
Yoo, Shjin	7.11
Youn, Nara	3.1, 6.5, 9.8
Youness, Chebli	10.5
Yu, Ui-Jeen	10.2
Yuan, Hong	5.5

Z

Zablah, Alex	2.4
Zarzosa, Jennifer	3.6
Zehra, Saman	6.5
Zhang, Long	7.10
Zhang, Yuxin	6.4
Zhou, Wenkai	10.6
Zhu, Zhen	1.9, 7.9, 9.8
Zielke, Stephan	10.6
Ziliani, Cristina	1.10
Zucchella, Antonella	1.11

Entrar no grupo "World Marketing Congress" no WhatsApp

