EMAC 2024

ANNUAL CONFERENCE

BUCHAREST



EMAC

EUROPEAN MARKETING ACADEMY

ACADEMIA DE STUDII ECONOMICE DIN BUCUREȘTI

FONDATĂ ÎN 1913

IDEOLOGIQ

For the latest updates and complete information about EMAC 2024, download our official app

53rd EMAC 2024 ANNUAL CONFERENCE

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WELCOME TO EMAC 2024



The Bucharest University of Economic Studies, through the School of Marketing, is proud to host the 53rd edition of EMAC Annual Conference. We are confident that EMAC 2024 will provide an excellent opportunity for new collaboration and enhancing collaboration across research areas and will help researchers expand their knowledge into their field of interest and establish powerful and fruitful international cooperation for the future.

The EMAC 2024 Annual Conference has attracted almost 1000 participants, which shows the importance and relevance of the EMAC community. For us, organizing EMAC 2024 Annual Conference was a great challenge, but also a reason to be proud and we hope it will be a first step in generating strong research partnerships for our School of Marketing. We also invite all the conference participants to seize the opportunity to visit and enjoy Bucharest through the social events that generated significant interest, with almost 300 participants booking our social events.

We want to express our gratitude to the management and staff of The Bucharest University of Economic Studies that offered unconditioned support throughout the organizing process. Also, we extend our gratitude to our partners, Advanced Ideas Studio (Ideologiq).

In the end, we wish you to have a great conference and experience in Bucharest! I want to express my personal thanks to the organizing committee without which EMAC 2024 Annual Conference would not have been possible: Mihaela Constantinescu, Andreea Orîndaru, Andreea Pachițanu,Florina Botezatu.

Prof. ȘTEFAN CĂESCU
EMAC 2024 Conference Chair

EMAC 2024
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ACKNOWLEDGEMENTS

The EMAC 2024 Organizing Committee would like to thank the following people for their support:

- Tammo Bijmolt, EMAC President & Professor of Marketing Research at the University of Groningen, The Netherlands
- Elif Karaosmanoglu, EMAC President Elect & Vice-President Conferences, Turkey
- Anne-Laure Marteaux, EMAC Executive Secretary, Belgium
- The Bucharest University of Economic Studies management team, academia and students
- Advanced Ideas Studio (Ideologiq) team
- EMAC 2024 Reviewers and Track Chairs
- EMAC 2024 Doctoral Colloquium 2024 Faculty & Participants
- EMAC 2024 Participants and Presenters
- EMAC 2024 Exhibitors
- EMAC 2024 Volunteers

EXHIBITORS

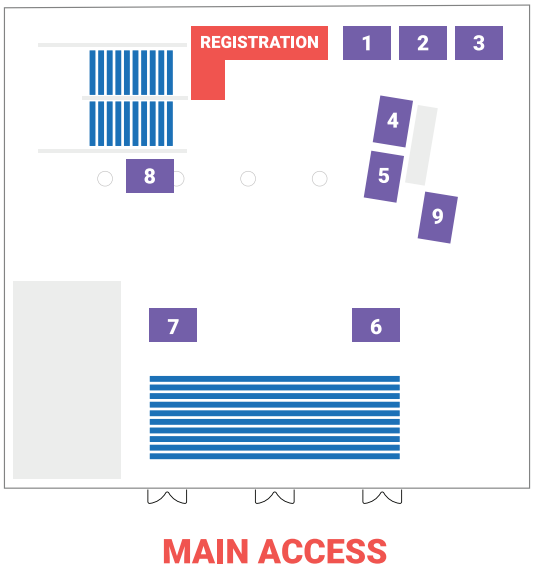
Our academic and scientific networking during the immersive sessions of EMAC 2024 will be expanded by similarly valuable interactions with the exhibitors joining our event. We invite you to take the time to visit the stands in the exhibition area located on the ground floor of the main building.

The exhibition will be officially open during the following times:

- Wednesday, 29th of May, 8.30 - 18.30
- Thursday, 30th of May, 8.00 - 19.00
- Friday, 31st of May, 8.30 - 16.30

Additionally, you have a chance to discover what our exhibitors are offering in the 'Meet the exhibitors' session that will happen on Thursday, 30th of May, from 14.00 to 15.30 in Aula Magna.

EXHIBITORS MAP



1 now the essence of knowledge

2 ELSEVIER

3 MBTN ACADEMY

4 SIMBOUND CONTENT MARKETING SIMULATION

5 AiMark

6 SPRINGER NATURE

7 STRATX SIMULATIONS

8 MDPI Academic Open Access Publishing since 1996

9 novela Digital Marketing Simulations

GENERAL INFORMATION: REGISTRATION & LOGISTICS

Conference Venue

The conference will take place at The Bucharest University of Economic Studies, 6 Romană Square, with access from 2-10 Căderea Bastiliei street (website: www.ase.ro).

Registration Desk

EMAC 2024 delegates will receive their badge and all relevant conference information upon registration. The Registration Desk is located in the ground floor hallway of the main building. There are signs indicating its location. Please follow these signs as you enter the building. **The opening hours of the Registration Desk are as follows:**

Tuesday	**28th of May**	**18:00 – 20:30**
Wednesday	**29th of May**	**08:00 – 18:30**
Thursday	**30th of May**	**08:00 – 19:00**
Friday	**31st of May**	**08:00 – 16:30**

When you registered for the conference, you received a digital ticket on your email, containing a QR code. You will need that QR code for your conference registration. Make sure you have it on your phone or printed when approaching the Registration desk.

DC delegates who also register for the EMAC Annual Conference will collect their Annual Conference badges upon registration at the Doctoral Colloquium.

Certificate of Attendance

Certificates of attendance will be sent out **electronically after the conference.**

Presenter and poster presentation certificates will be sent on request - if you require these, please email Anne-Laure Marteaux (anne-laure.marteaux@eiasm.be) with your request. Reviewer, track chair and session chair certificates will be sent on request - if you require these, please email Anne-Laure Marteaux (anne-laure.marteaux@eiasm.be) with your request.

Wi-fi

Free Wi-Fi network is available at the venue.
The credentials to connect to this WiFi are the following:
Username: emac2024 | Password: Emac@2024

Social Media

We invite you to join the discussion at EMAC Facebook page: EMACConference.

We would appreciate if you will use #EMAC2024 and @EMACAnnualConference when posting anything about the conference. Linkedin page: The European Marketing Academy.

GUIDELINES FOR PARTICIPANTS AND PRESENTER

Conference Etiquette

Mobile phones and other portable devices should be switched to 'silent' or turned off during sessions. We invite you to respect speakers and other delegates and refrain from talking during presentations.

Guidelines for Paper Presenters

Presenters are requested to check the final programme on the app (and in the printed brochure) for their exact room number and presentation time frame. Presenters are asked to be in the room in which they are presenting at least ten minutes before the session starts so that they can meet the chair of the session and upload their presentation before the session starts.

Chairs will remind presenters of their timings before the session starts. All presenters will have 15 minutes for their presentation. We strongly advise you to follow the structure of your paper by including the introduction, methodology, results, conclu-sions, and references. There will then be further 5 minutes for discussion with the session chair, participants, and attendees.

Presentations must be in PowerPoint (PC/Mac) format. All computers run Windows 10 and Office 2016 formats. If you have any challenges (technical or other types), volunteers will be available in all meeting rooms.

Presenters are not required to bring their own laptop as all presentations are to be uploaded to the main session room computer. It is recommended that you bring your presentation on a USB memory stick and, if possible, a backup USB version in case a file is corrupted.

NOTE: If your presentation includes movie clips, you must bring the original movie files as well as the PowerPoint file, otherwise your movie clips may not run.

Timekeeping

The programme contains a large number of presentations, so it is essential for each session to start and finish on time. Please make sure that you keep your allotted presentation time, otherwise the Chair will ask you to conclude.

Guidelines for Poster Presenters

There will be a special poster viewing session on Thursday, 30th of May 2024, from 17:30 to 19:00 on the 3rd floor hallway. During this session, all poster presenters are requested to be present next to their poster to answer delegate questions.

Poster set-up time	**Thursday from 12.00**
Poster removal time	**Before Thursday at 19.30 (right after the poster session)**

The organisers cannot be held responsible for any posters left after this time.

Housekeeping, Health and Safety Arrangement

First Aid

Should you require any healthcare, please contact an EMAC 2024 staff member.
If you are outside the conference venues or unable to contact a member of staff when you need assistance, please dial (0040) 721 223 896 or (0040) 721 326 957 for emergencies only (please remember that these are not the information desk phone numbers).
If you require medical care from an external service provider, EMAC 2024 cannot cover your expenses. Please check the validity of your own personal insurance.

Insurance and Liability

The conference organisers cannot accept any liability for personal injury or loss or damage to delegates' property during, or as a result of the conference. Please check the validity of your personal insurance.

Hearing Loops

If you have hearing difficulties, please sit close to the presenter as no hearing loop systems are available in the conference rooms.

Photos During Sessions

Photographs will be taken during the conference for future marketing use by EMAC or EIASM. Delegates are permitted to take photographs during presentations although we ask everyone to respect any presenters who may ask delegates to refrain from taking pictures.

Security

University students will be on site as conference volunteers throughout the conference. A member of staff will be available in each room to assist with presentations and throughout the conference venues to help with any queries. The staff will be easily identifiable by their white EMAC Volunteer T-shirts. Please feel free to approach them with any queries you may have.

Staff

University students will be on site as conference volunteers throughout the conference. A member of staff will be available in each room to assist with presentations and throughout the conference venues to help with any queries. The staff will be easily identifiable by their white EMAC Volunteer T-shirts. Please feel free to approach them with any queries you may have.



DOCTORAL COLLOQUIUM

Welcome & Introduction

The European Institute for Advanced Studies in Management (EIASM) and the European Marketing Academy (EMAC) in collaboration with The Bucharest University of Economic Studies, are organising the Doctoral Colloquium for doctoral students in marketing.

The Doctoral Colloquium will be held in Bucharest, Romania, from Sunday, the 26th of May until Tuesday, the 28th of May, 2024 prior to the EMAC Annual Conference 2024. The Doctoral Colloquium gathers outstanding doctoral students in marketing who want to pursue a career in academics and provides them with an opportunity to discuss their dissertation research with other doctoral students and leading academics in the field of marketing. All topics and methodological approaches within the broad field of marketing will be considered.

The Colloquium will mostly proceed in parallel tracks based on the topical and/or methodological angle of participants' work as well as on the stage of the dissertation process. Students will discuss their work with their fellow students and with three track faculty, who are renowned experts in the field. The Doctoral Colloquium will be held in a collaborative, open and friendly atmosphere. In respect to this philosophy, participants are required to attend the entire Doctoral Colloquium.

DC Faculty

Chair: Kapil Tuli (Singapore Management University, Singapore)

Faculty
Consumer Behavior - Beginner
Chair: Steven Sweldens (Erasmus University, The Netherlands)
Co-chairs: Vicki Morwitz (Columbia University, USA), Robert Smith (Tilburg University, The Netherlands)

Consumer Behavior - Intermediate/Advanced
Chair: Bart De Langhe (KU Leuven, Belgium)
Co-chairs:
Nailya Ordabayeva (Dartmouth College, USA)
Szu-Chi Huang (Stanford Business School, USA)

Marketing Models - Beginner
Chair: Katrijn Gielens (UNC Kenan-Flagler Business School, USA)
Co-chairs: Renana Peres (the Hebrew University Business School, Israel),
Paulo Albuquerque (INSEAD, France)

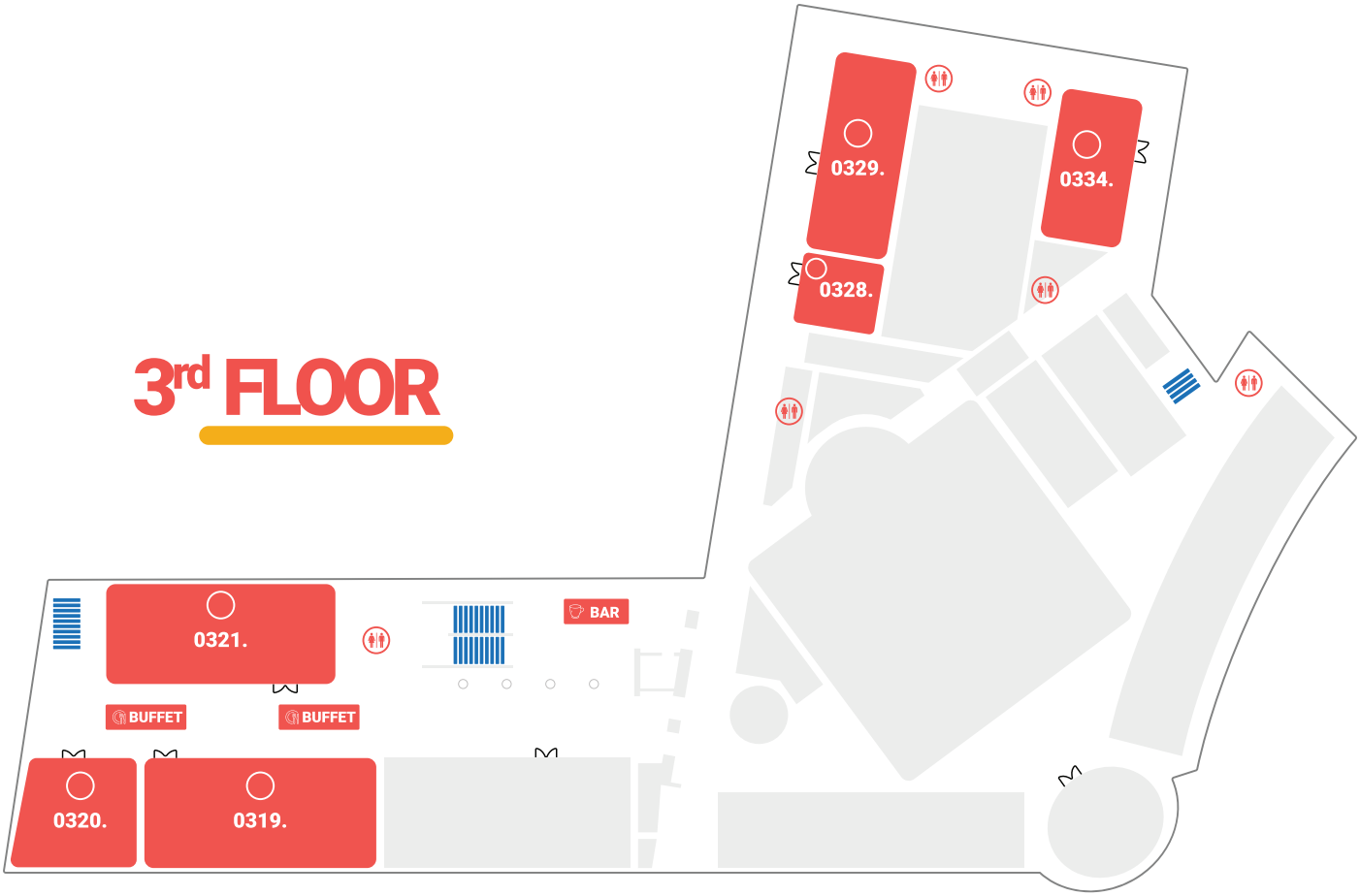
Marketing Models - Intermediate/Advanced
Chair: Maarten J. Gijsenberg (University of Groningen, The Netherlands)
Co-chairs: Dominik Papies (University of Tübingen, Germany) Gaia Rubera (Bocconi University, Italy)

Marketing Strategy - Beginner
Chair: Stefan Wuyts (The Pennsylvania State University, USA)
Co-chairs: Kenneth Wathne (University of Stavanger & BI Norwegian School of Management, Norway), Steven Seggie (ESSEC, France)

Marketing Strategy - Intermediate/Advanced
Chair: Kelly Hewett (University of Tennesse, USA)
Co-chairs: Lopo Rego (Indiana University, USA), Sundar Bharadwaj (University of Georgia, USA)

EMAC 2024 DOCTORAL COLLOQUIUM PROGRAMME OVERVIEW

		Room 0321	Room 0329	Room 0320	Room 0319	Room 0328	Room 0334
	Non-track-related sessions (which will be in different rooms/hallways - please see details in brackets)	**Beginners' Track 1 Consumer Behaviour Faculty: Steven Sweldens Vicki Morwitz Robert Smith**	**Beginners' Track 2 Marketing Models Faculty: Katrijn Gielens Renana Peres Paulo Albuquerque**	**Beginners' Track 3 Marketing Strategy Faculty: Stefan Wuyts Kenneth Wathne Steven Seggie**	**Advanced Track 1 Consumer Behaviour Faculty: Bart De Langhe Nailya Ordabayeva Szu-Chi Huang**	**Advanced Track 2 Marketing Models Faculty: Maarten J. Gijsenberg Gaia Rubera Dominik Papies**	**Advanced Track 3 Marketing Strategy Faculty: Kelly Hewett Lopo Rego Sundar Bharadwaj**
Sunday, May 26, 2024							
16:00-16:15	**Welcome by DC Chair (Aula Magna)**						
16:15-17:25		Tuan Do	Francesco Bologni	Marie-Louise Brand	Hanife Armut	Isin Acun	Melissa Baucum
17:25-18:45		Ravneet Bawa	Nadine Eckel	Carolina Cuervo-Robert	Elena Bocchi	Madhav Arora	Kate Jeonghee Byun
Monday, May 27, 2024							
08:30-09:40		Lixiao Hu	Andreas Hamann	Sci Lemarquis	Carlos Eduardo Caldas de Souza	Ruichen Ge	David de Jong
09:40-10:50		Susanne Ruckelshausen	Mohammad Rizky Nur Iman	Jareef Martuza	Sajed Khandani	Yanting He	Musa Essa
10:50-11:10	**Coffee Break (3rd floor hall-way)**						
11:10-12:20		Nikolay Slivkin	Jan Ole Krugmann	Tobias Mayerhofer	Rajarshi Majumder	Minxiong Huang	Danial Hayati
12:20-13:30	**Lunch (3rd floor hallway)**						
13:30-14:40		Jean-Louis Sterckx	Konstantin Pikal	John Vara Prasad Ravi	Rocio Martinez Moraleda	Jiancai Liao	Jan Kleinhans
14:40-15:50		Olga Tsoumani	Malik Stromberg	Lennart Reissner	Yvan Norotte	Jiewei Li	Kerstin Mayer
15:50-16:10	**Coffee Break (3rd floor hall-way)**						
16:10-17:10		Kim Uhlendorf	Andre Tomano	Philipp Stoff-Rohsmann	Catalina Wache	Nina Mack	Aadya Sanwal
19:00-20:30	**DC Dinner (ASE Cafeteria)**						
Tuesday, May 28, 2024							
08:00-09:10		Qinxuan Zhang	Stephanie Vigier Zouhar	Andrea Wetzler	Hao Zhang	Sepehr Safari	Ludovica Scalco
09:10-10:20		Yue Zhang	Wenze Zhao	Aukje Wijnen	JiaJia Zhang	Joep van Haren	Kiwoong Yoo
10:20-11:20	**Meet the Editors at IJRM (0319)**						
11:20-12:30	**Brunch (3rd floor hallway)**						
12:30-13:30	**Plenary Session (Aula Magna)**						
13:30-14:00	**Closing Statement by EMAC President (Aula Magna)**						



Venue

The Doctoral Colloquium will take place at the following location:

The Bucharest University of Economic Studies - 6 Romană Square, access from 2-10, Căderea Bastiliei Street

Website: www.ase.ro

The Registration Desk is located on the ground floor. Please follow the signs.

DC Dinner Venue: **ASE Cafeteria** - 5 Stanislav Cihoschi Street.

The restaurant is located in the university cafeteria, in a building nearby the Doctoral Colloquium Venue. Refer to EMAC volunteers for guidance.



EMAC 2024 DOCTORAL COLLOQUIUM PARTICIPANTS

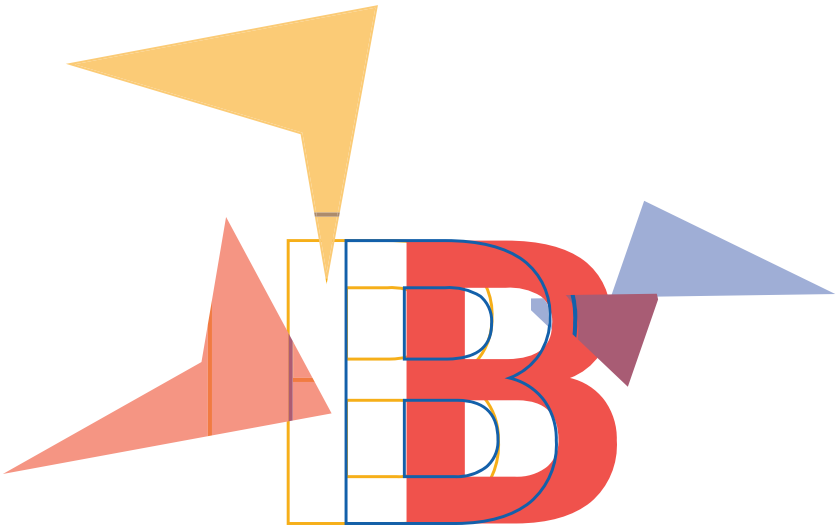
ID	First Name	Last Name	Affiliation/Organisation	Title	Track
33	**Ravneet**	**Bawa**	London School of Economics and Political Science	Decision Making in Steroidal Choice Environments: Honing as an alternative to Maximising	Consumer Behavior - Beginner
106	**Tuan**	**Do**	BI Norwegian Business School	Impact of moral judgments on the permissibility of high-risk AI and effectiveness of privacy-protection solutions	Consumer Behavior - Beginner
15	**Lixiao**	**Hu**	University of Cologne	Brand Diversity, Equity, and Inclusion (Brand DEI): Conceptual-ization and Scale Development	Consumer Behavior - Beginner
116	**Susanne**	**Ruckelshausen**	WU Vienna	Digital Dilemma: The Reduction of Humans to Data	Consumer Behavior - Beginner
127	**Nikolay**	**Slivkin**	Toulouse School of Management	Perceptions and Stereotypes of Virtual Reality: Exploring the Psychological Dimensions of User Resistance in the Context of VR Technologies	Consumer Behavior - Beginner
115	**Jean-Louis**	**Sterckx**	KU Leuven	Consumer Perceptions of the Value of Data in Transactional Data Exchanges	Consumer Behavior - Beginner
108	**Olga**	**Tsoumani**	Radboud University	A curse and a blessing: Customer experience with mHealth technologies	Consumer Behavior - Beginner
81	**Kim**	**Uhlendorf**	German Sport University Cologne, Chair of Sport Business Administration // University of Cologne, Chair in Marketing and Brand Management	Can Augmented Reality Mislead the Consumer? An Investiga-tion into the Undesired Effects of AR on Consumers' Attention and Choice	Consumer Behavior - Beginner
24	**Qingxuan**	**Zhang**	University of Melbourne	Automating Compliance: The Impact of Service Robots on Consumer and Employee Experiences in Captive Service Settings	Consumer Behavior - Beginner
86	**Yue**	**Zhang**	Erasmus University Rotterdam	More Correlations Imply Causation: Correlational Scope Affects Judgments of Causality	Consumer Behavior - Beginner
134	**Hanife**	**Armut**	Koc University	The Impact of Donation Utilization Frequency on Recurring Giving	Consumer Behavior - Intermediate/Advanced
58	**Elena**	**Bocchi**	Bayes Business School (formerly Cass), City University of London	Set Composition Induces Overbuying	Consumer Behavior - Intermediate/Advanced
41	**Carlos Eduardo**	**Caldas de Souza**	BI Norwegian Business School	I Think You Think I Am Not (Wo)Man Enough: Misperception of Norms and Gendered Consumption	Consumer Behavior - Intermediate/Advanced
114	**Sajed**	**Khandani**	BI Norwegian Business School	The Sound of Environmental Friendliness: Communicating through Packaging Acoustics and Brand Name Symbolism	Consumer Behavior - Intermediate/Advanced
38	**Rajarshi**	**Majumder**	Grenoble Ecole de Management	Money Illusion for Others	Consumer Behavior - Intermediate/Advanced
14	**Rocio**	**Martínez Moraleda**	IESE Business School	The Power of Diversity: Unveiling the Impact of Homoge-nous and Mixed Representations on Consumer Interest and Recommendations	Consumer Behavior - Intermediate/Advanced
84	**Yvan**	**Norotte**	HEC Paris	Reducing Polarization: Promises and Pitfalls of Signaling Receptiveness to Opposing Views	Consumer Behavior - Intermediate/Advanced
113	**Catalina**	**Wache**	Freie Universität Berlin	The Effect of Message Framing on Pro-Environmental Con-sumer Behavior: A Meta-Analysis	Consumer Behavior - Intermediate/Advanced
89	**Hao**	**Zhang**	HEC Paris	Human for Exploration, AI for Exploitation	Consumer Behavior - Intermediate/Advanced
101	**Jiajia**	**Zhang**	University of International Business and Economics	Childhood Socioeconomic Status Predicts Green Consump-tion in Adulthood	Consumer Behavior - Intermediate/Advanced

EMAC 2024 DOCTORAL COLLOQUIUM PARTICIPANTS

95	**Francesco**	**Bologni**	Bocconi University	Influence or Echo? Understanding the Dynamics of Brand Activism, Consumer Opinions, and Sociopolitical Changes	Marketing Models - Beginner
16	**Nadine**	**Eckel**	University of Muenster	Beyond SENS(E)ation: Exploring Sensory Language Effectiveness in Virtual Influencers' Product Endorsements	Marketing Models - Beginner
40	**Andreas**	**Hamann**	University of Mannheim	The Dynamics of Corporate Misconduct and Online Employer Review Ratings	Marketing Models - Beginner
104	**Mohammad Rizky Nur**	**Iman**	Coventry University	Impact of 'Best-Before' Date Label Removal on Consumer Purchase: Case Study from the UK	Marketing Models - Beginner
78	**Jan Ole**	**Krugmann**	Technical University Munich (TUM)	Sentiment Analysis in the Age of Generative AI	Marketing Models - Beginner
125	**Konstantin**	**Pikal**	LUISS Guido Carli	Greed in Cryptocurrencies: How other people's motives influence financial decision-making	Marketing Models - Beginner
44	**Malik**	**Stromberg**	WU Vienna	Uplift-based campaign targeting to maximize long-term customer base revenue	Marketing Models - Beginner
80	**André**	**Tomano**	Department of Finance at the School of Business and Economics at Maastricht University	Market Your Share! Marketing Capabilities, Investor Relations and Firm Performance	Marketing Models - Beginner
59	**Stephanie**	**Vigier Zouhar**	University of Groningen	Decoding customer online behavior: unveiling patterns to foster loyalty	Marketing Models - Beginner
126	**Wenze**	**ZHAO**	ESSEC Business School	The dynamic effects of advertising commonality on YouTube commercials' engagement using object detection	Marketing Models - Beginner
62	**Isin**	**Acun**	University of Vienna Economics and Business	The Impact of Digital Advertising Taxes on the Digital Advertising Ecosystem	Marketing Models - Intermediate/Advanced
60	**Madhav**	**Arora**	ESSEC Business School	Riding the social media wave: How Brand Topic Salience impacts engagement with direct marketing communication	Marketing Models - Intermediate/Advanced
67	**Ruichen**	**Ge**	University of Groningen	How Does Geographic Proximity Shape Online Interpurchase Time and Spending? Uncovering Patterns through Spatial Economic Models	Marketing Models - Intermediate/Advanced
39	**Yanting**	**He**	Imperial College London	How Much Influencer Marketing is Undisclosed? Evidence from Twitter	Marketing Models - Intermediate/Advanced
13	**Minxiong**	**Huang**	University of Groningen	Advertising Effectiveness within the Business Cycle	Marketing Models - Intermediate/Advanced
20	**Jiancai**	**Liao**	Aalto University	The Paradox of Abundance: How Enhanced Drug Availability Affects Consumer Compliance	Marketing Models - Intermediate/Advanced
26	**Jiewei**	**Li**	University of Lausanne	Impact of Air Pollution and Environmental Regulations on E-commerce Trends: Evidence from the County-Daily Level Data of a Leading E-commerce Platform	Marketing Models - Intermediate/Advanced
119	**Nina**	**Mack**	University of Münster	Private Labels Going Organic: How Soaring Inflation Impacts Organic Purchase Behavior	Marketing Models - Intermediate/Advanced
69	**Sepehr**	**Safari**	Bocconi University	Managing Customer-Firm Interactions on Social Media: The Role of Response Standardization	Marketing Models - Intermediate/Advanced
135	**Joep**	**van Haren**	Maastricht University	A Digital Diffusion Bypass: A Dynamic Network Model for the Diffusion of Innovations	Marketing Models - Intermediate/Advanced

EMAC 2024 DOCTORAL COLLOQUIUM PARTICIPANTS

47	**Marie-Louise**	**Brand**	Vienna University of Economics and Business (Wirtschafts-universität Wien)	Downstream Consequences of Product Repair – Why Repairing Increases Product Value	Marketing Strategy - Beginner
131	**Carolina**	**Cuervo-Robert**	Toulouse School of Management	Consumer disclosure and privacy preferences in FinTech contexts of consumption	Marketing Strategy - Beginner
56	**GENEVIEVE**	**WINNINGER LEMARQUIS**	PARIS PANTHEON SORBONNE -IAE BUSINESS SCHOOL	Digital transformation in international buyer-seller relationships: what's the impact on engagement? The strategic context of multi-party inter-organizational relationships	Marketing Strategy - Beginner
85	**Jareef**	**Martuza**	Norwegian School of Economics	People Overestimate Dishonest Behavior of Others	Marketing Strategy - Beginner
139	**Tobias**	**Mayerhofer**	Leipzig University	A mixed-method approach to investigate the interplay of professional and amateur reviews on consumer decision making	Marketing Strategy - Beginner
138	**John Vara Prasad**	**Ravi**	IQS	Understanding voice assistant users satisfaction through their emotions and motives by multiple contexts such as device type, artificiality and task complexity.	Marketing Strategy - Beginner
57	**Lennart**	**Reissner**	University of Mannheim	Is Harmony a Hindrance? How Oversatiation in Collective Employee Satisfaction Can Counteract Innovativeness	Marketing Strategy - Beginner
71	**Philipp**	**Stoff-Rohsmann**	University of Graz	Determinants of the Likelihood to Recommend Across Customer Groups in a B2B Setting: A Cascading Model	Marketing Strategy - Beginner
105	**Andrea**	**Wetzler**	Toulouse School of Management	Exploring Consumer Browsing Behavior of Online Reviews in the Context of Deception: The Role of Dual Process and Skepticism: An Abstract	Marketing Strategy - Beginner
70	**Aukje**	**Wijnen**	Tilburg University	Market Response to Conflict Sourcing: A Study on the Consequences of Sourcing Blood Diamonds and Conflict Minerals	Marketing Strategy - Beginner
91	**Melissa**	**Baucum**	University of Tennessee	Hot Streak vs. Running Warm: The Impact of Past Success Type on Lead Pursuit and Conversion	Marketing Strategy - Intermediate/Advanced
73	**Kate Jeonghee**	**Byun**	Korea University	Beyond the Uncanny Valley: Personalization and Consumer Engagement with Virtual Influencers	Marketing Strategy - Intermediate/Advanced
31	**David**	**de Jong**	Vrije Universiteit Amsterdam	Advertising Effectiveness at the Point of Sale: A Large-Scale Study of Digital Signage	Marketing Strategy - Intermediate/Advanced
43	**Musa**	**Essa**	University of Bologna	Limiting Accessibility: How Target Market Characteristics Constrain Acceptable Prices for Innovations	Marketing Strategy - Intermediate/Advanced
123	**Danial**	**Hayati**	Erasmus University Rotterdam	The Influence of Augmented Reality on Consumers' Product Returns in Online Retailing	Marketing Strategy - Intermediate/Advanced
51	**Jan**	**Kleinhans**	University of Mannheim	BRIDGING MARKETING AND HR: UNRAVELING THE IMPACT OF BRAND EQUITY ON EMPLOYEE SATISFACTION AND STRATEGIC HUMAN RESOURCE MANAGEMENT ENGAGEMENT	Marketing Strategy - Intermediate/Advanced
99	**Kerstin**	**Mayer**	University of Hamburg	Fight or Screen Together? Unraveling Consumer Behavior on Shorter Movie Release Windows	Marketing Strategy - Intermediate/Advanced
45	**Aadya**	**Sanwal**	Pennsylvania State University	Sustainable Product Purchases: the role of climate change beliefs, extreme weather experiences and media coverage about extreme weather	Marketing Strategy - Intermediate/Advanced
46	**Ludovica**	**Scalco**	BI Norwegian Business School	The impact of activism on the different dimensions of reputation: the moderating effect of brand categories	Marketing Strategy - Intermediate/Advanced
144	**Kiwoong**	**Yoo**	University of Tennessee	Philanthropy Amidst Peril: Unraveling the Brand Impact of Corporate Disaster Philanthropy	Marketing Strategy - Intermediate/Advanced



ANNUAL CONFERENCE



EMAC 2024 ANNUAL CONFERENCE PROGRAMME OVERVIEW

For details check the venue floor plans at the end of this brochure.

Wednesday, 29th of May																
	Ground floor		1st floor			2nd floor			3rd floor						4th floor	
	Aula Magna	Amphitheatre 1	0124	0129	0116 Periodice	0219 Paul Bran	Amphitheatre 2	0233	0321	0320	0319	0329	0328	0334	Amphitheatre 3	0430
08.30-10.00	SS 4	CB2	SS 1	AMC1	SMPS1	B2B1	CB18	ROC1	SS 12	AMC6	Meet the editors 1 - IJRM, JMR, JCR, MS	DM1	CB12	MST1	SS 34	PP2
10.00-10.30	Break										Coffee with the IJRM editors & friends (10:00-11:00)					
10.30-12.00	Enginius Doctoral Dissertation Competition	CB1	SS 13	ROC2	SMPS2	B2B4	SS 3	SRE3	Meet the editors 5 - JA, IJA, JCIRA, JPBM	SS 11		Marketing Strategy SIG Workshop: Theories-in-use	MST6	SS 38	SS 19	PBM4
12.00-13.00	Lunch					12.30 - 14.00 Head of Marketing Forum										
13.00-14.30	IJRM Special Session on Marketing & The Creator Economy	CB6	CB5	ROC3	14.00-15.00 Enginius Doctoral Dissertation Competition Jury Meeting		SS 22	SRE4	Climber Community - Session 1 (14:00-15:30)	SS 7	SIG Service Marketing	SS 29	MST4	DM5	SS 20	PBM7
14.30-15.00	Break															
15.00-16.30	DM13	CB4	SS 14	SS 16	IN1	SS 2	CB14	SS 6	Climber Community - Session 2 (16:00-17:30)	MMMA1	SIG B2B Marketing	AMC2	PS2	SS 10	Meet the editors 3 - JSM, JACR, JR, JBIM	B2B5
16.30-17.00	Break															
17.00-18.30	SS 26	DM6	SS 5	ROC4	TM6	SRE1	MST3	DM14	SS 9	MMMA2	SS 27	CB17	SRE5	CB16	SIG Digital Marketing	RM2

EMAC 2024 ANNUAL CONFERENCE PROGRAMME OVERVIEW

For details check the venue floor plans at the end of this brochure.

Thursday, 30th of May

	Ground floor			1st floor			2nd floor				3rd floor					4th floor		
	Aula Magna	**Amphitheatre 1**	**Madgearu Hall**	**0124**	**0129**	**0116 Periodice**	**0219 Paul Bran**	**0247 R. Schumann**	**Amphitheatre 2**	**0233**	**0321**	**0320**	**0319**	**0329**	**0334**	**Amphitheatre 3**	**0426**	**0430**
08.00-09.00	General Assembly																	
09.00-09.30	**Break**																	
09.30-11.00	Sheth Foundation Sustainability Research Competition (9:30-11:00)	CB9	TM1	PS3	PP1	SMSI3	MMMA3	IMMEC1	CB10	PBM1	PS1	RM1	SRE7	DM11	SRE2	DM2		SMPS3
11.00-11.30	**Break**																	
11.30-13.00	SIG Innovation and Stakeholders	CB13	12.30-14.00 EMAC fellows meeting	SS 31	ROC5	SMSI4	SS 35	IMMEC2	SIG Quantitative Marketing	SS 39	CB3	DM12	Meet the editors - P&M, JMA, JCB, BRQ	SS 40	SS 30	SS 21		PP3
13.00-14.00	**Lunch**																	
14.00-15.30	Meet the exhibitors	CB20	EMAC National Representatives Session	Meet the editors - JIM, MarkTech, JAMS	SRE8	TM2	JBR's editorial review board (ERB)	IMMEC3	SIG IJRM Consumer Behaviour	SMSI6	SS 25	SS 32	SS 24	SIG Pricing	SS 18	SS 17	MMMA4	PP4
15.30-16.00	**Break**																	
16.00-17.30		EMAC Distinguished Marketing Scholar & Award Ceremony																
17.30-19.00	Poster Presentation (hallway 3rd floor)																	

EMAC 2024 ANNUAL CONFERENCE PROGRAMME OVERVIEW

For details check the venue floor plans at the end of this brochure.

Friday, 31st of May																	
	Ground floor			1st floor			2nd floor			3rd floor						4th floor	
	Aula Magna	**Amphitheatre 1**	**Madgearu Hall**	**0124**	**0129**	**0116 Periodice**	**0219 Paul Bran**	**Amphitheatre 2**	**0233**	**0321**	**0320**	**0319**	**0329**	**0328**	**0334**	**Amphitheatre 3**	**0430**
08.30-10.00	IN2	MST7	PBM2	DM7	CB24	SMPS4	B2B2	SS 8	ROC12	DM15	CB8	SRE11	ROC6	IMMEC4	CB21	SS 28	PP5
10.00-10.30	**Break**																
10.30-12.00	SIG Marketing Strategy	MST5	SMSI1	DM8	CB25	SMSI7	B2B3	Meet the editors - JM, JNM, JSR, JBR	SS 23	CB22		SIG CRM	ROC7	IN5	AMC4	SS 43	PBM5
12.00-13.00	**Lunch**																
13.00-14.30	SIG Retailing 1	CB7	SMSI2	SRE6	IN4	TM4	B2B6	SS 41	DM4	DM9		ROC10	SRE13	MMMA5	AMC5	SS 45	SS 15
14.30-15.00	**Break**																
15.00-16.30	SIG Retailing 2	CB19	TM3	IN3		TM5	PBM6	SS 33	DM3	MST2	PBM3	SRE10	ROC8		ROC11	DM10	SS 37

WELCOME RECEPTION & GALA DINNER

Welcome Reception

Tuesday, 28th of May 2024, 19:00-20:30

Main lobby & Aula Magna at The Bucharest University of Economic Studies

The Welcome Reception will take place at the Bucharest University of Economic Studies, in the main lobby after a welcome note in the Aula Magna. After checking in at the Registration Desk, you can join the Reception right after on the 1st, 2nd and 3rd floor hallways. Attendance is included in the conference registration fee.

Gala dinner

Friday, 31st of May 2024, 19:00-00:30

Marble Hall, 1 Piața Presei Libere

The EMAC 2024 Annual Conference Gala Dinner is a highlight of the Conference offering an evening of networking and entertainment. The Dinner will be held at the Marble Hall. Attendance is included in the conference registration fee.

EMAC 2024
ANNUAL CONFERENCE



TRACK CHAIRS

Advertising & Marketing Communications
Mario Pandelaere - Pamplin College of Business. Virginia Tech
John Pracejus - Alberta School of Business

Business-To-Business Marketing & Supply Chain Management
Per Freytag - University of Southern Denmark
Sudha Mani - Monash University

Consumer Behavior
Torsten Ringberg - Copenhagen Business School
Irene Scopelliti - Bayes Business School
Daniela Carmen Cristian - Bayes Business School

Digital Marketing & Social Media
Sonja Gensler - Universität Münster
Arvind Rangaswamy - PennState Smeal College of Business

Innovation Management & New Product Development
Christoph Fuchs - UNIVIE
Oguz Acar - King's College London

International Marketing & Marketing in Emerging Countries
Stavroula Spyropoulou - Leeds University Business School
John Cadogan - University of Leicester

Marketing Strategy & Theory
Stephan Ludwig - The University of Melbourne
Dennis Herhausen - KEDGE Business School

Methods, Modelling & Marketing Analytics
Maren Becker - ESCP Business School
Sara Valentini - University of Bologna

Pricing & Promotions
Mercedes Esteban-Bravo - UC3M-Universidad Carlos III de Madrid
Jonne Guyt - University of Amsterdam

Product and Brand Management
Oliver Schnittka - University of Southern Denmark
Kristina Klein - University of Bremen

Public Sector and Non-Profit Marketing
Patrick DePelsmacker - Universität Antwerpen
Camilla Barbarossa - Toulouse Business School

Relationship Marketing
Manfred Krafft - WWU Münster
Javier Sese - Universidad Zaragoza

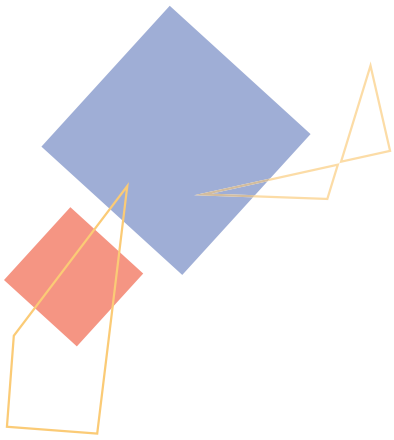
Retailing & Omni-Channel Management
Kathleen Cleeren - KU Leuven
Heiner Evanschitzki - Manchester University

Sales Management and Personal Selling
Nick Lee - The University of Warwick
Florian Kraus - University of Mannheim

Service Marketing and Service Innovation
Jenny van Doorn - University of Groningen
Jan Schumann - University of Passau

Social Responsibility & Ethics
Valerie Swaen - Université catholique de Louvain
Joelle Vanhamme - EDHEC Business School

Tourism Marketing
Dimitrios Buhalis - Bournemouth University
Luisa Andreu - Universitat de Valéncia



SUMMARY OF EMAC ASSOCIATED MEETINGS

Session	Day & hour	Location
Open access		
Coffee with the IJRM editors & friends	Wednesday, 29th of May, 10.00 - 11.00	0319
EMAC & Enginius Doctoral Dissertation Competition	Wednesday, 29th of May, 10.30 - 12.00	Aula Magna
Marketing Strategy SIG Workshop: Theories-in-use	Wednesday, 29th of May, 10.30 - 12.00	0329
IJRM special session on Marketing and the Creator Economy	Wednesday, 29th of May, 13.00 - 14.30	Aula Magna
EMAC General Assembly	Thursday, 30th of May, 8.00 - 9.00	Aula Magna
EMAC Sheth Foundation Sustainability Research Competition	Thursday, 30th of May, 9.30 - 11.00	Aula Magna
EMAC Distinguished Marketing Scholar & Award Ceremony 2024	Thursday, 30th of May, 16.00 - 17.30	Amphitheatre 1

Session	Day & hour	Location
Closed events or pre-registration format		
Steering Committee Meeting (closed event)	Tuesday, 28th of May, 9.00 - 12.00	Madgearu Hall
Executive Committee Meeting (closed event)	Tuesday, 28th of May, 14.00 - 16.00	0426, 0427, 0428, 0429
EMAC 6th Job Market Simulation (pre-registration needed)	Tuesday, 28th of May, 14.00 - 17.00	0319, 0320, 0321, 0329, 0334
IJRM Editorial Board Meeting (closed event)	Tuesday, 28th of May, 17.00 - 18.30	Madgearu Hall
Head of Marketing Forum (pre-registration needed)	Wednesday, 29th of May, 12.30 - 14.00	0219 Paul Bran
EMAC Enginius Doctoral Dissertation Competition Jury Meeting (closed event)	Wednesday, 29th of May, 14.00 - 15.00	0116 Periodice
Climber Community (pre-registration needed)	Wednesday, 29th of May, 14.00 - 17.30	0321
EMAC Fellows Meeting (closed event)	Thursday, 30th of May, 12.30 - 14.00	Madgearu Hall
EMAC National Representatives (closed event)	Thursday, 30th of May, 14.00 - 15.30	Madgearu Hall
JBR's editorial review board (ERB) (closed event)	Thursday, 30th of May, 14.00 - 15.30	0219 Paul Bran

EMAC ENGINIUS DOCTORAL COMPETITION

New generations of marketing experts are crucial to develop the theories and tools that shape the future of our field. The EMAC Enginius doctoral dissertation award recognizes and encourages this emerging talent. ***Three finalists will be honoured with cash prizes and will present their work during the EMAC/Enginius Doctoral Dissertation Award special session scheduled on Wednesday, 29th of May, 2024 10:30-12:00 at the EMAC 2024 Annual Conference in Aula Magna, Ground floor.***

The three selected finalists are:

Maximilian Beichert, University of Mannheim | Efficient and Sustainable Influencer Marketing

Social media influencers have become increasingly prominent, playing key roles within social media platforms and attracting sizable followings. This has led advertisers to shift their focus from celebrity endorsers to lesser-known individuals who may possess persuasive power among their followers for promoting products (Leung, Gu, & Palmatier, 2022). Particularly within direct-to-consumer (DTC) firms, the use of influencers for product and service promotion has gained significant traction (Shopify, 2023). In 2023, marketers invested an enormous $17.4 billion globally in influencer marketing (collabstr, 2023). Recently, there has been a growing interest in smaller influencers, such as micro or nano influencers (e.g., Lanz et al., 2019). These influencers are not only more affordable but may also be perceived as more authentic (Leung, Gu, & Palmatier, 2022). The main literature on influencer marketing (e.g., Wies, Bleier, & Edeling, 2022; Leung et al., 2022) has investigated the relationship of influencer-followership levels with awareness and engagement metrics on social media platforms (i.e., comments, likes, and shares of user-generated content). Despite the popularity of influencer endorsements, the impact on revenue outcomes has not been studied. Hence, in this dissertation, I follow a call for further research by Hughes, Swaminathan, and Brooks (2019) to investigate the return on investment for influencer marketing. In the first part of this dissertation, I study whether to target low- or high-followership influencers to generate immediate revenue by considering sales and costs correspondingly. In the second part, I focus on the downstream consequences of influencer marketing by examining behavior outcomes on the customer level.

David Finken, ETH Zurich | Transcending Reality: A Multimethod Analysis of Consumer Preferences for Augmented Reality Displayed and Unique Digital Goods

Mixed Realities are part of many people's daily reality, and consumer adoption of Augmented Reality (AR) or Virtual Reality (VR) is growing. Engaging with AR technology—the central part of this dissertation—can create value for consumers and firms. The central articles of this dissertation (i.e., article 1: "The Mixed Reality Effect"; article 2: "Buyer, Beware") unveil the surprising effects of engaging with AR technology for product display. Specifically, article 1 proposes that AR is a context-sensitive technology that enables the real-time alignment of AR product displays within a physical reality. Depending on how virtuality mixes with reality, consumers perceive AR-displayed products more or less proximate (i.e., psychological close)—a mixed-reality effect. A more congruent context (i.e., a physical reality that fits where a product is typically used) makes the product feel more proximate, increasing psychological ownership or preferences. A less congruent context decreases proximity and subsequent consumer reactions. Six online and lab experiments, including one incentive-compatible study, test our expectations. Article 2 extends the mere visual product display with AR by incorporating functional attributes in AR (i.e., objective product performance). Six studies, including an incentive-compatible laboratory experiment, demonstrate that AR display increases preferences for products with objectively inferior performance (e.g., less processing power in a laptop) but not for products with superior performance. Both articles have direct implications for online and offline retail.

Yufei Shen | Nova School of Business and Economics - How Does Disabling Cookie Tracking Impact Online News Consumption?

Prior literature has extensively shown that restricting the collection and usage of personal data, at the cost of lowering the quality of personalized online services, can lead to undesirable effects for individuals, firms, and markets. This paper presents the positive impact of disabling cookie tracking on news consumption. Cookie tracking is one of the most prevailing data collection techniques online. Using a dataset obtained from a reputable European news website, we find that disabling cookie tracking increases the number of articles consumers read by 54.5% and the number of categories they consume by 39.1%. These effects are robust to various model specifications and alternative measures, persisting for over three months. The increased views of news articles are mainly concentrated in "hard" news categories (e.g., political, and economic news). Notably, the news website introduced the feature of personalized news recommendations on its main page during our sample period, creating an ideal empirical setting for us to isolate the variation in enhanced perceived privacy control from the variation in the content personalization quality. We find that the effects of disabling tracking are even more pronounced when content personalization is absent, suggesting that heightened perceived privacy control drives users' increased news consumption. We also show that users disabling tracking would benefit less from personalized news recommendations. Our paper provides initial empirical evidence of the positive value of disabling data tracking within the digital media ecosystem.

MARKETING STRATEGY SIG WORKSHOP: THEORIES-IN-USE

by Ajay Kohli, Kapil Tuli, and Wolfgang Ulaga

Theories-in-use (TIU) is a research approach that taps into the mental models of managers and/or any other key respondents to understand their theories of a phenomenon at hand, and what factors impact the success or failure of actions or situations related to the phenomenon (see Zaltman, Heffring, and LeMasters 1982). As a research method, TIU has a rich history spanning over three decades across management disciplines and beyond, including marketing.

TIU has been used as an approach in the marketing discipline to define not only foundational concepts such as service quality (Zeithaml, Parasuraman, and Berry 1985) and market orientation (Kohli and Jaworski 1990), but also emerging concepts such as customer solutions (Tuli, Kohli, Bharadwaj 2007), hybrid offerings (Ulaga and Reinartz 2011) and marketing doctrine (Challagalla, Murtha, and Jaworski 2014).

This session will first introduce the TIU method for developing new constructs and theories about marketing phenomena. Next, it will discuss a number of misconceptions about the method. Finally, it will offer „do's and don'ts" for conducting the field research, analyzing the data, developing constructs and theories, writing up papers, and getting them published in top journals. The session is planned to be interactive and will address questions participants may have about the different aspects related to the TIU method.

Tentative Structure:

1. Curtain Raisers: 10 minutes

2. Buzz Group Discussion and Questions: 20 minutes

3. Sharing of Perspectives: 30 minutes

4. Myths and Reality of TIU

5. Reflections from Field Work: Dos and Don'ts

6. Reflections from the Publication Process: Dos and Don'ts

7. Open Q&A: 30 minutes

(Voluntary) Preparation:

To ensure a smooth and productive workshop, please feel free to (anonymously) post any questions you have about the method in advance through the workshop's online form: https://shorturl.at/GLNPR. All inquiries are welcome and will be addressed during the session.

A highly recommended resource is the article written by the workshop hosts: · Zeithaml, V. A., Jaworski, B. J., Kohli, A. K., Tuli, K. R., Ulaga, W., & Zaltman, G. (2020). A theories-in-use approach to building marketing theory. Journal of Marketing, 84(1), 32-51.

IJRM SPECIAL SESSION ON MARKETING AND THE CREATOR ECONOMY

Session Chair: Martin Schreier
Session Discussant: Alina Sorescu

Session Description:

Bloggers, streamers, artists, celebrities, musicians and service providers are just a few examples of creators who aim to monetize their talent by generating and posting digital content. Aided by technological platforms and AI tools, they form a complex and dynamic ecosystem of economic activity, estimated to be worth over $100 billion dollars, and growing rapidly. In this session, we explore the creator economy from a marketing perspective, addressing questions such as: How can creators optimize their content, establish their brand, build their content composition, and expand their audience? How do platforms create the right mix of creators and curate their content? What challenges and opportunities are presented for traditional firms?

After a brief introduction of the session by Alina Sorescu, we will have the following presentations:

• On the role of platforms in the creator economy. Alex Bleier (presenter), Beth Fossen and Michal Shapira

• Embracing entrepreneurship in the creator economy. Alexander Edeling (presenter) and Simone Wies

• Luxury branding and the creator economy: Emerging tensions and future avenues. Emanuela Prandelli (presenter), Yajin Wang and Henri Weijo

• Understanding mega creators: The central role of community-centricity. Reto Hofstetter (presenter) and Johanna Gollnhofer

The session will close with Q&As for the upcoming IJRM Special Issue on the Creator Economy (Submission Deadline: June 30, 2024).

For more informations, see the IJRM Editorial: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4663506

EMAC SHETH FOUNDATION SUSTAINABILITY RESEARCH COMPETITION

This session will include presentations by the two award winners of the 2024 EMAC-Sheth Foundation Sustainability Research Competition. They were selected out of 67 submissions by a committee comprised of Renana Peres (VP Global Relations), Michael Haenlien (VP Publications) and Ajay Kohli (VP Corporate Relations).

In addition, the session will feature an invited keynote talk by Franck Neel, Executive Board member of OMV Petrom S.A.

Speakers:

1. **Ludovica Scalco** will present research on effect of activism on brand reputation with co-authors Koen Pauwels, and Anders Gustafsson, all of BI Norwegian Business School, Oslo, Norway.

2. **Hege Landsvik** will present research on effect of group identity nudges on recycling behavior with co-authors Jareef Bin Martuza, Siv Skard, Sveinung Jørgensen, Lars Jacob Tynes Pedersen, all of Norwegian School of Economics, Bergen, Norway.

3. **Franck Neel**, Executive Board member responsible for Gas & Power, OMV Petrom S.A., Romania, will present an industry perspective on sustainability in a keynote talk.

EMAC DISTINGUISHED SCHOLAR AWARD 2024 LECTURE

EMAC is proud to present the EMAC Distinguished Marketing Scholar Award 2024 to Professor P. K. Kannan from the University of Maryland, College Park.

This annual award is designed to be the highest honour that a marketing educator who has had extensive connections with EMAC (The European Marketing Academy) can receive. The two main criteria for the award are:

• Outstanding marketing scholarship as reflected in extensive, impactful research contributions

• Outstanding contributions to the European Marketing Academy.

Professor P. K. Kannan will present a lecture at the plenary session on Thursday, 30th of May, 2024 from 16:00 in Amphitheatre 1 (ground floor), entitled 'Digital Wisdom: Technology's Impact on Modern Marketing'.

Digital Wisdom: Technology's Impact on Modern Marketing

P. K. Kannan | **Dean's Chair in Marketing Science**, Robert H. Smith School of Business, University of Maryland, College Park

I focus on the critical role that digital technology and transformation plays in modern marketing illustrating it, at times, with my own research. I trace the confluence of digital technology with the environment and marketing elements, and metrics and describe the emergent forms of such interactions. The talk will highlight the implications for research and practice, outlining specific areas where marketers and researchers need to focus while embracing technology as a fundamental aspect of marketing.

HEAD OF MARKETING FORUM

The Marketing Department Head Forum has become a tradition at EMAC. In this forum, department heads and all interested faculty discuss current topics and exchange ideas. The theme of this year's Forum is "The role of generative AI in marketing research and education".
During the Forum, we aim to discuss the following questions:

- **What are the benefits and pitfalls of using generative AI for research purposes?**
    - (How) can GenAI help researchers in various stages of the research process (e.g., identifying research questions, summarizing the literature, developing research stimuli (scenarios, visuals, stimuli etc.), data analysis, summarizing the findings, etc.)
    - (How) can Gen AI help reduce research bias?
- **How to ensure an open discussion of such issues within and across faculty departments?**
- **How to educate our staff on the benefits and pitfalls of generative AI use for research and education?**
- **What skills are needed to use GenAI to its fullest potential?**
- **What are the editorial policies and views of such issues?**
- **What are the ethical considerations and boundary conditions for the use of generative AI in marketing research?**
- **How to handle the use of generative AI in teaching and education?**
    - What is an acceptable level of AI use, and when it is considered plagiarism?
    - When to incentivize and facilitate its use vs. hindering it?
    - How to use GenAI for teaching purposes with integrity, transparency and honesty?
    - How can we educate the students to use GenAI in such a way?

The program is as follows:	
12:30	**Welcome**
12:40	**Renana Peres (Hebrew University Business School)**
13:00	**Luk Warlop (BI Norwegian Business School)**
13:20	**Discussion**
13:45	**Forum ends**

Renana Peres is a professor of Marketing in the Hebrew University Business School. Her areas of research address the interplay between brands, consumer social interactions, and firm decisions. She studies the determinants of brand perception, how word of mouth and social interactions are generated on brands, and how social interactions eventually translate into sales. She explored how blockchain data marketplaces, and AI generated stimuli can help to better understand brands and brand equity. Prof. Peres has served as a Visiting Assistant Professor of Marketing at University of Pennsylvania's Wharton School, and NYU's Stern School of Business. She has published her works in the Journal of Marketing Research, Journal of Marketing, Marketing Science, International Journal of Research in Marketing, and many other reputable journals. She is a Senior Editor of the International Journal of Research in Marketing.

Luk Warlop is Professor of Marketing, Dean Research, and Dean PhD at BI Norwegian Business School. He obtained a master's degree in (organizational) psychology (1986) and an MBA (1988) at KU Leuven, and a PhD in marketing (1995) at the University of Florida. He studies individual consumer decision making and the social psychology of consumer behavior. His research has been published in J. Consumer Research, J. Marketing Research, J. Consumer Psychology, Int. J. Research in Marketing, J. Accounting Research, Management Science, J. Service Research, J. Personality and Social Psychology, Psychological Science, and several others. His work has been recognized with a best paper award (2000) and two long term impact awards (2013 and 2023) at the International Journal of Research in Marketing (IJRM), and with an IgNobel Prize. He is currently a member of the Board of the European Institute for Advanced Studies in Management, and the former president of the European Marketing Academy (2018-2021).

EMAC CLIMBER COMMUNITY

The 14th EMAC Climber Community (EMAC CC) meeting will take place during the EMAC Annual Conference 2024 in Bucharest (Romania).

The EMAC CC aims to establish a community of early career scholars in Marketing throughout Europe and other continents. Several research organizations and conferences in Europe offer a special program for PhD students and/or networking possibilities for full professors. However, the generation between beginners and successful leaders sometimes seems to be forgotten, although they represent the potential marketing professors of the future. In other words, they are the „climbers" of the European Marketing Academy.

Marketing scholars at an early stage of their career (e.g., assistant professor, Post-Doc, research fellow, etc.) are invited to participate in the EMAC CC meeting on Wednesday afternoon during the conference.

Formal meeting

Wednesday, May 29th, 2 pm to 5.30 pm (two subsequent afternoon sessions) - room 0321

Session 1: 14.00 to 15.30

• Welcoming words by EMAC's president Tammo Bijmolt

• Keynote Speech "Designing a complete academic profile for the 2020s" followed by an open discussion by Professor Luk Warlop (https://www.bi.edu/about-bi/employees/department-of-marketing/luk-warlop/)

Luk Warlop is Dean of Research & PhD and Professor of Marketing at BI Norwegian Business School. He obtained a master degree in (organizational) psychology (1986) and an MBA (1988) at KU Leuven, and a PhD in marketing (1995) at the University of Florida. He studies individual consumer decision making and the social psychology of consumer behavior. His research has been published in J. Consumer Research, J. Marketing Research, J. Consumer Psychology, Int. J. Research in Marketing, J. Accounting Research, Management Science, J. Service Research, J. Personality and Social Psychology, Psychological Science, and several others. His work has been recognized with a best paper award (2000) and two long term impact awards (2013 and 2023) at the International Journal of Research in Marketing (IJRM), and with an IgNobel Prize. He is a former president of the European Marketing Academy (2018-2021), and currently a board member of the European Institute for Advanced Studies in Management (EIASM).

Session 2: 16.00 to 17.30

• Networking: The second part of the EMAC CC meeting is again fully dedicated to the development of an international research network among participating early career scholars in Marketing. The purpose of this second session is thus to get to know other EMAC CC members more closely; exchange experiences regarding research, research funding, or (inter)national job search processes; find out about potential joint research interests; and ideally establish the foundation for joint future collaborations and/or exchanges across countries.



MEET THE EDITORS

Wednesday (29th of May, 2024)

08:30-10:00

International Journal of Research in Marketing (IJRM), Journal of Marketing Research (JMR), Journal of Consumer Research (JCR), Marketing Science (MS)

Martin Schreier, Renana Peres, Kapil Tuli, Bernd Schmitt and Anthony Dukes

10:00-11:00

Coffee with IJRM editors & friends (JMR, JCR, MS)

Martin Schreier, Renana Peres, Kapil Tuli, Bernd Schmitt and Anthony Dukes

10:30-12:00

Journal of Advertising (JA), International Journal of Advertising (IJA), Journal of Current Issues & Research in Advertising (JCIRA), Journal of Product and Brand Management (JPBM)

Sara Rosengren, Kacy Kim, Sukki Yoon and Rico Piehler

15:00-16:30

Journal of Sustainable Marketing (JSM), Journal of the Association for Consumer Research (JACR), Journal of Retailing (JR), Journal of Business and Industrial Marketing (JBIM)

Elif Karoasman, Vicki Morwitz, Katrijn Gielens and Roberto Mora Cortez

Thursday (30th of May, 2024)

11:30-13:00

Psychology & Marketing (P&M), Journal of Marketing Analytics (JMA), Journal of Consumer Behaviour (JCR), Business Research Quarterly (BRQ)

Giampaolo Viglia, Philipp Brueggemann, Philipp Brueggemann and F. Javier Sesé

14:00-15:30

Journal of International Marketing (JIM), MarkTech - The Journal of Marketing and Technology (MarkTech), Journal of the Academy of Marketing Science (JAMS)

Kelly Hewett, Gerrit van Bruggen, PK Kannan, Bernd Schmitt and Jenny van Doorn

Friday (31st of May, 2024)

10:30-12:00

Journal of Marketing (JM), Journal of Interactive Marketing (JNM), Journal of Service Research (JSR), Journal of Business Research (JBR)

Detelina Marinova, Arvind Rangaswamy, Ming-Hui Huang, Dipayan Biswas and Mirella Kleijnen

SPECIAL INTERESTS GROUPS (SIGs)

So far EMAC is one large community with only limited specialization. However, with more specialization in our field, we observe a growing need to specialize and form smaller sub-communities in specific fields. We already observe that in the annual conference, where specific special sessions are organized around specific topics. These special sessions are labeled as Special Interest Groups.

The Special interest Groups (SIGs) that will have a dedicated session during EMAC 2024 are the following:

• B2B Marketing
Kristina Schaffer, University of Graz

• IJRM / Consumer Behavior
Christoph Fuchs, University of Vienna
Jonas Goergen, St. Gallen University
Martin Schreier, WU Vienna
Anne-Kathrin Klesse, RSM, Erasmus University
Shwetha Mariadassou, RSM, Erasmus University
Ana Valenzuela, ESADE- Ramon Llul & Baruch College

• Digital Marketing
Evert de Haan, University of Groningen
Lara Lobschat, Maastricht University

• Innovation and Stakeholders
Paul Driessen, Radboud University Nijmegen
Bas Hillebrand, Radboud University Nijmegen
Annouk Lievens, University of Antwerp

• Marketing Strategy
Herbert Endres, Chemnitz University of Technology

• Retailing
Lien Lamey, KU Leuven
Jonne Guyt, University of Amsterdam
Katrijn Gielens, University of North Carolina at Chapel Hill

• Service Marketing
Jan Hendrik Schumann, University of Passau
Jenny van Doorn, University of Groningen
Bart Larivière, KU Leuven & Ghent University

• Pricing
Gilles Laurent, ESSEC Business School
Arnaud Monnier, Nova School of Business and Economics

• Quantitative Marketing
Bart Bronnenberg, Tilburg University
Dominik Papies, University of Tübingen

• Customer Relationship Management
Manfred Krafft, University of Münster
Javier Sese, University of Zaragoza



SPECIAL INTEREST GROUPS (SIGs)

Wednesday (29th of May, 2024) - 13:00-14:30

SIG Service Marketing Special Session: “Service Marketing Priorities Towards the United Nations Sustainable Development Goals”

Chairs and Co-chairs

Jan Schumann (University of Passau)
Jenny van Doorn (University of Groningen)
Bart Larivière (KU Leuven and Ghent University)

Presenters and Panelists

Michael Haenlein (ESCP Business School), Ming-Hui Huang (National Taiwan University, editor-in-chief Journal of Service Research)

Abstract

Today’s society faces many grand challenges, such as climate change, healthcare, social, and economic crises alongside with widening inequalities with respect to gender, race, and wealth. The global community has set the United Nations Sustainable Development Goals (UNSDGs) to face those challenges. Yet unfortunately, progress on half of the 140 targets that the United Nations is able to measure has been "weak and insufficient," according to the U.N.'s latest progress report in 2023, with another 30% of the goals stalled or gone in reverse. Against this background, also the service community has to ask itself the question how to make a meaningful contribution for a better world. In many institutions, not only service research, but also educational activities are already scrutinized on their impact on the UNDSDGs. Therefore, the goal of this special session is to inspire and motivate its participants to engage in such service research.

Michael Haenlein will begin this session with a research presentation highlighting the potential of transformative service. In particular, the authors explore the customer journey of vulnerable customers in end-of-life care. Jenny van Doorn will then present research priorities that were developed by and with the audience of recent online talks of the SIG Service Marketing “Service for a Circular and Sustainable Future” and “Exploring the Future

of Human-Robot Interactions”. The session will continue with a panel discussion consisting of Ming-Hui Huang, editor-in-chief of the Journal of Service Research, and other contributors to the session. We will discuss the potential of service research to address societal problems, the challenges in practice and highlight fruitful avenues for future research that can serve as inspiration for in particular junior scholars, in an interactive format. Jan Schumann will conclude the session with an initiative to start a COST Action (European Cooperation in Science and Technology, see https://www.cost.eu/funding/open-call-a-simple-one-step-application-process/) based on the SIG Service Marketing network.

15:00-16:30

SIG Business to Business Marketing Special Session: “Current Issues in B2B Relationship Management”

Chair
Kristina Schaffer (University of Graz)

Presenters and Panelists
Qiong Wang (University of Oklahoma)
Desmond Lo (Santa Clara University)
Kristina Schaffer (University of Graz)

Abstract

Issues around business-to-business marketing have been and continue to remain relevant for marketing researchers. Findings from such research allow managers to make more informed decisions. However, the changing business environment underscores the need for additional research to keep managers abreast about current developments pertinent to their businesses.

Additionally, new theoretical and methodological insights generated from such research can be valuable for motivating future research. The proposed B2B SIG session contributes to the discourse on current issues in B2B marketing by focusing on novel topics such as the increasing challenges to supply chains due to marketplace volatility, the management of knowledge work, the training of customers in B2B relationships, and theoretical developments in transaction cost economics. In line with the intended benefits to attendees of the 2024 EMAC conference, the session brings together experts from different parts of the world, promoting networking opportunities and an exchange of knowledge.

Each of the papers in this session deal with an academic issue that will be beneficial for both researchers and managers to consider. A paper by Peng, Wang, Lo, and Petersen relies on organizational information processing theory (IPT) to highlight how firms can respond to escalating challenges in their supply chains due to marketplace volatility and a lack of information from key partners. A second paper by Dessein, Lo, Shangguang, and Owan focuses on the phenomenon of knowledge work and sheds light on the time and involvement that managers and their teams spend on knowledge work projects, thereby highlighting the importance of managerial coordination in organizing knowledge workers. The final paper in the session by Schaffer and Kashyap uses a series of expert interviews with suppliers and buyers to investigate the underexplored phenomenon of customer training in B2B firms, forwarding a conceptual framework and testable propositions that are based on the grounded theory and theories-in-use approaches. Employing diverse theoretical and methodological backgrounds, the papers in the session collectively provide insights that can inspire further research and aid managerial decision making.

17:00-18:30

SIG Digital Marketing Special Session: "Quo Vadis Digital Marketing? Current and Future Developments in the Research Landscape"

Discussants
Evert de Haan (University of Groningen)
Lara Lobschat (University of Maastricht)

Presenters and Panelists
Arvind Rangaswamy (Penn State University)
Koen Pauwels (Northeastern University)
Hanness Datta (Tilburg University)

Abstract

In the past decade, digital marketing has quickly evolved, with new research topics and digital marketing phenomena coming and going. Research topics like social media, online advertising, mobile devices, and online word of mouth have remained popular, while topics related to online privacy, unstructured data, and artificial intelligence have increased in relevance. Other topics, like NFT's, crypto currency, and the Metaverse, have seen a boost in popularity, but are considered a hype by some scholars and practitioners.

In this session, a panel will focus on the trends and hypes in research and practice when it comes to topics in digital marketing. We will first present the results of a new thematic exploration of digital marketing research in key marketing journals (e.g., JM, JMR, MS, JCR, JAMS, IJRM, JNM), which highlight the trends and hypes within the field. Next, we relate this to previous thematic explorations in our field (Lamberton and Stephen 2016). Based on this, a research agenda will be presented and a discussion will follow on how to distinguish between trends and hypes, how to detect the up and coming topics and phenomena, and how this influences the chances of getting an impactful publication.

Thursday (30th of May, 2024) - 11:30-13:00

SIG Innovation and Stakeholders Special Session: "Service innovation in complex contexts"

Chairs
Paul H. Driessen (Radboud University)
Bas Hillebrand (Radboud University)
Annouk Lievens (University of Antwerp)

Panelists
Tohid Ghanbarpour (Kristiania University College)
Elina Jaakkola (University of Turku)
Lisa Martinez Sanchez (University of Antwerp)
Moderated by: Paul H. Driessen (Radboud University)

Abstract

With our economies becoming more and more characterized by services rather than physical products, service innovation is growing in relevance. Especially for service innovations, not only a good understanding and involvement of the customer is important, but the whole stakeholder network (or ecosystem) needs to be taken into account. This is true because service innovations require the support of multiple stakeholder groups (such as co-suppliers, governmental organizations, and NGOs) and because services are frequently used in combination with other services (so-called service constellations). Hence, service innovation cannot be separated from managing stakeholder networks, making service innovation even more complex than it already is. This session aims to address the complexity inherent to stakeholder relationships in service innovation contexts. In the first of three short presentations, Tohid Ghanbarpour will discuss the role of innovation in the service environment to manage stakeholder relationships, with special attention to the differences with product innovation. Second, Elina Jaakkola will talk about understanding and leveraging actor experiences for service innovation. She will augment the current perspective on customer experiences and discuss research implications. Third, Lisa Martinez Sanchez and Annouk Lievens will share research findings about the orchestration and development of multi-stakeholder networks for sustainable healthcare service innovation. They have conducted a longitudinal exploratory case study on the Green Deal Sustainable Care of the Flemish Government. This SIG session will end with a panel discussion (approximately 30 min.) where renowned researchers reflect on each other's ideas about stakeholder relationships in service innovation contexts and take questions from the audience.

SIG Quantitative Marketing Special Session: "Quantitative Marketing Research - Hot Topics and Recent Developments"

Chairs
Bart Bronnenberg (Tilburg University, The Netherlands)
Dominik Papies (University of Tübingen, Germany)

Presenters
Sebastian Gabel (Erasmus University Rotterdam)
Shrabastee Banerjee (Tilburg University)
Dennis Fok (Erasmus University Rotterdam)

Abstract

Machine Learning and AI have dominated headlines over the past year, notably triggered by the advent and rapid adoption of ChatGPT. While much public and media attention has centered on the implications of Generative AI for business, for the economy, and for society as a whole, comparatively little has been discussed regarding its potential to propel scientific advancement. This session aims to bridge this gap by exploring how these innovative technologies equip marketing researchers with unprecedented tools for researching novel questions across three distinct areas.

The first talk "Towards Foundation Models in Retailing" by Sebastian Gabel will focus on foundation models (FM), which mark a transformative leap in computational science, leveraging sophisticated neural network architectures like generative adversarial networks, transformers, and variational encoders to redefine data analysis. The second talk "Text-as-data in Marketing Research: Recent Developments" by Shrabastee Banerjee will give an overview of text mining tools and how they are used by marketing researchers. The third talk "Learning from developments in AI on text, image, and video for "traditional marketing data" by Dennis Fok departs from the observation that many current developments in AI deal with text, image or video, and it will focus on what these developments can bring to researchers who are not using text, images or video.

14:00-15:30

SIG IJRM/ Consumer Behavior Special Session: "Consumer + Technology Dialogue: A Conversation on How Technology affects Consumers and Society"

Chair:
Ana Valenzuela (ESADE- Ramon Llul & Baruch College)

Presenters
Christoph Fuchs (University of Vienna)
Jonas Goergen (St. Gallen University)

Martin Schreier (WU Vienna)
Anne-Kathrin Klesse (RSM, Erasmus University)
Shwetha Mariadassou (RSM, Erasmus University)

Abstract

This session will bring together marketing researchers from several European institutions interested in studying technology-related issues. The line-up of presentations should work as a starting point for a conversation about the current state of the topic. This session would be particularly interesting for faculty studying technology-related topics in the context of marketing and consumer behavior; questions span issues such as automation, robots, generative AI, algorithmic recommender systems, augmented and virtual reality, among others.

It will be organized into three groups of flash talks:
Technology instead of consumers: Christoph Fuchs, University of Vienna, Jonas Goergen, St. Gallen University
Consumers with technology: Martin Schreier, WU Vienna, Anne-Kathrin Klesse, RSM, Erasmus University
Technology as a medium: Shwetha Mariadassou, RSM, Erasmus University, Ana Valenzuela, ESADE- Ramon Llul & Baruch College

IJRM (The International Journal of Research in Marketing), positioned at the forefront of innovation within the marketing field, sponsors this session. The Editor-in-chief, Martin Schreier, will provide an introduction about how this field of research fits well the concept of novel and potentially disruptive research championed by the journal**.**

SIG Pricing Special Session: “Recent developments in pricing research and promising avenues for future work”

Chairs
Gilles Laurent (ESSEC Business School)
Arnaud Monnier (Nova School of Business and Economics)

Panelists
Ioannis Evangelidis (Esade, Ramon Lull University)
Manissa Gunadi (EADA Business School Barcelona)
Minah Jung (Stern School of Business, New York University)
Vicki Morwitz (Columbia Business School)
Priya Raghubir (Stern School of Business, New York University)
Marc Vanhuele (HEC Paris)

Abstract

The goal of this session is to discuss recent advances in pricing research and promising areas that deserve academic attention, with a special emphasis on behavioral pricing. A non-exhaustive list of questions to be debated in this session are: What areas are under-researched in behavioral pricing? How can marketing research provide insights on consumer responses to new modes of payments? How can we diversify data sources and methodologies to better understand the psychology of price? How do recent trends in pricing affect consumer welfare?

The SIG on pricing is newly created and this is its first Special Session at an EMAC conference. An important secondary goal of this session is that scholars interested in building a community around the topic of pricing can discuss possible SIG actions to generate stimulating and fruitful exchanges in the future.

Friday (31st of May, 2024) - 10:30-12:00

SIG CRM Special Session: “New Product Growth in the Era of "Everything as a Service”

Chairs:
Manfred Krafft (University of Münster)
Javier Sese (University of Zaragoza)

Presenters
Barak Libai (Arison School of Business at Reichman University)
Michael Brady (Florida State University)

Abstract

Broadly speaking, much of the research on new product growth has become less relevant to modern markets. Historically, this research centered on first-purchase models tailored for durable goods, where adoption served as a strong proxy for profits. However, the rise of recurring consumption business models—often termed XaaS, or "everything as a service"—now characterizes many new product sectors. Within the XaaS framework, adoption merely signifies the beginning of the growth of a user base and a continuously evolving revenue stream. Managers, investors, and analysts who focus on the evolution of revenues and profit over time require an innovative lifecycle view. We propose that understanding XaaS growth demands an examination of a three-tiered sequence: Adopters, Users, and Money. We offer insights into the trajectory of these tiers, their interconnections, and implications for customer management and valuation.

On the Intersection of CRM and OFR

Some of the most interesting research ideas, growing literatures, and thriving research areas come from work at the intersection of two robust research streams. One such intersection that is ripe for future research exists between the CRM and Organizational Frontline Research (OFR) literatures. Whereas the CRM stream is well established, OFR was born in 2017 out of a frontline service movement that started in a special issue of JSR and now features its own SIG, an annual conference, and three follow-up special issues published in some of the discipline's top journals. OFR's position at the intersection of interactions and interfaces at the organizational boundary lends itself well to theory and content drawn from the CRM literature. Likewise, CRM's data-driven focus on long-term, mutually satisfying relationships fits well with OFR's multi-disciplinary, point-of-contact perspective. The purpose of this keynote is to explore the CRM-OFR intersection, with an emphasis on common ground, shared understanding, and future research opportunities.

SIG Marketing Strategy Special Session: "Responsible Use of Artificial Intelligence in Marketing"

Chair and Keynote Speaker
Herbert Endres (Chemnitz University of Technology)

Abstract

The Marketing Strategy SIG on "Responsible Use of Artificial Intelligence in Marketing" at the EMAC 2024 aims to delve into the ethical, practical, and strategic dimensions of leveraging artificial intelligence (AI) within the marketing domain. As AI technologies continue to evolve at a rapid pace, their application in marketing strategies, customer engagement, and market analysis has become increasingly prevalent, offering unprecedented opportunities for personalized marketing, predictive analytics, and customer experience enhancement. However, this proliferation also raises significant concerns regarding consumer privacy, data security, algorithmic bias, and the broader societal implications of automated decision-making.

This session will convene leading experts, practitioners, and scholars to explore the multifaceted challenges and opportunities presented by AI in marketing. Key topics will include the ethical considerations of AI-driven marketing practices, the development of transparent and accountable AI systems, the impact of AI on consumer behavior and trust, and the regulatory landscape governing the use of AI in marketing. Through a combination of keynote presentations, discussions, and interactive workshops, participants will engage in critical discourse on best practices for responsible AI implementation in marketing, aiming to foster innovation while ensuring ethical integrity and respect for consumer rights.

The ultimate goal of this session is to outline a roadmap for the ethical integration of AI in marketing strategies, ensuring that these technologies are used in a manner that benefits both businesses and consumers, without compromising ethical standards or societal values. Participants will leave with a deeper understanding of the complex interplay between AI and marketing, equipped with actionable insights and frameworks to guide responsible AI usage in their marketing initiatives.

All EMAC 2024 attendees are invited to participate in this session.

13:00-14:30

SIG Retailing Special Session I

Chairs
Lien Lamey (KU Leuven)
Jonne Guyt (University of Amsterdam)
Katrijn Gielens (University of North Carolina at Chapel Hill)

Abstract

The retailing landscape is changing. The emergence of online shopping has metaphorically left physical retailers high and dry. Yet, many retailers are investigating physical stores as an important aspect of their physical presence and multi-channel strategy. Hence, physical stores are not dead; but they are changing or need to change. The special issue of the Journal of Retailing, "Re-Imagining the Physical Store" (volume 99, issue 4), offers insights and guidelines for retailers on five strategic levers that retailers can utilize to re-imagine their physical stores: curation, social, experience, frictionless, and fulfillment. The Special Interest Group (SIG) Retailing organizes two sessions discussing research on these strategic levers. The first session covers three papers focusing on how physical retailers can offer curation, include social elements, and provide an excellent experience. The second session focuses on research showing how retailers can implement frictionless and fulfillment levers to re-imaging physical stores.

Session I "Re-Imagining the Physical Store through Curation, Social and Experience Strategic Levers"

Presenters
Els Breugelmans (KU Leuven)
Sabine Benoit (University of Surrey and Australian National University)
Christoph Fuchs (University of Vienna)
Lina Altenburg (KU Leuven)

15:00-16:30

SIG Retailing Special Session II

Chairs
Lien Lamey (KU Leuven)
Jonne Guyt (University of Amsterdam)
Katrijn Gielens (University of North Carolina at Chapel Hill)

Abstract

The retailing landscape is changing. The emergence of online shopping has metaphorically left physical retailers high and dry. Yet, many retailers are investigating physical stores as an important aspect of their physical presence and multi-channel strategy. Hence, physical stores are not dead; but they are changing or need to change. The special issue of the Journal of Retailing, "Re-Imagining the Physical Store" (volume 99, issue 4), offers insights and guidelines for retailers on five strategic levers that retailers can utilize to re-imagine their physical stores: curation, social, experience, frictionless, and fulfillment. The Special Interest Group (SIG) Retailing organizes two sessions discussing research on these strategic levers. The first session covers three papers focusing on how physical retailers can offer curation, include social elements, and provide an excellent experience. The second session focuses on research showing how retailers can implement frictionless and fulfillment levers to re-imaging physical stores.

Session II "Re-imagining the physical store through frictionless and fulfillment strategic levers"

Presenters
Els Breugelmans (KU Leuven)
Koen Pauwels (Northeastern University)
Katrijn Gielens (University of North Carolina at Chapel Hill)
Aidin Namin (College of Business Administration Loyola Marymount University)

SPECIAL SESSION

Wednesday (29th of May, 2024) - 08:30-10:00

SS1 - Transparency and Consumer Choice

Session Chairs:
Lucas Stich, Julius-Maximilians-Universität Würzburg (submitting session chair)
Martin Spann, Ludwig-Maximilians-Universität München

Papers:

Attention and Preferences for Charitable Giving
Ana Martinovici (Erasmus University), Alexander Genevsky (Erasmus University), Félix Friederich (Ramon Llull University)

Transparency and Privacy-Compliance in Mobile App Markets
Lennart Kraft (DZ Bank & Goethe University Frankfurt), Reinhold Kesler (University of Zurich), Bernd Skiera (Goethe University Frankfurt), Tim Koschella (Kayzen – Realtime Technologies GmbH)

Customer Responses and Economic Consequences of Data Breach Announcements
Dominik Molitor (Fordham University), Martin Spann (Ludwig-Maximilians-Universität München)

Transaction-Level Wage Transparency
Lucas Stich (Julius-Maximilians-Universität Würzburg), Christoph Ungemach (Technical University of Munich), Christoph Fuchs (University of Vienna), Martin Spann (Ludwig-Maximilians-Universität München), Ignazio Ziano (University of Geneva), Birga Schumpe (University of Amsterdam)

SS4 - Meta-Analytic Generalizations in Marketing

Session Chair:
Tammo Bijmolt (University of Groningen, The Netherlands)
Co-chairs:
Chenming Peng (University of International Business and Economics, China)
Franziska Völckner (University of Cologne, Germany)

Papers:

Georgia Liadeli, Francesca Sotgiu, and Peeter Verlegh: ***The Owned Social Media Value Chain: A Meta-Analysis on the Chain of Effects from Brand Owned Social Media to Consumer Buying Behavior.***
Kristina Viets and Franziska Völckner: ***A Meta-Analysis on the Influence of Green Attitudes on Green Consumer Responses.***
Alexander Edeling, Inês Ferraz Teixeira, Alexander Mafael, and Yves Van Vaerenbergh: ***Which Marketing Event has the Largest Firm Value Impact? A meta-Analysis.***
Chenming Peng, Tammo Bijmolt, and Franziska Völckner: ***The Impact of Marketing Crises on Firm Value: A Meta-Analysis.***

SS12 - Marketing Mix Effectiveness in a Retail Setting

Session chairs:
Lieve Heyrman (Katholieke Universiteit Leuven)
Els Breugelmans (Katholieke Universiteit Leuven)

Papers:
Advertising Effectiveness at the Point of Sale: A Large Scale Study of Digital Signage, David de Jong[1], Dennis Herhausen[1] and Dhruv Grewal[2], 1 Vrije Universiteit Amsterdam, 2 Babson College
Buy Now Pay Later: Impact of Installment Payments on Customer Purchases, Stijn Maesen[1], Dionysius Ang[2], 1 Imperial College Business School, 2 Leeds University Business School
Nutritional Quality and Marketing Conduct in the CPG Industry, Nick Bombaij1, Bernadette van Ewijk[1], Kristopher Keller[2], Jonne Guyt[1], 1 University of Amsterdam, Amsterdam Business School, 2 University of North Carolina at Chapel Hill, Kenan-Flagler Business School
Promotions: Pain or Gain? The differential impact of a price promotion ban across brands, Lieve Heyrman[1], Els Breugelmans[1], Marco Kotschedoff[1], Katrijn Gielens[2] , 1 Faculty of Economics and Business, Katholieke Universiteit Leuven, 2 University of North Carolina at Chapel Hill, Kenan-Flagler Business School

SS34 - Quantitative Marketing 1: Online platforms

Session chair:
Daniela Schmitt (Nova School of Business and Economics)
Co-chairs:
Alina Ferecatu (Rotterdam School of Management, Erasmus University)
Rafael Greminger (UCL School of Management)
Dominik Papies (University of Tübingen)
Iris Steenkamp (Bocconi)

Papers:

"Does Consumer Privacy Protection Really Hurt Companies? Evidence from the Apple's App Tracking Transparency Policy"
Wei Miao (University College London School of Management), Yiting Deng (University College London School of Management), Chen Lin (Fudan University), Jeongwen Chiang (China Europe International Business School)
"Platform Endorsement in Online Healthcare"
Jiajia Zhan (Imperial College London), Xu Zhang (London Business School), Hongqiao Fu (Peking University)
"Price Manipulation in Peer-to-Peer Markets and the Sharing Economy"
Vladimir Pavlov (University College London School of Management), Ron Berman (The Wharton School)
"Beyond Preferences: Identifying Wealth Effects in Consumer Choice"
Daniela Schmitt (Nova School of Business and Economics), Pedro Gardete (Nova School of Business and Economics), Florian Stahl (University of Mannheim)

10:30-12:00

SS3 - Platforms – Opportunities and Risks for Operators, Sellers and Brands

Session Chair:
Erik Maier (HHL Leipzig Graduate School of Management)
Co-Chair:
Tammo Bijmolt (University of Groningen)

Papers and presentations:

When Crisis Hits the Platform Economy: The Effects on Supply, Demand, and Spillovers
Sungtak Hong (Bocconi University)
Jikyung Jeanne Kim* (IE University)
Prasad Vana (Dartmouth College)
Does Bigger Still Mean Better? How Digital Transformation Affects the Market Share-Profitability Relationship
Felix Anton Sklenarz (Kühne Logistics University)
Alexander Edeling (KU Leuven)
Alexander Himme (Kühne Logistics University)
Julian R.K. Wichmann* (University of Cologne)
The Impact of Recognition-Based Cues in Digital Platform Aggregators' Ecosystem
Marton Varga* (Bocconi University)
Sara Valentini (Bocconi University)
Sichu Chang (Bocconi University)
Epiphyte Brands and the Role of Platforms, Retail Media, and Product Launches
Erik Maier* (HHL Leipzig Graduate School of Management)
Tammo Bijmolt (University of Groningen)

SS11 - Unpacking Gender Disparities: Insights from Quantitative Marketing Research

Session Chair(s):
Andreas Bayerl (Erasmus University), Clément Bellet (Erasmus University)

Papers:
"Gender Diversity on Cable News: An Analysis of On-Screen Talent and Viewership", by Ali Goli (University of Washington) and Simha Mummalaneni (University of Washington)
"Are Female Consumers Emotional? Understanding Gender Stereotypes in Online Reviews", by Alisa Wu (Columbia University) and Vicki Morwitz (Columbia)
"Gender Stereotyping and Advertising Effectiveness", by Clément Bellet (Erasmus University) and Martina Pocchiari (National University of Singapore)
"Gender Rating Gap in Online Reviews", by Andreas Bayerl (Erasmus University), Yaniv Dover (Hebrew University), Hila Riemer (Ben-Gurion University of the Negev) and Danny Shapira (Ben-Gurion University of the Negev)

SS13 - Online Consumer Privacy I

Session Chair(s):
Klaus Miller, HEC Paris, France
Bernd Skiera, Goethe University Frankfurt, Germany

Titles of Papers, Authors, Affiliations, and Presenters:

Grazia Cecere (Institut Mines Telecom, Business School), Sarah Lemaire (JRC, European Commission, Seville). ***"Have I Seen you Before? Measuring the Value of Tracking for Digital Advertising".***
Unnati Narang (University of Illinois at Urbana-Champaign) and Fernando Luco (Texas A&M University). ***"Geo-tracking Consumers and its Privacy Trade-offs".***
Alexander Bleier (Frankfurt School of Finance and Management), Michael Haenlein (ESCP Business School), Niels Holtrop (Maastricht University), Charles F. Hofacker (Florida State University), Caroline Lancelot-Miltgen (Audencia Business School), George R. Milne (University of Massachusetts, Amherst), Kristen L. Walker (California State University, Northridge). ***"Managing Customer Information Intensity and Privacy Stock within a CRM Program".***
Luis Aguiar (University of Zurich), Christian Peukert (HEC Lausanne), Maximilian Schaefer (IMT Business School), and Hannes Ullrich (DIW Berlin and University of Copenhagen). ***"Off-platform tracking and data externalities".***

SS19 - Effective Influencer Marketing I

Session Chair(s):
Andreas Lanz (University of Basel), Maximilian Beichert (HEC Paris)

Papers:

1. Panel Discussion
Michael Haenlein (ESCP Business School)
P.K. Kannan (University of Maryland)
Andreas Lanz (University of Basel)
Barak Libai (Reichman University)
Eitan Mueller (New York University)
2. ***"Influencer Branding Over Lifecycle"*** by Lingling Zhang (CEIBS), Guo Bai (CEIBS), P.K. Kannan (University of Maryland).

SS38 - Quantitative Marketing 2: Modeling & Methods

Session chair:
Alina Ferecatu (Rotterdam School of Management, Erasmus University)
Co-chairs:
Rafael Greminger (UCL School of Management)
Dominik Papies (University of Tübingen)
Daniela Schmitt (Nova School of Business and Economics)
Iris Steenkamp (Universita Bocconi)

Papers:

"Bridging between Hypothetical and Incentivized Choice" Arash Laghaie, Nova School of Business and Economics; Thomas Otter, Goethe University Frankfurt
"Categorization Meets Prospect Theory: Differentiating Perception from Valuation" Alina Ferecatu, Rotterdam School of Management, Erasmus University; Dan Schley, Rotterdam School of Management, Erasmus University
"Estimating Marginal Treatment Effects for Policy Optimization from Experiments with Few Cells" Jason M.T. Roos, Rotterdam School of Management, Erasmus University
"Identification of Simple and Complex Utility Aspects in Rational Inattention Discrete Choice Models" Matteo Fina, Goethe University Frankfurt am Main

13:00-14:30

SS7 - Arts and Marketing: Insights from Secondary Data and Experiments

Session Co-Chairs:
Verdiana Giannetti1, Aulona Ulqinaku1

Papers:

The "Lazarus Effect": Creative Symbolic Immortality and Consumers' Evaluation of Posthumous Artistic Releases
Alessandro Biraglia[1], Aulona Ulqinaku[1], Verdiana Giannetti[1], Josko Brakus[1]

Sino-foreign Co-productions: An Investigation of Their Impact on Movies' Box-Office Performance in China
Jieke Chen[1], Verdiana Giannetti[1], Yunlu Zhao[1]

Could You Please Decide for Us? Algorithms Versus Humans in Joint Decision-Making
Aylin Cakanlar[2], Gülen Sarial Abi[3], Aulona Ulqinaku[1]

What Makes a Favorite? Authorship and Authenticity in Music
Anastasia Nanni[4], Joseph Nunes[5], Andrea Ordanini[6]

1 Leeds University Business School, University of Leeds, Leeds, UK
2 Jönköping International Business School, Jönköping University, Jönköping, Sweden
3 Copenhagen Business School, Frederiksberg, Denmark
4 Aalto University, Helsinki, Finland
5 USC Marshall School of Business, Los Angeles, USA
6 Bocconi University, Milan, Italy

SS20 - Subjective Value of Prices

Chair:
Priya Raghubir, New York University

Papers:

"The Fees Paradox" Maren Hoff and Vicki Morwitz, Columbia University.
"Pay or Donate? How Language Shapes Generosity" Maria Leonor Neto, Minah H. Jung and Tulin Erdem;
"Nothing Matters": A "0%" Option Increases Consumers' Voluntary Payments" Shirley Bluvstein and Priya Raghubir, Yeshiva University and New York University.
"How Does the Visual Arrangement of Prices Influence How They Are Compared? Marc Vanhuele, Madhav Arora, and Gilles Laurent, HEC Business School, ESSEC Business School, and ESSEC Business School

SS22 - Quantitative Marketing 3: Retailing & Consumer Choice

Session chair:
Rafael Greminger (UCL School of Management)
Co-chairs:
Alina Ferecatu (Rotterdam School of Management, Erasmus University)
Dominik Papies (University of Tübingen)
Daniela Schmitt (Nova School of Business and Economics)
Iris Steenkamp (Bocconi)

Papers:

"The Pass-through of Retail Crime" Carl Hase, Goethe University Frankfurt & JGU Mainz; Johannes Kasinger, Tilburg University
"The Impact of Voluntary Labels" Anita Rao, Georgetown University; Raluca Ursu, NYU Stern
"Make Every Second Count: Time Allocation in Online Shopping" Rafael P. Greminger, University College London; Yufeng Huang, Rochester University; Ilya Morozov, Northwestern University
"From Aisles to Emissions: Tracking the Environmental Costs of Household Grocery Purchases" Bart J. Bronnenberg, Tilburg University; Trang Bùi, Tilburg University; Barbara Deleersnyder, Tilburg University; Lesley Haerkens, Tilburg University; George Knox, Tilburg University; Arjen van Lin, Tilburg University; Anna Paley, Tilburg University; Robert W. Smith, Tilburg University; Samuel Stäbler, Tilburg University

SS29 - Effective Influencer Marketing III

Session Chair(s):
Arvin Moazemi (Bocconi University), Maximilian Beichert (HEC Paris)

Papers:

"Brand Echo Chambers" by Arvin Moazemi (Bocconi University), Verena Schoenmueller (ESADE Business School), Oded Netzer (Columbia Business School).
"Why Firms Should Want Algorithmic Accountability" by Kalinda Ukanwa (University of Southern California), William Rand (North Carolina State University), Peter Pal Zubcsek (Tel Aviv University)
"Novelty in Content Creation: Experimental Results Using Image Recognition on a Large Social Network" by Justin Huang (University of Michigan), Rupali Kaul (INSEAD), Sridhar Narayanan (Stanford University)
"Monetization of Knowledge Videos" by Yuhua Liu (Renmin University of China), Francesca Sotgiu (Vrije Universiteit Amsterdam), and Xia Wang (Renmin University of China)

15:00-16:30

SS2 - Moving towards a food-waste free world: Combining different approaches to reduce food waste

Session Chair:
Dr. Ilona E. de Hooge, Associate Professor Marketing and Consumer Behaviour, Wageningen University

Papers:

Morals over money: The surprisingly powerful link between moral motivations and consumers' food waste
Daphne Ribbers (Ghent University), Erica van Herpen (Wageningen University), Maggie Geuens (Ghent University), and Mario Pandelaere (Virginia Tech).
Impact of 'Best-Before' Date Label Removal on Purchase: Evidence from a QuasiExperiment in UK
Shantanu Mullick (Coventry University), Mohammad Iman (Coventry University), Erica van Herpen (Wageningen University), and Sally Dibb (Coventry University).
A multi-actor approach to imperfections - Marketing strategies to reduce suboptimal foods waste in supply chains
Ilona E. de Hooge (Wageningen University), Hans van Trijp (Wageningen University)
Reducing Food Waste Conveniently—The Case of Semi-prepared Food
Jenny van Doorn (Groningen University), Marit Luiting-Drijfhout (Groningen University), Koert van Ittersum (Groningen University), Amber Werkman (Groningen University).

SS6 - Marketing for Social Good: The Impact of Incentives on Donation Behavior

Special session chairs and affiliations:
Hans Risselada (University of Groningen), Pascal Gunturkun (Wu Vienna), Sven Mikolon (Imperial College London)

Structure and content of special session:

The Effectiveness of Donor Marketing: A Meta-Analysis of Donation Behavior
Jacob Schjødt (Copenhagen Business School), Edlira Shehu (University of Groningen), Tammo Bijmolt (University of Groningen)
Strengthening Incentive Strategies for Plasma Donation Collection
Antonia Leiße, Besarta Veseli, Michel Clement (Research Group on Health Marketing, Institute for Marketing, University of Hamburg, Hamburg, Germany)
Promises and Pitfalls of Charity Lotteries: The Role of Donor History
Hans Risselada (University of Groningen), Sven Mikolon (Imperial College London), Pascal Güntürkün (WU Vienna)
The Effect of Personalized Impact Feedback on Social Media Sharing and New Donor Acquisition: A Field Experiment at the Red Cross
Pascal Güntürkün (WU Vienna), Nils Wlömert (WU Vienna), Martin Schreier (WU Vienna)

SS10 - Investigating the Impact of Changes in the Market Environment on the Grocery Sector

Session chairs:
Yuanyuan Zhang (Katholieke Universiteit Leuven)
Dingli Wu (Katholieke Universiteit Leuven)
Marco Kotschedoff (Katholieke Universiteit Leuven)

Papers:

Hard discounters versus supermarkets: The introduction of national brands by hard discounters
Lisa Joerg[1], Karen Gedenk[1], Barbara Deleersnyder[2], Sören Christiansen[1]
1 University of Hamburg
2 Tilburg University
How do individual-sensed threats impact consumers' grocery shopping behavior?
Dingli Wu[1], Els Breugelmans[1], Lien Lamey[1]
1 Katholieke Universiteit Leuven
How do temporary VAT cut policies change grocery consumer prices?
Yuanyuan Zhang[1], Marco Kotschedoff [1], Kathleen Cleeren[1]
1 Katholieke Universiteit Leuven
Sober irony: reciprocal spill-over effects of advertising alcohol-free products on alcohol sales
Stijn Maesen[1], Saeid Vafainia[2], Carl-Philip Ahlbom[3], Michael Haenlein[2 4]
1 Imperial College Business School
2 ESCP Business School
3 University of Bath
4 University of Liverpool Management School

SS14 - Effective Influencer Marketing IV

Session Chair:
Maximilian Beichert (HEC Paris)

Papers:

"What Drives Virtual Influencer's Impact?" by Giovanni Luca Cascio Rizzo (LUISS Guido Carli University), Jonah Berger (Wharton School), and Francisco Villaroel Ordenes (LUISS Guido Carli University)
"Timing Matters: The Impact of Post Sequencing on Consumer Perception and Engagement in Influencer Marketing" by Xueqi (Sookie) Bao (INSEAD), Stephanie C. Lin (INSEAD), and Amitava Chattopadhyay (INSEAD)
"Image Choices in Fundraiser Campaigns: Can Nonprofits Learn from Nano- Influencers?" by Roman Antoschin (WHU), and Christian Schlereth (WHU)
"The Rise of Influencer Sharenting – What is it and How Can Children Be (Better) Protected?" by Lucia Malär (University of Bern, Switzerland), Andrea Giuffredi-Kaehr

SS16 - Advancing and Integrating Value-Based Selling Research in Industrial Marketing: New Theories, Methods, and Perspectives

Session Chair(s):
Joona Keränen, RMIT University
Ed Nijssen, Eindhoven University of Technology
Michel van der Borgh, Copenhagen Business School
Harri Terho, Tampere University

Session Presentations:

Selling Value in Business Markets: Strategic Imperatives and Research Avenues. Eva Böhm, University of Paderborn, Andreas Eggert Freie Universität Berlin, Wolfgang Ulaga, INSEAD
Embracing a Value-Based Selling Ecosystem Strategy: Research Avenues. Néomie Raassens, Eindhoven University of Technology & Stefan Wuyts, Penn State University
Value-based selling in pricing and negotiations. Roland Kassemeier, Warwick Business School
Value-Based Selling and Servitization. Christian Kowalkowski, Linköping University

17:00-18:30

SS5 - Sustainability in Retailing

Session chairs
Janneke Koster (University of Groningen)
Maarten Gijsenberg (University of Groningen)

Included papers:

The Impact of Voluntary Animal Welfare Labels
Marco Kotschedoff (KU Leuven)
Max Pachali (Tilburg University)
Anita Rao (Georgetown University)
A Green Premium: The Sustainable-Is-Expensive Intuition
Cara de Boer (Maastricht University)
Caroline Goukens (Maastricht University)
Anne ter Braak (Maastricht University)
Can Price Promotions Stimulate Sustainable Purchases?
Trang Bui (Tilburg University)
Barbara Deleersnyder (Tilburg University)
Arjen van Lin (Tilburg University)
Sustainable Business Models in Fashion: A Multi-Actor Perspective
Janneke Koster (University of Groningen)
Jan Willem Bolderdijk (University of Amsterdam)
Marijke C. Leliveld (University of Groningen)
Hans Risselada (University of Groningen)

SS9 - Marketing's Financial Impact: Knowledge, Skills, and Channel Dynamics

Session Chair
Christian Schulze, Associate Professor of Marketing, Frankfurt School of Finance & Management

Session Papers and Authors:

What is the Value of Marketing Knowledge in Organizations?
Paul Hilfrich, with Christine Moorman and Simone Wies
Marketing Your Share: The Impact of Marketing Capabilities on Investor Relations
André Tomano with Thomas Post, Niels Holtrop, and Joost Pennings
Trick or Treat? The Stock Market Impact of Fake Reviews
Alexander Edeling, with Philip Pollmann-Fervers, Marc Fischer, and Thomas Scholdra
Online Brand Shops
Christian Schulze

SS26 - Online Consumer Privacy II

Session Chairs
Klaus Miller, HEC Paris, France
Bernd Skiera, Goethe University Frankfurt, Germany

Titles of Papers, Authors, Affiliations, and Presenters:

Alexandra Becker (University of Tübingen), Christian Hotz-Behofsitz (WU Wien), Nils Wlömert (WU Wien), Dominik Papies (University of Tübingen). ***"Privacy Regulations and Advertising in Offline Markets: Evidence from Randomized Field Experiments".***
Gilian Ponte (University of Groningen), Tom Boot (University of Groningen), Thomas Reutterer (WU Vienna), and Jaap Wieringa (University of Groningen). ***"Private Randomized Response: Consumers' Perceptions of Privacy Risk".***
Fang-Yu Lin, Laura Brandimarte, and Sue Brown (all University of Arizona). ***"Educating Senior Citizens about the Risks of PII Exposure on the Dark Web and Surface Web: A Privacy Protection Study".***
Kinshuk Jerath (Columbia Business School), and Klaus Miller (HEC Paris). ***"Using the Dual-Privacy Framework to Understand Consumers' Perceived Privacy Violation Under Different Firm Practices in Online Advertising".***

SS27 - Transcending Reality: Unraveling Positive and Adverse Effects of Mixed Reality Product Interaction

Session Co-chairs:
David Finken (ETH Zurich), Dorothea Nilusha Aliman (University of Muenster)

Presentations:

Part I – AR: Project 1 "Buyer, Beware: Augmented Reality Product Display Increases Consumer Preferences for Inferior but Not for Superior Products," by David Finken (ETH Zurich), Thomas Scheurer, Leif Brandes, Reto Hofstetter (last three, University of Lucerne)
Part I – AR: Project 2 "On my table, close to me, I can do it: Augmented reality effects on desirability through concreteness and self-efficacy," by Juliana Moreira Batista (Fundação Getulio Vargas), Ana Valenzuela (ESADE- Ramon Llul & Baruch College), Joseph Koons (ESADE- Ramon Llul & Baruch College), Rhonda Hadi (Oxford University)
Part II – VR: Project 3 "Consumer Behavior in the Metaverse: The Influence of Employee Avatar Presence and Product Embarrassment," Darius-Aurel Frank, Jason DiPalma, Sascha Steinmann (all three Aarhus University), Tobias Otterbring (University of Agder)
Part II – VR: Project 4 "The Best of Both Worlds? Hybrid New Product Development Team Meetings in the Metaverse," by Dorothea Nilusha Aliman, Thorsten Hennig-Thurau (all University of Muenster)

Thursday (30th of May, 2024) - 11:30-13:00

SS21 - Effective Influencer Marketing V

Session Chair(s):
Jan Klostermann (University of Cologne), Maximilian Beichert (HEC Paris)

Papers:

"Influencer Topic Variety and Consumer Engagement" by Alida Volkmer (TUM School of Management), Jan Klostermann (University of Cologne), and Martin Meissner (TUM School of Management)
"Data Trading and Social Equity – How do Influentials Evaluate their Data?" by Renana Peres (The Hebrew University Business School), and David Schweidel (Goizueta Business School, Emory University)
"Distilling Brand Alliance Opportunities from Information Networks" by Pankhuri Malhotra (University of Oklahoma), Daniel Ringel (University of North Carolina Chapel Hill), Keran Zhao (Pennsylvania State University), and Yaxin Cui (Northwestern University)
"Spreading Seeds: Using Community Detection to Improve Viral Marketing Campaigns" by Dingli Wu (KU Leuven), Ralf van der Lans (Hong Kong University of Science and Technology), and Xi Chen (Erasmus University Rotterdam)

SS30 - "Relationship Marketing for Future!" Leveraging Co-responsibilization to Enhance Sustainability

Session Chairs
Andreas Eggert
Professor of Business and Service Marketing
School of Business & Economics

Freie Universität Berlin, Germany
Lena Steinhoff
Professor of Marketing and Digital Transformation
Faculty of Business Administration and Economics
Paderborn University, Germany
Benedikt Alberternst
Doctoral Candidate and Research Assistant in Marketing
School of Business & Economics
Freie Universität Berlin, Germany
Katharina Kessing
Doctoral Candidate and Research Assistant in Service Management
Schumpeter School of Business and Economics
University of Wuppertal, Germany

Session Format

This interactive special session seeks to motivate research that combines relationship marketing approaches with research on sustainability. Our goal is not only to share the ideas around co-responsibilization but to assist interested individuals with finding potential research collaborations. The components of the session include:
• Part I: Short impulse presentations to stimulate thinking and motivate discussions
• Part II: Small-group research idea brainstorming discussions, facilitated by a session chair or presenter
• Part III: Identification and discussion of high-potential research ideas emerging from brainstorming.

SS31 - Challenges in the Interpretation of Research Results: Errors, Biases, and Temporal Dynamics

Session chair:
Irene Scopelliti, Bayes Business School, City University of London

Papers:

Systematic Errors in Interpreting Binary Dependent Variables: Demonstrations, Recommendations, and Web Applications
Shwetha Mariadassou, Erasmus University Rotterdam, The Netherlands
Christopher Bechler, University of Notre Dame, USA
Blakeley McShane, Northwestern University, USA
S. Christian Wheeler, Stanford University, USA
The Big Data Fallacy
Joachim Vosgerau, Bocconi University, Italy
Gaia Giambastiani, Vrije Universiteit Amsterdam, The Netherlands
Irene Scopelliti, Bayes Business School, City University of London, UK
Control Group Neglect
Guy Voichek, Imperial College London, UK
Ravi Dhar, Yale University, USA
Shane Frederick, Yale University, USA
Life is Uncertain – Eat Dessert First: Macro-level Uncertainty May Explain Why People No Longer Prefer Improving Sequences
Chaumanix Dutton, Arizona State University, USA
Kristin Diehl, University of Southern California, USA

SS35 - Encouraging Consumer Well-Being and Equality in Marketing

Session Chairs:

Klara Greinwald, University of Passau
Alisa Keller, University of Passau
Eileen Dauti, University of Passau

Papers:

Consumer Resilience and Well-Being in Times of Crisis
Stefan Hoffmann, Kiel University, Ingo Balderjahn, University of Potsdam, Felix Reimers, Kiel University
Increasing Purchase Intention & Behavior towards Natural Plant-based Foods by Adding a Preparation Suggestion Description
Nicky Coucke, Ghent University, Hendrik Slabbinck, Ghent University, Iris Vermeir, Ghent University
Exploring Gender Equality and Female Empowerment Through Femvertising: A Comparative Analysis in Iceland and Hungary
Anna Török, Corvinus University of Budapest, Erzsébet Malota, Corvinus University of Budapest

The Stigmatization of Menstruation in Marketing Has to Stop! Period.
Klara Greinwald, University of Passau, Alisa Keller, University of Passau, Eileen Dauti, University of Passau, Dirk Totzek, University of Passau

SS39 - Navigating Human-AI Dynamics: Insights from Contemporary Consumer Research

Session Chair:
Melanie Clegg (WU Vienna)

Papers and Authors:

AI Creativity: Studying Effects of Similarity in Co-Work with Generative AI
Melanie Clegg (Presenter, WU Vienna), Marc Bravin (University of Lucerne), Reto Hofstetter (University of Lucerne), Christoph Fuchs (University of Vienna), Christina Schamp (WU Vienna)
Artificial Aesthetics: Exploring Consumer Perceptions of AI-Created Art
Tim Döring (Presenter, Maastricht University), David Finken (ETH Zurich), Rebecca Chae (Santa Clara University), Emir Efendić (Maastricht University)
Giving Algorithms a Human Touch: Highlighting Human Input Increases Perceived Helpfulness of Algorithmic Advice
Yue Zhang (Presenter, Rotterdam School of Management), Mirjam Tuk (Rotterdam School of Management), Anne-Kathrin Klesse (Rotterdam School of Management)
The Age of Artificial Friends: How Do AI-Based Social Companions Affect Human-Human Interactions?
David Finken (ETH Zurich), Meike Zehnle (Presenter, University of St. Gallen), Martin Mende (Florida State University)

SS40 - Shifting Retailer Business Strategies and Models Induced by Global Macro-Events

Session Chair:

Prof. Shankar Ganesan
Raymond W. and Kenneth G. Herrick Collegiate Professor of Marketing
Department of Marketing
Mendoza College of Business
University of Notre Dame

Papers:

Macro-Events and the Retail Landscape: Unveiling the Dynamics of Business Model Adaptation and Retailer Strategy
Prof. Shankar Ganesan, University of Notre Dame
Prof. Murali Mantrala, University of Kansas
Prof. Nandini Nim, The University of Texas at El Paso
Grocery shopping behavior and the cost of living: (For whom) Does inflation matter?
Prof. Dr. Lien Lamey, KU Leuven
Prof. Dr. Els Breugelmans, KU Leuven
Prof. Dr. Sarah Gelper, University of Luxembourg & Eindhoven University of Technology
Manufacturer-Retailer Collaboration in the Face of Disruptions in Retail Environments: Current Insights, Innovations and Future Research Directions
Prof. Murali Mantrala, University of Kansas

Discussant
Prof. Dr. Manfred Krafft
Director, Institute of Marketing and Chair of Marketing Management
Professor, University of Muenster
Muenster, Germany

14:00-15:30

SS17 - Effective Influencer Marketing II

Session Chair(s):
Yanting He (Imperial College London), Maximilian Beichert (HEC Paris)

Papers:

"The Dual Role of Engagement in Seeding Campaigns" by Ulrike Phieler (WU Vienna), Florian Dost (BTU Cottbus)
"The Impact of Physicians' Short Video Posts on Consumers' Virtual Visits" by Yuhua Liu (Renmin Business School), Xiang Wang (Renmin Business School)
"Walking the Talk: Leadership Diversity, Influencer Marketing, and Consumer Reactions" by Keran Zhao (Pennsylvania State University), Amy Pei (Northeastern University), and Pankhuri Malhotra (University of Oklahoma)
"How Much Influencer Marketing is Undisclosed? Evidence from Twitter" by Daniel Ershov (University College London), Yanting He (Imperial College London), and Stephan Seiler (Imperial College London)

SS18 - Quantitative Marketing 4: Marketing & Society

Session chair:
Iris Steenkamp / Rupali Kaul
Co-chairs:
Alina Ferecatu (Rotterdam School of Management, Erasmus University)
Rafael Greminger (UCL School of Management)
Daniela Schmitt (Nova School of Business and Economics)
Dominik Papies (University of Tübingen)

Papers:

"Gender Disparity in Online Reputation: Evidence from an Online Freelance Platform", by Mimansa Bairathi (UCL School of Management), Anja Lambrecht (London Business School), and Xu Zhang (London Business School)
"Do Customers Respond to Social Movements? Evidence from Gender-Stereotypical Purchases After #MeToo", by Clément Bellet (Erasmus School of Economics), David Dubois (INSEAD) and Frédéric Godart (INSEAD)
"Call Me Maybe: Does Customer Feedback-Seeking Impact Non-Solicited Customers?", by Rupali Kaul (INSEAD), Stephen Anderson (Texas A&M University), Pradeep Chintagunta (Chicago Booth) and Naufel Vilcassim (London School of Economics)
"Can Selling Empower? Experimental Evidence from India. by Iris Steenkamp (Bocconi University), Rajesh Chandy (London Business School), Om Narasimhan (London School of Economics) and Gaurav Mehta (Dharma Life).

SS24 - Responsible Retailing

Session chairs:
Kristopher Keller (University of North Carolina at Chapel Hill), submitting chair
Jonne Guyt (University of Amsterdam)

Papers:

Estimating Consumers' Preferences for Sugar: Evidence from Reformulations
Stephan Seiler[1,2], Xinrong Zhu[1]
1 Imperial College London
2 CEPR
Sizing the Market for Sustainable Products
Max Pachali[1], Bart Bronnenberg[1], and Thomas Otter[2]
1 Tilburg University
2 Goethe University Frankfurt
Retail Implications of COVID's Disruption to Household Purchase Cycles
Mike Palazzolo[1], Ashwin Aravindakshan[1], Kay Peters[1,2], and Prasad A. Naik[1]
1 University of California Davis
2 University of Hamburg
Retiring the Store Flyer: Effects of Dropping Print Store Flyers on Household Grocery Shopping Behavior
Arjen van Lin[1], Jonne Guyt[2], and Kristopher Keller[3]
1 Tilburg University
2 University of Amsterdam
3 University of North Carolina at Chapel Hill

SS25 - The B2B Edge: Phenomena, Theories, and Methods

Session Chairs:
Qiong Wang (University of Oklahoma), Erik Mooi (University of Melbourne), Stefan Wuyts (Pennsylvania State University), Ajay K. Kohli (Georgia Institute of Technology)

Session structure:
Keynote Presentations: Insights from Stefan Wuyts, Ajay Kohli, and Erik Mooi on the current state and future of B2B research, moderated by Qiong Wang.

• Stefan Wuyts will present the key insights from a forthcoming 2024 ISBM B2B Marketing Trend Study. He will outline the key priority domains that B2B marketing practitioners and academics see as the main challenges, needed skills, and knowledge gaps in the coming 3-5 years.

• Ajay Kohli will discuss frequently encountered traps in B2B theory development in conceptual as well as empirical works. These relate to unclear constructs and flawed arguments for supporting hypotheses, particularly those involving interaction effects.

• Erik Mooi will discuss a set of recent advancements in how we approach B2B questions, touching upon data and data innovations, such as machine-based text analysis, as well as the use of natural experiments and experimentation, and the more recent approaches to tackle endogeneity.

Panel Discussion: An interactive session involving all speakers, discussing research priorities, conceptual and methodological challenges, and the impact of technological advancements on B2B research.
Q&A and Open Forum: Encouraging audience engagement and fostering an open dialogue between and among attendees and speakers.

SS32 - Leveraging the Power of Generative AI for Branding and (Online) Marketing

Session Chair:
Martin Reisenbichler (University of Hamburg)

Papers:

One Model Fits All? Explore the Zero-Shot Capabilities of Multimodal Large Language Models for Automated Marketing Image Analytics
Maximilian Konrad (Technical University Munich), Jochen Hartmann (Technical University Munich)
The Power of Generative Marketing: Can Generative AI Reach Human-Level Visual Marketing Content?
Yannick Exner (Technical University of Munich), Jochen Hartmann (Technical University of Munich), Samuel Domdey (Technical University Berlin)
Automated Alignment: Guiding Visual Generative AI for Brand Building and Customer Engagement
Tijmen Jansen (University of Hamburg), Mark Heitmann (University of Hamburg), Martin Reisenbichler (University of Hamburg), David A. Schweidel (Emory University)
Applying Large Language Models to Sponsored Search Advertising
Martin Reisenbichler (University of Hamburg), Thomas Reutterer (Vienna University of Economics and Business), David A. Schweidel (Emory University)

Friday (31st of May, 2024) - 08:30-10:00

SS8 - New Developments in Advertising Research Insights from Ad Content, Context, Media Types, and Planning

Session Chair:
Lisette Kruizinga – de Vries (DVJ Insights)
Co-chairs:
Maarten J. Gijsenberg (University of Groningen)
Tammo H.A. Bijmolt (University of Groningen)

Papers in this session:

How Brand Mentions in Television Advertising Affect Consumer Attention, Recall and Evaluation
Mark Vroegrijk (DVJ Insights)
Lisette Kruizinga – de Vries (DVJ Insights)
Out-of-Home Advertising: Content or Context?
Veronica Burbulea (University of Groningen)
Tammo H.A. Bijmolt (University of Groningen)
Maarten J. Gijsenberg (University of Groningen)

Consistently Standing Out: The Impact of Advertising Creativity and Consistency
Xiongkai Tan (University of Groningen)
Evert de Haan (University of Groningen)
Jochen Hartmann (Technical University of Munich)
Jaap E. Wieringa (University of Groningen)
Integrated Advertising Mix Planning to Grow Mind-set Metrics and Sales
Hidde Smit (University of Groningen)
Maarten J. Gijsenberg (University of Groningen)
Tammo H.A. Bijmolt (University of Groningen)

SS28 - The Impact of New Technologies on Firms and Consumers

Session Chair:
Michael Haenlein, ESCP Business School & University of Liverpool

Papers:

Liability of Foreignness in Immersive Technologies: Evidence from Extended Reality Innovations
Hyoryung Nam (Whitman School of Management, Syracuse University)
Yiling Li (Yonsei School of Business, Yonsei University)
P.K. Kannan (Robert H. Smith School of Business, University of Maryland)
Jeonghye Choi (Yonsei School of Business, Yonsei University)
Retail Media and the Customer Experience
Koen Pauwels (D'Amore-McKim School of Business, Northeastern University)
Influencer Marketing: Boon or Bane? Exploring Brand ROI
Margaret Cai (Kenan-Flagler Business School, UNC at Chapel Hill) and
Katrijn Gielens (Kenan-Flagler Business School, UNC at Chapel Hill)
Brand Safety in Online Games: When are Toxic Gaming Environments Harmful to Brands?
Stefan F. Bernritter (King's College London)
Ilias Danatzis (King's College London)
Jana Möller-Herm (Freie Universität Berlin), and
Francesca Sotgiu (Vrije Universiteit Amsterdam)

10:30-12:00

SS23 - Well-done and well-used: State-of-the-art & AI-based approaches for optimizing the production and utility of meta-analyses in consumer research

Session Chair: Gratiana Pol, Hyperthesis
Discussant: Claudiu Dimofte, San Diego State University

Papers:

Current Data Extraction Practices in Meta-Analysis Research and How to Improve Them with the Help of AI
Gratiana Pol, Hyperthesis
Dominika Niewiadomska, European University Viadrina
Joseph Riley, European University Viadrina
Martin Eisend, European University Viadrina
Jade Winn, University of Southern California
Olga Koz, Kennesaw State University
Rick Wedgeworth, Cognetto
Jude Calvillo, Hyperthesis
A Visual Synthesis Approach for Enhancing the Utility of Meta-Analyses for Consumer Researchers and Practitioners
Gratiana Pol, Hyperthesis
Martin Eisend, European University Viadrina
Joseph Riley, European University Viadrina
Dominika Niewiadomska, European University Viadrina
Abhishek Borah, INSEAD
Deborah MacInnis, University of Southern California
Jude Calvillo, Hyperthesis
Rick Wedgeworth, Cognetto
Roy Nijhof, Hyperthesis
Luciano Silvi, Hyperthesis

How Much Have We Learned About Consumer Research? A Meta-Meta-Analysis
Martin Eisend, European University Viadrina
Gratiana Pol, Hyperthesis
Joseph Riley, European University Viadrina
Dominika Niewiadomska, European University Viadrina
Rick Wedgeworth, Cognetto

SS43 - Brand Activism and Inclusivity

Chairs:
Gijs Overgoor, Cox School of Business, Southern Methodist University
Yakov Bart, D'Amore-McKim School of Business, Northeastern University
Koen Pauwels, D'Amore-McKim School of Business, Northeastern University

Session Papers:

"The brand reputation impact of activism depends on the category and the kind of activism"
Presenting Author: Ludovica Scalco, BI Norwegian Business School
"Racial Pay Gap in Influencer Marketing"
Presenting Author: Yakov Bart, Northeastern University
"Ad-vancing Diversity: A Longitudinal Analysis of Black Actor Representation in Television Advertisements"
Presenting Author: Koen Pauwels, Northeastern University
"From Representation to Reception: Evaluating the Impact of Diversity in TV Advertising on Consumer Purchase Intention"
Presenting Author: Gijs Overgoor, Southern Methodist University

13:00-14:30

SS15 - Sustainability in Sports Marketing and Management

Session chairs:
Mihaela Constantinescu, Associate Professor, PhD, Marketing School, Bucharest University of Economic Studies, Romania
Gulberk Gultekin Salman, Associate Professor, PhD, Bahcesehir University, Turkey

Structure of the session (panel discussion):
• Sustainability and its Dimensions
• The Role and Impact of Sustainability in Sports
• Regulations Concerning Sustainability in Sports
• Case Study: Anadalu Efes Sustainability Strategy
• Research on Athlete's Perspective on Sustainability in Sports
• Future Research and Strategic Approaches

Panelists:
Mihaela Constantinescu, Bucharest University of Economic Studies, Romania
Gulberk Gultekin Salman, Bahcesehir University, Turkey
Andreea Orindaru, Bucharest University of Economic Studies, Romania
Mihai Orzan, Bucharest University of Economic Studies, Romania

SS41 - From ChatGPT to the Metaverse – New Insights into Behavioral Drivers and Consequences of AI-Based Technologies

Session Chairs:
Begum Celiktutan (Rotterdam School of Management)
Meike Zehnle (University of St. Gallen)

Papers and Authors:

Acceptability Lies in the Eye of the Beholder: Self-Other Biases in ChatGPT Collaborations
Begum Celiktutan (Rotterdam School of Management)
Mirjam Tuk (Rotterdam School of Management)
Anne-Kathrin Klesse (Rotterdam School of Management)
Theory of Machine: Lay Beliefs About Algorithmic Data Processing – Drivers of Recommendation Acceptance
Edmond Alcheikh Kozah (ESADE Business School, Barcelona)
Ana Valenzuela (ESADE- Ramon Llul & Baruch College, Barcelona)

When "Chatting" Backfires: Conversational Interfaces Reduce Consumers' Written Expression
Meike Zehnle (University of St. Gallen)
Gizem Yalcin Williams (University of Texas at Austin)
Christian Hildebrand (University of St. Gallen)
Consumer Judgment and Decision Making in the Metaverse
Mandeep K. Dhami (Middlesex University)
Ying Zhu (University of Guelph & University of British Columbia)

SS45 - Novel Applications of Generative AI in Marketing

Session Chair(s):
Arvind Rangaswamy, The Smeal College of Business, Penn State University, University Park, USA

Discussant:
Michael Haenlein, ESCP Business School, Paris

Papers:

Using Generative AI to Provide Scalable Feedback to Multimodal Exercises in Marketing Analytics
Lukas Jürgensmeier (Goethe University Frankfurt, Germany)
Bernd Skiera (Goethe University Frankfurt, Germany)
Bots Bargaining with Humans: Building AI Super-Bargainers with Algorithmic Anthropomorphization
Sumon Chaudhuri (ESSEC Business School, Cergy, France)
Arnaud De Bruyn (ESSEC Business School, Cergy, France)
Mining the "Mind of the Market" for New Product Ideas: A Prompted GenAI Model
Wenlan Yu (The Smeal College of Business, Penn State University, University Park, USA)
Ning Zhong (The Smeal College of Business, Penn State University, University Park, USA)
Arvind Rangaswamy (The Smeal College of Business, Penn State University, University Park, USA)

15:00-16:30

SS33 - Quantitative Marketing 5: Machine Learning & AI

Session chair:
Dominik Papies (University of Tübingen)
Co-chairs:
Alina Ferecatu (Rotterdam School of Management, Erasmus University)
Rafael Greminger (UCL School of Management)
Daniela Schmitt (Nova School of Business and Economics)
Iris Steenkamp (Bocconi)

Papers:
"Zero-shot learning for product recommendation using deep neural networks"
Sebastian Gabel (Rotterdam School of Management, Erasmus University), Daniel M. Ringel (Kenan-Flagler Business School, UNC)
"Modeling Conversational Agents: What is a Good Response Strategy"
Hulya Karaman (Singapore Management University), Ishita Chakraborty (Wisconsin School of Business, UW Madison), Shrabastee Banerjee (Tilburg University)
"Leveraging Large Language Models for Optimized Title Generation in Digital Marketplaces"
Nico Schwarzer (University of Tübingen), Aseem Behl (University of Tübingen)
"Who Is AI Replacing? The Impact of ChatGPT on Online Freelancing Platforms"
Ozge Demirci (Harvard Business School), Jonas Hannane (DIW Berlin and Technische Universität Berlin), Xinrong Zhu (Imperial College London Business School)

SS37 - AI and analytics in the multidisciplinary marketing ecosystem

Session chairs:
Maria Petrescu, Ph.D. Embry-Riddle Aeronautical University, Daytona Beach, FL, USA
Brooke Reavey, Ph.D. Dominican University, River Forest, IL, USA
Philipp Brüggemann, Ph.D. FernUniversität in Hagen, Germany
Mihai Orzan, Ph.D. Bucharest University of Economic Studies, Bucharest, Romania

The session is structured around the following essential topics:

1. Fostering value creation in hybrid public-private ecosystems with AI

This discussion explores how AI and algorithms can significantly contribute to value creation in hybrid ecosystems involving the public and private sectors. The panel debate focuses on enhancing public-private interactions through AI (Dudau et al., 2023; Dudau & Brunetto, 2022) and sheds light on AI's role in managing the relationship between marketing and policy organizations.

2. AI-based innovation in the marketing ecosystem

This theme focuses on the transformative role of AI in innovating marketing strategies and practices. The session will discuss how AI revolutionizes business-to-business marketing through innovative frameworks (Petrescu et al., 2022). Furthermore, the discussion examines how AI-driven strategies are shaping the marketing landscape, based on recent academic literature.

3. AI and analytics adoption in multicultural marketing

The panel addresses the challenges and strategies for implementing AI and algorithms in diverse cultural settings, focusing on adopting marketing information technology in various cultural contexts (Orzan et al., 2023). The role of AI and machine learning in analytics and in understanding and navigating multicultural markets will be a key focus.

4. AI ethical practices in business and policy



POSTER SESSION

EMAC 2024 will have a single dedicated poster session, taking place on Thursday, 30th of May, from 17:30 to 19:00 at the third floor hallway, right after the Award Ceremony.

Paper ID	Title	Authors & affiliation
8	Navigating the CSR Landscape in China: Interplay between Confucian Tradition and Institutional Isomorphism	Ramendra Singh, IIM Calcutta; Joseph Sy-Changco, University of Macau; Chen Junsong, Xi'an Jiaotong-Liverpool University; Josemaria Bassig, University of the Philippines Open University
13	Interfirm Knowledge Sharing and Intrafirm Knowledge Maintenance for Supply Chain	Namwoon Kim, Khalifa University; Soonhong Min, Yonsei University; Flora Gu, The Hong Kong Polytechnic University, Department of management & marketing
19	The Role of Identification in Fan Behaviour – Insights for Professional Sport Clubs	Michael Schade, University of Bremen; Anna Sophie Hollstein, Markstones Institute of Marketing, Branding & Technology, University of Bremen; Daniel von der Wense, University of Bremen; Markstones Institute of Marketing, Branding & Technology; Christopher Kanitz, University of Applied Sciences Upper Austria, School of Business and Management, Study Programme Global Sales and Marketing; Christoph Burmann, University of Bremen
22	Do they walk the talk? Consumers' perceptions of sustainable companies	Francine Bagatini, FGV EAESP; Marcelo Perin, FGV EAESP
25	Shifting Paradigms: A Qualitative Study of Transformative Marketing in B2B Mobility	Selina Strobel, Toulouse School of Management
27	Promoting sustainable consumption behavior of mobile phones: evidence from an exploratory study in Denmark	Yingkui Yang, University of Southern Denmark; Jan Jensen, University of Southern Denmark
32	Authenticity of SMIs – Construction and Validation of a Holistic SMI Authenticity Construct	Luisa Mahn, University of Bremen; Kristina Klein, University of Bremen; Michael Schade, University of Bremen; Christoph Burmann, University of Bremen
41	A sustainability rationale: Getting consumers on board with strict online return policies	Bonnie Simpson, Western University; Scott Connors, Western University; Michelle Li Chen, Western University
43	Loss of Control: How Interactions with Automated Retail Facilities Reduce Consumers' Willingness to Pay	Chi Hoang, ESCP Business School; Xiaoyan Liu, Southwestern university of finance and economics; Sharon Ng, Nanyang Technological University
69	Exploring digital artwork value creation in the NFT context	Felix Friederich, Ramon Llull University, IQS School of Management; Maximilian Gerrath, University of Leeds; Jan Meyer, IQS School of Management Barcelona
85	The effect of innovation ecosystems on the creation of innovation, economic, social, and environmental value.	Daniel Espinosa Sáez, Universidad de Murcia; José Munuera-Alemán, Universidad de Murcia; Elena Delgado Ballester, Universidad de Murcia
88	The Effects of Institutional Linkage on Online Store Legitimacy and Shopping Intentions	Aijing Song, Yunnan Normal University
113	Embracing Digitalization in the Culture Sector: The Case of Cultural Crowdfunding	Natalia Maehle, Western Norway University of Applied Sciences; Anders Rykkja, University of Agder; Rotem Shneor, University of Agder; Ziaul Haque Munim, University of South-Eastern Norway
120	Are Gifts a Delight or an Overhead Cost? Impact of Donor Motivations on Preference for Gifts	Sourav Borah, Indian Institute of Management Ahmedabad; Sai Siddharth VK, Indian Institute of Management Ahmedabad; Arvind Sahay, Indian Institute of Management, Ahmedabad
124	What does it take? – Optimizing Visitor Experience at B2B Trade Fairs	Christopher Kanitz, University of Applied Sciences Upper Austria, School of Business and Management, Study Programme Global Sales and Marketing; Olivia Büsser, University of Applied Sciences Upper Austria, School of Business and Management, Study Programme Global Sales and Marketing; Michael Schade, University of Bremen
125	Behind the Scenes with Virtual Influencers: Unveiling Managerial Perspectives on the Utilization of Virtual Influencers by Companies	Jomar Duchain, Toulouse Business school; Alexandra Polyakova, Toulouse Business School; Marion Garnier, GEM - GRENOBLE ECOLE DE MANAGEMENT

133	Two Perspectives of Korean Beauty YouTubers and Followers to Explore Influencer Marketing	Chih-Ping Chen, Yuan Ze Yniversity
149	Measuring the effects of enforcing access control on subscription video-on-demand platforms	Diana Serrano de Lara, Universidad Autónoma de Madrid; Ignacio Redondo, Universidad Autónoma de Madrid
160	eWOM influence an analysis of homophily and social identity effect on streaming consumption.	Iker Oquinena, Universidad Complutense Madrid; Joaquín Sánchez Herrera, Universidad Complutense de Madrid (UCM); Abel Monfort, ESIC Business & Marketing School
161	Retail Therapy in the Pandemic: How Loneliness, Materialism, Escapism and Impulsive Consumption Shape Shopping Habits	Monica Mendini, University of Applied Sciences and Arts of Southern Switzerland; Pia Furchheim, ZHAW School of Management and Law
165	Sales Forecasting with Machine Learning: A Hybrid Approach for the Dynamic Fashion Sector	Carlos Lourenco, Fundacao Getulio Vargas; Leandro Januario, Fundacao Getulio Vargas; Vanessa Santos, Fundação Getulio Vargas
195	Escaping from market fundamentalism - Lessons from Karl Polanyi on marketing theory	József Berács, Corvinus University of Budapest
198	Post-purchase cognitive dissonance and perceived enviromental efficacy: moderated mediation on online product returns	Susana Fernández-Lores, ESIC University-ESIC Business & Marketing School; Natividad Crespo-Tejero, ESIC University-ESIC Business Marketing School; Ruth Fernández-Hernández, ESIC University-ESIC Marketing & Business School; Fernando E. García-Muiña, Rey Juan Carlos University, Madrid, Spain
209	Multisensory Embodied Service Experiences in Service Research – Explorative Framework	Halldor Engilbertsson, Kristiania University College; Bertil Hulten, Halmstad University
221	Social and economic impacts of mega events on community participation and support: the case of FIFA World Cup Qatar 2022	Salha Al Mohannadi, Qatar University; Tamer Elsharnouby, Qatar University
250	Investigating how the role of service robots impacts consumers' emotional response and behavioural intention	Tiantian Wang, The University of Manchester; Nadia Papamichail, The University of Manchester; Sahar Karimi, University of Liverpool
253	The Effect of Brand Equity on Consumer Purchase Intention: A Study of Small & Medium-sized enterprises (SMEs) sponsorship activities	Konstantinos Koronios, University of Peloponnese; Lazaros Ntasis, Univeristy of Peloponnese; John Douvis, University of Peloponnese - Sport Management Department; Athanasios Strigkas, University of Peloponnese
259	Who Benefits More? The Role of AI-Human Interaction in Creativity Augmentation	Zizhou Peng, University of Greenwich; Yuan Yuan, Warwick Business School
264	Generation Y of transitional economy: Branded consumer ethnocentrism	Barbora Vaculová, Prague University of Economics and Business; Jana Kovářová, Prague University of Economics and Business
265	Bridging Perception Gaps for Continuous Retail Bank Quality Improvement	Chrysi Alexiadou, University of Macedonia; Chris Vassiliadis, University of Macedonia; Katerina Gotzamani, University of Macedonia; Maro Vlachopoulou, University of Macedonia
268	Consumer Value of Mindfulness Experience and Quality-of-Life through a Transformative Service Research perspective	BERTA TUBILLEJAS-ANDRÉS, UNIVERSIDAD DE VALENCIA; Jessica Stanton, University of North Carolina Wilmington; Martina Gallarza, University of Valencia
277	Redefining Success in Crowdfunding Projects: Empirical Evidence of Mindful Consumption Promotion in Kickstarter Using Fuzzy Set QCA	Ana Gómez Olmedo, ESIC University; María Eizaguirre Diéguez, ESIC University
282	The Integration of Color Perception and Product Design: A Gestalt Approach to Understanding Marketing Effectiveness	Dunia Harajli, Lebanese American University; Bart Norré, University of Applied Sciences Western Switzerland; Guillaume Fernandez, PHD Candidate University of Geneva; Kirti Dutta, Rishihood University; Elise Godel, University of Applied Sciences Western Switzerland
290	How does Firms' Social ESG Rating Influence Online Brand Equity	Lingling Zhang, China Europe International Business; Yajin Wang, China Europe International Business; Hongyu Shan,

		China Europe International Business; Ziqing He, China Europe International Business School
293	Cross-Cultural Negotiation Dynamics in Laos: Examining the Impact of Cultural and Institutional Factors	Laszlo Jozsa, Pannon University - Szechenyi Istvan University; Annamária Sasné Grósz, University of Pannonia; Sengsouly Homedahack, Pannon University
295	Crowdfunding as an alternative mindful consumption behavior: Evidence from Kickstarter	María Eizaguirre Diéguez, ESIC University; Ana Gómez Olmedo, ESIC University
299	Examining When and How Taking Charge Invigorates or Depletes Service Frontline Employees	Wing Lam, The University of Manchester; Ziguang Chen, University of Derby; Kan Ouyang, Shanghai University of Finance and Economics
303	Opportunities and Challenges for Employer Branding in Dealing with Employer Review Platforms	Vanessa Haselhoff, Hochschule fur angewandtes Management; Mark Harwardt, Hochschule fur angewandtes Management; Kristina Bode, Krauss-Maffei Wegmann GmbH & Co. KG
307	The good, the bad, and the country image: Exploring Egypt's Perception on Twitter (X)	Hassan Mohamed, University of Hull; Ream Kinawy, Gulf University for Science and Technology
313	A Network View of Customer Browsing and Purchase Decisions	Laxminarayana Yashaswy Akella, Indian Institute of Management Ahmedabad; praveen kopalle, Dartmouth College; Anirban Adhikary, Indian Institute of Management Udaipur; Sourav Borah, Indian Institute of Management Ahmedabad; Amalesh Sharma, Mays Business School, Texas A&M University
314	Through their eyes: how service settings can be therapeutic to sighted guides in road running	Wilderson Furtado, University of São Paulo; Caroline Pereira, University of São Paulo; Kavita Hamza, University of Sao Paulo
317	The impact of Food Expert Influencers on consumer behavior towards biological products	Rafailia Nikoletta Kallioupi, National and Kapodistrian University of Athens; George Tsourvakas, National and Kapodistrian University of Athens; Lamprini Piha, National and Kapodistrian University of Athens
319	One man’s trash is another man’s treasure: The need of open data and tools for research reproducibility in screen-based eye-tracking marketing experiments	Vasileios Mygdalis, University of Antwerp; Nathalie Dens, University of Antwerp
320	A-sentiment-analysis-of-Michelin-3-star-Restaurants	Gabriella Man Wai Au, University of Macao; Joseph Sy-Changco, University of Macau
347	Securing Competitive Advantages Through Sustainable Proposition: Empirical Analysis of US Fashion Small Business Orientations	Ruirui Zhang, Framingham State University; Tracie Tung, California State University, Northridge
355	Disgusted by the target: Emotion based approach of the repulsion effect	Youngwon Hahn, Korea University; Jongwon Park, Korea University Business School
364	Streamers' Influence in Live Shopping: A Cross-Country Analysis of Persuasive Styles and Product Value Communication	Michele Girotto, Universitat de Barcelona; Carolina Nicolas, University of Santiago Chile (USACH)
365	Disabled Social Media Influencers and Perceptions of Product Luxury	Sona Klucarova, University of Nebraska at Omaha
366	Craft vs. industrial. A consumer perspective	Antea Gambicorti, University of Pisa; Daniele Dalli, University of Pisa
367	The effect of positive versus negative framing on the Negative Footprint Illusion	Karen Gorissen, Vrije Universiteit Amsterdam; Bert Weijters, Ghent University; Berre Deltomme, Ghent University
393	Being like a child – whether, how and for whom we buy toys from nostalgic brands	Kamil Lubiński, Politechnika Lodzka; Magdalena Grębosz-Krawczyk, Politechnika Lodzka
413	Exploring users' perceptions of Web 3.0: an analysis of motivations and expectations	Annalisa Fraccaro, TBS Business School; Philippine Loupiac, TBS Business School
414	How to engage students to change their eating behaviors? Increasing their empowerment through gamification	Hamidreza Khodaverdi, University of lyon 2; Isabelle Prim-Allaz, University of Lyon 2; Aina Vatosoa Ravoniarison, University of Lyon 2

436	The Impact of Stimuli Person's Arousal Depicted in Video Advertising Clips	Sofie Sagfossen, Oslo New University College; Nora Alomar, Durham University Business School
444	Distilling the Factors Influencing the Adoption of Sustainable Disruptive Innovations: The Case of No or Low-Alcoholic Spirits	Alba Ramírez Pagès, University Ramon Llull; Belén Derqui, IQS Universitat Ramon Llull; Marc Polo López, Ramón Llull
450	Digital Alternative Food Networks – The Future of Sustainable Food Retailing?	Viktorija Viciunaite, Western Norway University of Applied Sciences; Aruna Tatavarthy, NHH Norwegian School of Economics; Rosalie Lai, NHH Norwegian School of Economics
452	From aroma to action: Understanding the dynamics of congruent scents and green consumption values	Marianna Halinen, University of Eastern Finland; Nino Ruusunen, University of Eastern Finland; Heli Hallikainen, University of Eastern Finland; Tommi Laukkanen, University of Eastern Finland
455	University industry collaboration for sustainable business development	Per Freytag, University of Southern Denmark, Department of Entrepreneurship and Relationship management ; Ann Clarke, University of Southern Denmark
461	How does Materialism Drive Japanese Consumers' Participation in Peer-to-Peer Exchanges? Role of Religiosity and Spirituality	Mototaka Sakashita, Graduate School of Business Administration, Keio University; Rahul Goswami, Vinod Gupta School of Management, Indian Institute of Technology Kharagpur, Kharagpur, India; Swagato Chatterjee, Queen Mary University of London, UK
472	Two-sided Analysis of Trust in Mobile Providers in Germany Using a Mixed Methods Approach	Jasmin Ebert, University of Applied Sciences Wiesbaden; Peter Winzer, University of Applied Sciences Wiesbaden
477	Always the best for consumers? - The effect of comparative advertising on the activation of a maximizing mindset	Timo Kienzler, Pforzheim University
492	Learning from B2C: How to manage Influencer Marketing in B2B	Selina Hager, University of Applied Science Upper Austria; Christopher Kanitz, University of Applied Sciences Upper Austria, School of Business and Management, Study Programme Global Sales and Marketing; Michael Schade, University of Bremen
519	Beyond Reality: Transforming Time Perception and Environmental Attitudes through Virtual Reality	Tobias Regensburger, LMU Munich
520	Revenge Consumption – A longitudinal data analysis to explore individual compensation after deprivation	Felix Reimers, Kiel University; Wassili Lasarov, Audencia Business School; Hanna Reimers, Kiel University; Stefan Hoffmann, Kiel University
522	Who Takes the Wheel? Exploring Consumers' Preferences for Service Functioning-Drones	Vaishnavi Kale, IE Business School, IE University, Madrid; Eda Sayin, IE Business School; Stefanie Beninger, Nyenrode Business Universiteit
528	Clienteling in fashion luxury retailing	Katherine Sresnewsky, University of São Paulo; Andres Veloso, University of Sao Paulo
531	Pursuing the Origins of ESG in Marketing Literature: A Bibliometric Analysis	Katerina Papakonstantinou, University of Piraeus; MARKOS TSOGAS, University of Piraeus
532	Beyond the Bargain: Deciphering the Complexities of Food Choices in Light of Consumer Identity	Sedigheh Monavari, Warwick Business School, University of Warwick, UK; Iman Ahmadi, Warwick Business School, the University of Warwick; Nick Lee, The University of Warwick; SeyedAlireza Mirbagheri, Sharif University of Technology; John Rudd, Warwick Business School
546	Navigating Rural Realities: An Examination of Acceptance and Usage Intention in On-Demand Public Transport Services	Somara Gantenbein, University of Applied Sciences and Arts Northwestern Switzerland, Institute for Market Supply and Consumer Decision-Making; Annalisa Stefanelli, University of Applied Sciences and Arts Northwestern Switzerland, Institute for Market Supply and Consumer Decision-Making; Dorothea Schaffner, School of Applied Psychology; Tobias Arnold, Interface Politikstudien Forschung Beratung AG; Gabriele Butti, conim ag

560	Breaking the taboo: The role of online reviews for adoption of online mental health services.	René Kerschbaumer, CAMPUS 02 University of Applied Sciences; Alice Danglmaier, CAMPUS 02 University of Applied Sciences; Silvia Geier, CAMPUS 02 University of Applied Sciences; Dietmar Kappel, CAMPUS 02 University of Applied Sciences
574	Household Food Waste Determinants in Developed and Developing Countries: A Systematic Literature Review and Research Agenda	RILA ANGGRAENI, GHENT UNIVERSITY, UNIVERSITAS BRAWIJAYA; Hendrik Slabbinck, Ghent University; Anneleen Van Kerckhove, Ghent University; Radityo Handrito, Ghent University, University of Antwerp, Brawijaya University
578	"Dark" magic of tidying up: physical orderliness leads to unfavorable evaluations of people	Gunes Biliciler, Koç University; Rajagopal Raghunathan, The University of Texas at Austin
582	How Does Geographic Proximity Shape Online Interpurchase Time and Spending? Uncovering Patterns through Spatial Economic Models	Ruichen Ge, University of Groningen; Evert de Haan, University of Groningen; Peter Verhoef, University of Groningen; Sha Zhang, University of Chinese Academy of Sciences
586	It's Just a (Video) Game?! – A Systematic Literature Review on the Business and Economics of Video Games	Verena Wecklein, University of Passau; Dirk Totzek, University of Passau
607	Profiting from sustainability? The effect of sustainability-related innovations on the performance of FMCG retailers	Mónika Alt, Babeș-Bolyai University; Zombor Berezvai, Corvinus University of Budapest; Agardi Irma, Corvinus University of Budapest
611	Exploring tourist sentiments and emotions: an analysis of social media engagement in urban and rural areas in Spain	Elisa Baraibar-Diez, University of Cantabria; María Bernal Salazar, University of Cantabria; Jesús Collado Agudo, University of Cantabria
623	Virtual or Human Influencers: Who Matters More for Consumer Engagement?	Elisabetta Benevento, University of Pisa; Davide Aloini, University of Pisa; PAOLO ROMA, UNIVERSITY OF PALERMO; Raffaele Filieri, Audencia Business School
628	The Influence of Numerical Cues on the Choice of Cryptocurrency in Crypto Philanthropy	Hyunjung Crystal Lee, University Carlos III of Madrid; Rahil Hosseini, Universidad Carlos III de Madrid; Eline L.E. De Vries, University Carlos III of Madrid
630	Increasing Brand Awareness and Consumer Engagement: The Effects of Educational Digital Content Marketing	Barbara Francioni, University of Urbino Carlo Bo; Ilaria Curina, University of Urbino Carlo Bo; Marco Cioppi, University of Urbino Carlo Bo; Roberta De Cicco, University of Urbino Carlo Bo; Mauro Dini, University of Urbino Carlo Bo
642	Exploring the Perception of AI-Altered Personalities and Their Evocative Ties to the Nostalgic Past	Vanessa Lau, Brandenburg University of Technology Cottbus-Senftenberg; Florian Dost, Brandenburg University of Technology
645	AI or Not AI: Navigating Consumer Distrust in Automated Product Descriptions and Purchase Intention	Julia Eisner, Fachhochschule Wiener Neustadt, Campus Wieselburg; Sandra Holub, University of Applied Sciences Wiener Neustadt, Campus Wieselburg, Institute of Marketing, Austria; Florian Goller, Fachhochschule Wiener Neustadt, Campus Wieselburg; Elisabeth Steiner, University of Applied Sciences Wiener Neustadt, Campus Wieselburg, Institute of Marketing, Austria
650	When does corporate social responsibility drive customer participation?	Junhua Li, University of Macau; Wing Chi Chow, University of Macau; Raymond Chi Ho Loi, University of Macau; Lawrence Hoc Nang Fong, University of Macau
658	The less I know, the better? The impact of labeling private-label brands as climate-neutral	Katharina Rzepucha-Hlubek, Heinrich-Heine-Universität Düsseldorf; Regina Harms, Heinrich Heine University Düsseldorf
662	What motivates consumers to participate in livestream shopping?	Ksenia Rundin, Stockholm School of Economics; Jonas Colliander, Stockholm School of Economics
673	How and why a geopolitical conflict motivates political consumption	Nienke Buters, Technical University Munich; Christoph Ungemach, TUM School of Management
681	May I have your attention, please! Social Media Engagement does not always reflect user attention	Thomas Reichstein, BTU Cottbus-Senftenberg; Florian Dost, Brandenburg University of Technology; Clara Galle, Brandenburg University of Technology
686	Different Strategies to Meat Reduction: A Consumer Segmentation Approach	Maureen Schulze, Copenhagen Business School; Meike Janssen, Copenhagen Business School

688	Customer Experiences in Brand Interactions within the Metaverse	Lijun Xie, SKEMA BUSINESS SCHOOL; Margherita Pagani, Skema Business school
689	Enclothed Cognition: The Impact of Clothing Style on Consumer Behaviour	Tatiana Kozlova, Technische Universität Berlin; Katrin Talke, TU Berlin
693	Virtual vs human influencers: Can Instagram users detect the difference?	Danielle Barbe, Northumbria University; Alyaa Darwish, Northumbria University; Aleksandra Maricak, Trip.com
713	The mediation and spillover effects of mobility on digital entertainment activities during the pandemic	Jianmin Jia, Shenzhen Finance Institute, School of Management and Economics, The Chinese University of Hong Kong, Shenzhen, China; Yuan Yun, School of Economics and Management, Tsinghua University; Jayson Jia, Faculty of Business and Economics, University of Hong Kong
722	Neighborhood dweller's retail agglomeration patronage intentions: the moderating role of region brand and consumer's affective commitment	Thiago Guedes, Universidade Federal do Espírito Santo; MARCELO BRANDAO, Federal University of Espírito Santo; Arthur Sarcinelli, São Paulo School of Business Administration
732	Human for Exploration, AI for Exploitation	Hao Zhang, HEC Paris; Anne-Sophie Chaxel, HEC Paris
735	Modeling the degree of Co-Creation in NPD phases: Predictors and Outcomes.	Lamis Alshalabi, INSEEC Business School; Florence JEANNOT, INSEEC School of Business & Economics; Dampérat Maud, Univ. Lyon 2, COACTIS



TRACK SESSIONS (ORAL PRESENTATIONS)

Track sessions name abbreviation legend:

AMC: Advertising & Marketing Communications
B2B: Business-to-Business Marketing & Supply Chain Management
CB: Consumer Behavior
DM: Digital Marketing & Social Media
IMMEC: International Marketing & Marketing in Emerging Countries
IN: Innovation Management & New Product Development
MMMA: Methods, Modelling & Marketing Analytics
MST: Marketing Strategy & Theory
PBM: Product & Brand Management
PP: Pricing & Promotions
PS: Public Sector & Non-Profit Marketing
RM: Relationship Marketing
ROC: Retailing & Omni-Channel Management
SMPS: Sales Management and Personal Selling
SMSI: Service Marketing and Sevice Innovation
SRE: Social Responsibility & Ethics
TM: Tourism Marketing

Track	Track chair	Timeframe	Paper ID	Title	Authors & affiliation
AMC1	Matia Torbarina, University of Rijeka	Wednesday, 29th of May, 8.30-10.00	96	Unraveling Returns: Assessing the Influence of Communication Styles on New Tech Product Return Across Digital Platforms	Shuyi Hao, ICN Business School; Yan Meng, Grenoble Ecole de Management; Jie Xiong, ESSCA School of Management
			147	You Can Do it! Or Can We? Personal Pronouns and Their Impact on Consumer Goal Pursuit	Sebastian Sadowski, Radboud University Nijmegen; Enny Das, Radboud University Nijmegen
			292	The Underlying Mechanism of the Effect of Syncing Ads with Brand Placement on Brand Attitude: The Mediating Role of Processing Fluency	Shikhar Bhaskar, University of Plymouth; Rob Angell, University of Southampton
			462	Paying Attention to Faces: Dual Function of the Face in Advertisement	Matia Torbarina, University of Rijeka,Faculty of Economics and Business; Tomaz Kolar, University of Ljubljana
AMC2	Balaji Makam, Rennes School of Business	Wednesday, 29th of May, 15.00-16.30	150	Facts over stories: How sustainability storytelling can backfire	Melina Burkert, University of Hohenheim; Verena Hüttl-Maack, University of Hohenheim
			245	Warning: This image has been digitally altered: Consumer reactions to alteration disclaimers	Kacy Kim, Bryant University; Sohyeon Park, Korea University; Seolwoo Park, Jeju National University; Sukki Yoon, Bryant University
			398	Brands, Don't Try Too Hard: How Internet Slang Impacts Evaluations of Brand Messages	Matilde Rapezzi, University of Bologna; Gabriele Pizzi, University of Bologna; Peeter Verlegh, Vrije Universiteit Amsterdam, School of business and Economics
			378	Sustainability Communication and Service Experience Expectations	Jishnu Bhattacharyya, Nottingham University Business School China, University of Nottingham Ningbo China; Balaji Makam, Rennes School of Business; Yangyang Jiang, The University of Nottingham Ningbo China
AMC4	Nhat Le, Norwegian School of Economics	Friday, 31st of May, 10.30-12.00	63	Influencer Gifting as New Form of Advertising	Andre Marchand, Leipzig University; Andrea Schöndeling, University of Cologne; Theresa Duenschede, Leipzig University
			104	Reconnecting with the past: examining nostalgia advertising's impact on purchase intentions	Lebohang Masoga, University of Cape Town; Sulaiman Mohamed, University of Cape Town; Nkosivile Madinga, University of Cape Town; Kathryn Wahl, University of Cape Town
			416	Effects of Generic Marketing on Brand Sales: The role of Generic Websites, Generic Publicity, and the Interplay of Generic and Brand Advertising	Nhat Le, Norwegian School of Economics; Magne Supphellen, Norwegian School of Economics

AMC5	Daniel Bruns, University of Wuppertal	Friday, 31st of May, 13.00-14.30	499	The Impact of Atypical Smartphone Swiping on Attention and Brand Recall in Social Media	Stefan Rohrbach, University of Wuppertal; Daniel Bruns, University of Wuppertal; Tobias Langner, University of Wuppertal
			583	How to Gain and Hold Attention: Combining the Perspectives of Research, Practice, and Consumers to Generate a Comprehensive List of Attention Tactics	Julian Kopka, University of Wuppertal; Lennart Borgmann, University of Wuppertal; Tobias Langner, University of Wuppertal
			635	Don't Distract Me When I'm Detoxing! The Effects of Social Media Detox on Attention to Instagram Ads	Lennart Borgmann, University of Wuppertal; Julian Kopka, University of Wuppertal; Tobias Langner, University of Wuppertal
			646	Using Viewport Logging to Measure Gaining and Holding Attention Toward Social Media Ads: A Validation via Mobile Eye-Tracking	Daniel Bruns, University of Wuppertal; Julian Kopka, University of Wuppertal; Lennart Borgmann, University of Wuppertal; Tobias Langner, University of Wuppertal
AMC6	Henrik Holzmann, EBS Universität für Wirtschaft und Recht	Wednesday, 29th of May, 8.30-10.00	116	The Impact of Efficiency Ratios on Marketing Decisions	Jean-Louis Sterckx, KU Leuven; Yue (Archer) Pan, Samuel Curtis Johnson Graduate School of Management, Cornell University; Bart De Langhe, KU Leuven & Vlerick Business School; Stijn van Osselaer, Cornell University
			509	How can YouTube commercials for a major sporting event be more engaging? Exploring the impact of advertising commonality and sponsorship	Wenze ZHAO, ESSEC Business School; Marc Mazodier, ESSEC Business School
			614	Measuring Gender Stereotypes Using Readability Indexes On Advertising Ad Copy	Andres Veloso, University of Sao Paulo; Sofia Ferraz, FGV-EAESP; Guilherme Shiraishi, Universidade de São Paulo; Vitor Nogami, Universidade Estadual de Maringá
			637	Branded entertainment: conceptualization, insights from practice, and research agenda	Henrik Holzmann, EBS Universität für Wirtschaft und Recht; Jan Klein, IESEG School of Management; Sven Henkel, EBS Universität für Recht und Wirtschaft
B2B1	Edwin Nijssen, Eindhoven University of Technology	Wednesday, 29th of May, 8.30-10.00	660	Website quality and partner selection in B-to-B setting	Meriem EL BOUHALI, L'École Supérieure Libre des Sciences Commerciales Appliquées
			728	THE B2B CEO AND CMO LINKEDIN POSTING INFLUENCE ON SALES REVENUE	Roberto Mora Cortez, Southern Denmark University
			169	Buyers and Suppliers trust on E-Marketplace in the Context of SMEs Based on Signalling Theory	Kedwadee Sombultawee, Thammasat University
			555	How B2B Branding Research Measures Up: A Systematic Review of Key Themes, Theories, and Methods	Edwin Nijssen, Eindhoven University of Technology; Christian Kowalkowski, Linköping University; Joona Keränen, RMIT University
B2B2	Wolfgang Ulaga, INSEAD	Friday, 31st of May, 8.30-10.00	214	Enhancing customer willingness to pay for digital services through the application of free-to-fee choice architecture	Joona Keränen, RMIT University; Anna Salonen, University of Jyväskylä; Harri Terho, Tampere University; Juha Munnukka, University of Jyväskylä
			557	Platform Evolution for Data-driven Service Growth: An Affordance Perspective	Tanvir Ahmed, Linköping University; Christian Kowalkowski, Linköping University; Alexey Sklyar, Linköping University
			524	Customer Experience Management in B2B Markets: CX Value Propositions and Archetypal CXM Strategies	Christian Kowalkowski, Linköping University; Jochen Wirtz, NUS Business School/National University of Singapore; Maria Holmlund, Hanken School of Economics; Wolfgang Ulaga, INSEAD; Tanvir Ahmed, Linköping University; Elina Jaakkola, University of Turku

B2B3	Andreas Eggert, Freie Universität Berlin	Friday, 31st of May, 10.30-12.00	2	Customer Concentration and Firm R&D	Xinming He, Durham University; Shan Zhao, 121 Baidi Road, Nankai District 300071 China Email:; Baichao Ma, School of Economics and Management
			61	Network capability and innovation in SMEs: does participation in global value chains matter?	Bruna Costa, Universidade Federal do Paraná; Simone Didonet, UFPR - Federal University of Paraná; Ismail Golgeci, Aarhus University
			569	How Manufacturing Firms Compete with Industrial Software: A Dynamic Capabilities Perspective	Florian Völkl, Freie Universität Berlin; Andreas Eggert, Freie Universität Berlin; Wolfgang Ulaga, INSEAD
B2B4	Julia Gyorffy-Schäfer, Aalborg University Business School	Wednesday, 29th of May, 8.30-10.00	210	Drivers of customer satisfaction and recommendation in B2B context: A moderated sequential-mediation model using text mining in user-generated content	Swagato Chatterjee, Queen Mary University of London, UK; Prathamesh Kittur, Indian Institute of Technology Madras; Sehar Aejaz ., National Institute of Technology Srinagar; Shaza Kawoosa, National Institute of Technology Srinagar
			369	Unveiling the Unique Value of Physical B2B Trade Fairs: Mutual Social Construction of the Trade Show Reality	Sophie Feldner, Goethe University Frankfurt - Faculty of Economics and Business Administration - Marketing Department; Dominik Hettich, Goethe University Frankfurt; Torsten Bornemann, Goethe University Frankfurt
			717	Account-Based Marketing in B2B markets: Conceptualization, key drivers and outcomes	Silvio Cardinali, UNIVPM; Joel Mero, University of Jyväskylä; Simone Severini, Università degli Studi di Macerata; Harri Terho, Tampere University
			15	Digital footsteps: Insights from organizational information search for sales lead qualification	Julia Gyorffy-Schäfer, Aalborg University Business School; Poul Andersen, Aalborg University Business School, Norwegian University for Science and Technology (NTNU); Dr. Holger Roschk, Aalborg University Business School
B2B5	Alicia Gerlach, Karlsruher Institut für Technologie - Marketing & Sales Research Group	Wednesday, 29th of May, 15.00-16.30	252	Sustainability-based value creation within a multi-stakeholder network: balancing expectation' conflicts within the Amazon context	Gabriela Nobre Dias, University of São Paulo and University of Antwerp; Kavita Hamza, University of Sao Paulo; Annouk Lievens, University of Antwerp - Faculty of Business and Economics; Ingrid Moons, University of Antwerp
			330	Resilience in the Face of Adversity: Evidence from a Multinational Enterprise's Expansion into Multiple Markets	Amrita Mitra, University of Melbourne; Kersi Antia, Western University
			561	Can we trust that groups make sustainable purchase decisions?	Alicia Gerlach, Karlsruher Institut für Technologie - Marketing & Sales Research Group; Martin Klarmann, Karlsruhe Institute of Technology (KIT)
			166	Prohibiting Unfair Trading Practices: The Impact of a Regulatory Intervention on Market Prices	Stefan Wuyts, Penn State University; Sotires Pagiavlas, Pennsylvania State University
B2B6	Ali Shamsollahi, ESSEC	Friday, 31st of May, 13.00-14.30	507	When Should Organizations Outsource Problem Solving? Balancing Functional and Technical Requirement Specifications in Public Procurement	Anna Stepanova, University of Groningen; Jon Sande, BI Norwegian Business School; Kenneth Wathne, University of Stavanger
			173	Effective Technology Licensing: Managing Double-sided Agency Problems	Amir Hassanzadegan, The University of Melbourne; Erik Mooi, The University of Melbourne; Jan Heide, Wisconsin-Madison
			655	Post-Transgression Interorganizational Relationship Repair	Ali Shamsollahi, ESSEC; Simon J. Bell, University of Melbourne; Danielle Chmielewski-Raimondo, University of Melbourne; Richard McFarland, ESSEC Business School

CB1	Aylin Aydinli, Vrije Universiteit Amsterdam	Wednesday, 29th of May, 10.30-12.00	156	Consumer Perspectives: True Price Acceptance in the Shift Towards Sustainable Food Systems	Sjoukje Goldman, Amsterdam University of Applied Sciences; Jesse Weltevreden, Amsterdam University of Applied Sciences; Florian Buehler, Vorarlberg University of Applied Sciences
			164	Towards reducing purchases of plastic bottled water: exploring the influence of self-prophecy	Bing Bai, Montpellier Research in Management, University of Montpellier; Laurie BALBO, Grenoble École de Management; Marie-Christine Lichtlé, Montpellier Research in Management, University of Montpellier
			498	Categorization and Waste Management: More Complex Recycling Systems Lead to Less Wasting	Martina Cossu, University of Bocconi; Elena Bocchi, Bayes Business School (formerly Cass), City University of London; Irene Scopelliti, City, University of London
			351	Are Consumers More or Less Averse to Wasting Organic Food?	Aylin Aydinli, Vrije Universiteit Amsterdam; Kobe Millet, Vrije Universiteit Amsterdam; Kristina Nadricka, Vrije Universiteit Amsterdam
CB2	Benedetta Canfora, Grenoble Ecole de Management	Wednesday, 29th of May, 8.30-10.00	177	Decisions for an Individual or for a Group: Preference Shifts between Algorithmic and Human Decision-Makers	Xuesong Shang, Zhengzhou University; Xilin Li, China Europe International Business School; Tian Qiu, East China Normal University; Jingyi Lu, East China Normal University
			233	From Regret to Subscription: The Consequences of AI Classification Failures on Streaming Platforms	Ana Rita Gonçalves, Nova Information Management School; Diego Costa Pinto, NOVA Information Management School; Hector González, ESCP Business School
			254	Unveiling the Dark Side of Companies Self-Promotion of Artificial Intelligence	Darina Vorobeva, NOVA IMS; Diego Costa Pinto, NOVA Information Management School; Hector González, ESCP Business School; Nuno António, NOVA Information Management School (NOVA IMS)
			613	Humans do it better? Exploring the existence of an artificiality bias in domains where performance is a fundamental product attribute	Benedetta Canfora, Grenoble Ecole de Management; Marie-charlotte Guetlein, Grenoble Ecole de Management; Robert Mai, Grenoble Ecole de Management; Moritz Loock, University of St.Gallen
CB3	Elena Bocchi, Bayes Business School (formerly Cass), City University of London	Thursday, 30th of May, 11.30-13.00	291	Beyond the Sustainability-Liability Effect: Real Consumer Choices Favor Sustainable Products	Hege Landsvik, Norwegian School of Economics; Siv Skard, Norwegian School of Economics; Lars Jacob Pedersen, Norwegian School of Economics; Sveinung Jørgensen, Norwegian School of Economics; Hallgeir Sjåstad, Norwegian School of Economics & SNF (Center for Applied Research at NHH)
			539	In-Group Heroes and Out-Group Antagonists? The Role of Social Identity and Ideology in Sustainable Consumer Behavior	Eric Klebeck, University of Mannheim; Sabine Kuester, University of Mannheim; Aleksandar Blečić, University of Mannheim
			598	Only time will tell: Impact of temporal framing on sustainable behavior	Arpita Pandey, IIM Bangalore, India; Arpit Shah, IIM Bangalore; Shailendra Jain, University of Washington
			358	Set Composition Induces Overbuying	Elena Bocchi, Bayes Business School (formerly Cass), City University of London; Irene Scopelliti, City, University of London; Zachary Estes, Cass Business School, City University of London

CB4	Lennart Kehl, Goethe University Frankfurt; Caroline Wiertz, Bayes Business School (formerly Cass), City, University of London	Wednesday, 29th of May, 15.00-16.30	467	The Influence of the crowd sensation on the postponement of a visit to a store during sales periods in retailing: the role of confusion and comfort decision	Maali BENHISSI, EDC Paris Business School; Aurely Lao, IAE LILLE
			267	Does everything look the same from a distance? A meta-analysis of construal level's effect on similarity perceptions	Susanne Adler, Ludwig-Maximilians-University Munich
			629	Distilling Robust Processing Fluency Manipulations: A Direct and Conceptual Replication Approach	Lennart Kehl, Goethe University Frankfurt; Jan Landwehr, Goethe University Frankfurt
			663	Reshaping Media Narratives: The Rise of Weak Narrativity in the Media Marketplace	Kees Smeets, Bayes (formerly Cass), City, University of London; Caroline Wiertz, Bayes Business School (formerly Cass), City, University of London; Daniela Cristian, Bayes Business School (formerly Cass); Stefan Bernritter, King's Business School
CB5	Femke van Horen, Vrije Universiteit Amsterdam	Wednesday, 29th of May, 13.00-14.30	129	Highlighting the difference to make one: differential ethicality framing increases the choice share of ethical options.	Zhuliang Liu, University of Leeds; Aulona Ulqinaku, Leeds University Business School; Dionysius Ang, Leeds University Business School ; Vasileios Davvetas, University of Leeds; Barbara Summers, University of Leeds
			344	How does displaying fake reviews impact consumers' purchase intention? The mediation effects of perceived trust, risk, and quality	Susanne Pedersen, Aarhus University; Yuanshuo Li, Harbin Institute of Technology
			145	Thou Shall Not Imitate: When Do Copycats Trigger Moral Concern?	Femke van Horen, Vrije Universiteit Amsterdam; Anika Stuppy, Tilburg University; Margaret (Meg) Campbell, University of California, Riverside
CB6	Daniela Cristian, Bayes Business School (formerly Cass)	Wednesday, 29th of May, 13.00-14.30	669	Disclosure under (dis)fluent conditions	Carolina Cuervo-Robert, Toulouse School of Management; Sandra Laporte, TSM Toulouse School of Management; Matthieu Bouvard, Toulouse School of Management
			718	Allow or Deny: The Impact of Information Access Mode on Willingness to Share Personal Information	Ana Scekic, Erasmus University; Tatiana Sokolova, Tilburg University; Aradhna Krishna, University of Michigan
			571	Let it go: the Effect of Stress on Anonymous Self-Disclosure	Daniela Cristian, Bayes Business School (formerly Cass); Sinem Acar-Burkay, USN Business School
CB7	Daniele Dalli, University of Pisa	Friday, 31st of May, 13.00-14.30	429	Trickster Consumers: Applying the Trickster Lens to Understand Socially-Unconstrained Appetite-Seeking Consumption	Nathan Warren, BI Norwegian Business School; Linda Price, University of Wyoming
			565	A study of Science of Brand Growth applied to Baby care marketing strategies via Gen Z mothers needs	Douglas de Moura, ESPM; Ricardo Zagallo Camargo, ESPM - Escola Superior de Propaganda e Marketing
			600	Exploring the Impact of Procurement Modes on Loyalty towards Luxury Brands among Chinese MZ Generations Consumers	Juhua CUI, University of Lyon 2; Isabelle Prim-Allaz, University of Lyon 2
			409	Consumption communities. Critical review and theoretical implications	Daniele Dalli, University of Pisa

CB8	Gilles Laurent, ESSEC Business School	Friday, 31st of May, 8.30-10.00	35	When Option Order Primacy Disappears: The Role of Presentation Order of Loss and Gain	Yongkun Liu, Bocconi University; Kurt Munz, Bocconi University
			168	How Consumers with Hedonic (vs. Utilitarian) Purchase Motive Use Item-Price (vs. Price-Item) Presentation Order as a Mechanism to Justify Their Hedonic Purchase	Hyun Young Park, China Europe International Business School; Jungsil Choi, Cleveland State University
			338	The Consumption Order Effect in Knowledge Acquisition	Xinping WEI, The Chinese University of Hong Kong; Leilei Gao, The Chinese University of Hong Kong
			273	Price Comparison Making as a Visual Process	Gilles Laurent, ESSEC Business School; Marc Vanhuele, HEC Paris; Madhav Arora, ESSEC Business School
CB9	Xiaolan Chen, Bayes Business School (Formerly CASS)	Thursday, 30th of May, 9.30-11.00	278	Physical appearance comparison as viewing Instagram: effects in body image, self-esteem and eating disorders	Marina Xygki, Agricultural University of Athens; Konstantinos Lionakis, Athens University of Economics & Business; Sotirios Karetsos, Agricultural University of Athens
			566	When Gender is as a Zero-Sum Game: How Political Orientation Shapes Gender Ideals and Consumption	Carlos Eduardo Caldas de Souza, BI Norwegian Business School; Nathan Warren, BI Norwegian Business School; Luk Warlop, BI Norwegian Business School
			619	Video game character design: The role of diversity, equity, and inclusion	Xiaolan Chen, Bayes Business School (Formerly CASS), City, University of London; Wanqing Zhang, Bayes Business School, City, University of London; Daniela Cristian, Bayes Business School (formerly Cass)
CB10	Anirban Mukhopadhyay, Bayes Business School, City, University of London	Thursday, 30th of May, 9.30-11.00	1	Too Little Money or Time? Using Justifications to Maintain a Positive Image After Self-Control Failure	Janina Steinmetz, Bayes Business School
			262	Unveiling Consumer Empowering Pathways	Sanam AKHAVANNASAB, Aalborg university; Dr. Holger Roschk, Aalborg University Business School
			408	The Cost of Saving Time: The Unintended Consequences of Saving Time for Low-Income People	Nazli Gurdamar-Okutur, Koc University; Hanife Armut, Koc University
			678	Green for the Rich, But Not for the Poor: How Income Bias Affects the Perceived Greenness of Repair Behavior	Ceren Sahin, Tilburg University; Anika Stuppy, Tilburg University; Robert Smith, Tilburg University
CB12	Christophe Lembregts, RSM Erasmus University; Nazli Gurdamar-Okutur, Koc University	Wednesday, 29th of May, 08.30-10.00	110	Physical Appearance Improvement Influences Prosocial Consumer Behavior	Natalia Kononov, Tel Aviv University; Danit Ein-Gar, Tel-Aviv University; Stefano Puntoni, Rotterdam School of Management, Erasmus University
			691	The Effect of Message Framing on Pro-Environmental Consumer Behavior: A Meta-Analysis	Catalina Wache, Freie Universität Berlin
			489	What Does it Mean to Study “Green”?: Exploring Potential Barriers and Solutions to Studying a Broader Set of High Mitigation-potential Behaviors.	Christophe Lembregts, RSM Erasmus University; Romain Cadario, Erasmus University, Rotterdam School of Management
			404	The Impact of Donation Utilization Frequency on Recurring Giving	Hanife Armut, Koc University; Nazli Gurdamar-Okutur, Koc University; Zeynep Gürhan-Canli, Koç University



CB13	Diogo Koch Alves, Bayes Business School	Thursday, 30th of May, 11.30-13.00	94	"Patent marking" as a signaling strategy: Impacts on perceived product innovativeness and innovation adoption	Stéphane salgado, Toulouse School of Management - Université Toulouse 1 Capitole; David Henard, Department of Business Management Nelson; Jamal Azzam, Toulouse School of Management
			231	Consumer's Self-Extension with Smart Technologies: Scale Development and Validation	Min Yan, University of essex; Raffaele Filieri, Audencia Business School; Matthew Gorton, Newcastle University; Artyom Golossenko, Cardiff Business School
			445	Does Smart Service Recovery Harm Customer Orientation: A Feeling Economy Perspective	Mariana Girão Carrilho, NOVA Information Management School; Rafael Wagner, NOVA Information Management School; Diego Costa Pinto, NOVA Information Management School; Hector González, ESCP Business School; Khaoula Akdim, Cunef University
			573	Socially Safe on Smartphones: How Smartphone Use Reduces Social Risk Taking	Diogo Koch Alves, Bayes Business School; Ana Valenzuela, ESADE- Ramon Llul & Baruch College
CB14	Nico Heuvinck, IESEG School of Management	Wednesday, 29th of May, 15.00-16.30	453	Choosing is Losing: Children's Food Choice Independence Triggers the Development of the Unhealthy = Tasty Intuition	Jonathan D'hondt, Ghent University; Barbara Briers, University of Antwerp
			469	The Calories-Must-Be-Bad Bias: How the Belief that Calories Are Unhealthy Increases the Choice Share of Less Nutritious Options	Arnaud Monnier, Nova School of Business and Economics - Universidade Nova de Lisboa; Steven Sweldens, Rotterdam School of Management (RSM) Erasmus University Rotterdam
			512	Effectiveness of front-of-package labels on choice healthiness in partially-labeled product assortments	David Olk, University of Groningen; Koert van Ittersum, University of Groningen; Tammo Bijmolt, University of Groningen; Mike Palazzolo, UC Davis Graduate School of Management
			488	The "Fast Meal = Fast Food" Intuition - The Effect of Consumption Time Pressure on Fast-Food Choice	Nico Heuvinck, IESEG School of Management; Yi Li, Macquarie University
CB16	Ali Tamaddoni, Deakin Business School	Wednesday, 29th of May, 17.00-18.30	81	Construal Level Theory and its Role in Shaping Negative Affective Expectations: An Extension from the Rosy View Phenomenon	Aleksandar Blečić, University of Mannheim; Sabine Kuester, University of Mannheim; Alexander Rupertus, University of Mannheim
			517	Feeling Mixed, Choosing Mild? Mixed Emotions Increase Preferences for Low-Arousal Products in Online Product-Recommendation Settings	Jana-Verena Gerhart, Johannes Gutenberg University Mainz; Oliver Emrich, Johannes Gutenberg-Universität Mainz
			205	Coping Through Precise Labeling of Emotions: A Deep Learning Approach to Studying Emotional Granularity in Language	Ali Faraji-Rad, University of Maryland; Ali Tamaddoni, Deakin Business School; Atefeh Jebeli, University of Maryland, Baltimore County

CB17	Vivian Strehlau, Escola Superior de Propaganda e Marketing	Wednesday, 29th of May, 17.00-18.30	40	"I may have never walked in your shoes, but I can see your soles are worn" – A systematic literature review on consumer empathy using the TCCM approach	Leon Lehnert, University of Stuttgart
			421	When Normative Information Becomes a Challenge: The Role of Resistance to Change and Imminence in Consumer Compliance with Dynamic Norms	Agne zakareviciute, Vilnius University
			648	The networked consumption: development and validation of a social capital scale from the consumer perspective	Jussara Cucato, Universidade Nove de Julho; Vivian Strehlau, Escola Superior de Propaganda e Marketing; Flávio Bizarrias, Escola Superior de Propaganda e Marketing; Dirceu Silva, Universidade Estadual de Campinas; Suzane Strehlau, ESPM
CB18	Jonathan Luffarelli, Montpellier Business School;	Wednesday, 29th of May, 8.30-10.00	201	How Physical Pain Influences Conformity	Emanuela Stagno, University of Sussex; Selin Atalay, Frankfurt School of Finance and Management; Klemens Knöferle, BI Norwegian Business School; Luk Warlop, BI Norwegian Business School
			595	Repeated Touch Enhances Liking Towards Touched Surfaces	Farhana Tabassum, IESEG School of Management; Klemens Knoeferle, BI Norwegian Business School; Luk Warlop, BI Norwegian Business School
			109	Logo Hues and Background Color	Jonathan Luffarelli, Montpellier Business School; Franck Celhay, Montpellier Business School
CB19	Wooyun Yang, University College Dublin	Friday, 31st of May, 15.00-16.30	666	Greed in Cryptocurrencies: How other people's motives influence financial decision-making.	Konstantin Pikal, LUISS Guido Carli; Deniz Lefkeli, LUISS Guido Carli University; Francisco Villarroel Ordenes, Assistant Professor / LUISS Guido Carli University
			680	How Shall I Pay? Salience of Payment Options Increases Purchase Likelihood	Deniz Lefkeli, LUISS Guido Carli University; Nazli Gurdamar-Okutur, Koc University
			572	The Salience of Cryptocurrency and Its Implications on Consumer Decision Making	Wooyun Yang, University College Dublin; Suhas Vijayakumar, University College Dublin; Huidi Lu, NEOMA Business School
CB20	Liat Hadar, Tel Aviv University	Thursday, 30th of May, 14.00-15.30	5	The Curse of Preference: Adding A Common Negative Feature Decreases Consumer Choice of the More Desirable Product	May Yuan, The Chinese University of Hong Kong; Leilei Gao, The Chinese University of Hong Kong
			31	A Cognitivist Perspective on the Choice Overload Phenomenon: Applying Cognitive Load Theory	Jennifer Musial, University of Duisburg-Essen
			280	Maximizing, Choice Difficulty and the Purchase of Extended Warranty	Liat Hadar, Tel Aviv University; Shai Danziger, Tel Aviv University; Ronit Montal-Rosenberg, The Hebrew University of Jerusalem
CB21	Ursa Bernardic, ETH Zürich	Friday, 31st of May, 8.30-10.00	545	Beyond Ink and Paper: Exploring the Motivational Potential of Bullet Journals in Consumer Goal Attainment	Malaurie Fauré, Toulouse School of Management, University Toulouse Capitole, TSM-Research, CNRS, Toulouse, France
			606	When Do Nudges Backfire? The Role of Goal Congruence and Reactance	Maja Fors, Stockholm School of Economics; Aylin Cakanlar, Stockholm School of Economics/Jönköping University; Sara Rosengren, Stockholm School of Economics; Siegfried Dewitte, KU Leuven
			687	Self-Quantification: A Conceptualisation & Avenues for Marketing Research	Charlotte Pietschmann, University of Bremen; Kristina Klein, University of Bremen
			721	De-biasing electric vehicle adoption with personalized nudging	Ursa Bernardic, ETH Zürich

CB22	Selin Goksel, London Business School	Friday, 31st of May, 10.30-12.00	510	How to maintain alternative medicines consumption? Community learning about illnesses of the mind and inauthentic identity	Paul Pasquier, Université Jean Monnet Saint-Etienne; Anthony Galluzzo, Université de Saint Etienne
			68	Let's get Energized: edifying activities are more energizing than gratifying activities.	Olivia Kim, Norwegian School of Economics
			216	Is Ownership Becoming Outdated? Perception of the Sharing Economy's Popularity Decreases Consumers' Desire for Material but Not Experiential Purchases	Yunhui HUANG, Nanjing University; Xinping WEI, The Chinese University of Hong Kong; Xuebin CUI, Nanjing University
			373	Communication Preferences When Seeking Medical Care: Embarrassment Decreases Preferences for Sociable Doctor-Patient Interactions	Selin Goksel, London Business School; Sydney Scott, Washington University in St. Louis; Jonathan Berman, London Business School
CB24	Ravneet Bawa, London School of Economics and Political Science	Friday, 31st of May, 8.30-10.00	155	Money Illusion for Others	Rajarshi Majumder, Grenoble Ecole de Management; Ignazio Ziano, University of Geneva; Robert Mai, Grenoble Ecole de Management
			183	People Overestimate the Dishonesty of Others	Jareef Martuza, Norwegian School of Economics; Helge Thorbjørnsen, Norwegian School of Economics & SNF (Center for Applied Research at NHH); Hallgeir Sjåstad, Norwegian School of Economics & SNF (Center for Applied Research at NHH)
			376	"I Wanna Thank Me": Reputational Consequences of Attribution Locus Depend on Outcome Valence	Ignazio Ziano, University of Geneva; Adam Wang, James Cook University, Singapore campus; Ovul Sezer, Cornell University
			431	Making Money Rewarding - Conditional versus Unconditional Pocket Money and Children's Materialism	Ravneet Bawa, London School of Economics and Political Science; Heather Kappes, London School of Economics and Political Science
CB25	Gwarlann De Kerviler, IESEG SCHOOL OF MANAGEMENT LEM-CNRS (UMR 9221)	Friday, 31st of May, 10.30-12.00	328	The Impact of Visual Entropy on Food Evaluations	Ze Wang, University of Central Florida; JUNCAI JIANG, UNIVERSITY OF CENTRAL FLORIDA; GANGA HEWAGE, THE UNIVERSITY OF MEMPHIS; MACKENZIE BLAND, UNIVERSITY OF CENTRAL FLORIDA; Surendra Singh, University of Kansas
			634	The effect of shape (length) of cutlery on food consumption; the moderating effect of consumption goals	Mona MASOUMZADEH, Grenoble Ecole de Management; Robert Mai, Grenoble Ecole de Management; Laurie BALBO, Grenoble École de Management
			136	A sociocultural perspective on wine: identification of four dimensions of wine consumption value	Gwarlann De Kerviler, IESEG SCHOOL OF MANAGEMENT LEM-CNRS (UMR 9221); Barry BABIN, Ole Miss Business School; Pol SOLANELLES, Ole Miss Business School
DM1	Denise Pape, University of Goettingen	Wednesday, 29th of May, 8.30-10.00	47	AR/VR Application in Online Retailing: A Meta-Analysis of the Influence of AR/VR Attributes on Consumer Purchase Stages	MINGHAO LI, University of Nottingham Ningbo China; Ruolan Chen, University of Nottingham Ningbo China; Ruizhi Yuan, University of Nottingham Ningbo China; Bo Huang, University of Nottingham Ningbo China
			672	Exploring AR Liminoid Spaces: A Study on Consumer Possible Selves in the Metaverse	Ruyu Yun, Loughborough University; Jie Meng, Loughborough University
			679	Should You Combine Luxury and Virtuality? A Brand Essence Perspective	Lucas Nann, University of Lucerne; David Finken, ETH Zurich - Chair of Technology Marketing; Tim Doering, Maastricht University; Reto Hofstetter, University of Lucerne
			529	To Share or Not to Share: The Role of Privacy Intervention Strategies in Metaverse Data Disclosure	Denise Pape, University of Goettingen; Waldemar Toporowski, University of Goettingen

DM2	Alexander Mafael, Stockholm School of Economics	Thursday, 30th of May, 9.30-11.00	391	Impact of Weather and Device Type on Retail Investor Trading Behavior	Pauline Engel, LMU Munich School of Management; Martin Spann, LMU Munich School of Managment; Peter Pal Zubcsek, Tel Aviv University
			559	Unboxing video effectiveness	Lisa Hanf, University of Wuppertal; Ina Garnefeld, University of Wuppertal; Eva Böhm, Paderborn University; Sabrina Helm, University of Arizona
			738	The effect of ad disclosure and photo aesthetics on the effectiveness of sponsored social media posts	Mirkó Gáti, Corvinus University of Budapest; Ágnes Buvár, ELTE Eötvös Lóránd University
			699	Stories vs. Posts: The Effectiveness of Ephemeral and Permanent Branded Content	Alexander Mafael, Stockholm School of Economics; Ammara Mahmood, Wilfrid Laurier University; Stefan Bernritter, King's Business School; Oguz Acar, King's Business School
DM3	Sara Alida Volkmer, Technical University of Munich	Friday, 31st of May, 15.00-16.30	692	In Thy Recommendation We Trust: The Role of Message Framing and Consumption Motivation in Building Consumers' Trust in the Recommender System Output	Ylan Wang, University of Amsterdam; Ivana Busljeta Banks, University of Amsterdam; Zeph van Berlo, University of Amsterdm
			139	PAWSITIVELY POWERFUL: WHY AND WHEN PET INFLUENCERS BOOST ENGAGEMENT AND PURCHASE INTENTION	Martina Di Cioccio, LUISS Guido Carli University; Rumen Ivaylov Pozharliev, Assistant Professor/LUISS Guido Carli University; Matteo De Angelis, Luiss University
			318	Exploring the impact of Social Media Influencers on purchase intentions for luxury products through Human Brand Theory	Yan Danni Liang, Bournemouth University; Yumei Yang, Bournemouth University; Saqib Shamim, Queen Marry University of London
			602	Investigating the influence of creators' social media content on follower conversion into paying subscribers	Sara Alida Volkmer, Technical University of Munich; Jasper David Brüns, Technical University of Munich, School of Management; Martin Meißner, Technical University of Munich
DM4	Christina Okoutsidou, University of Muenster	Friday, 31st of May, 13.00-14.30	158	Influencer Marketing: Understanding value creation and value destruction of an eco-system	Sandra Arrivé, Iéseg School of Management; Alisa Minina Jeunemaître, EM LYON
			283	Influential opinion leaders: shaping healthcare brand perceptions and enhancing medication adherence on social media	Lena Griset, Edhec Business School; Loick MENVIELLE, Edhec Business School; Rupanwita DASH, Edhec Business School
			639	Enchantment of the economic cult – the rhetoric lures of crypto influencers	Heini Vanninen, LUT University; Jaan-Pauli Kimpimäki, LUT University, School of Business and Management; Paavo Ritala, LUT University
			449	Beyond SENS(E)ation: Exploring Sensory Language Effectiveness in Virtual Influencers' Product Endorsements	Christina Okoutsidou, University of Muenster; Nadine Eckel, University of Muenster; Dipayan Biswas, University of South Florida
DM5	Klaus Miller, HEC Paris	Wednesday, 29th of May, 13.00-14.30	297	Privacy Promise vs. Tracking Reality in Pay-or-Tracking Walls	Timo Mueller-Tribbensee, Goethe University Frankfurt
			643	Privacy-Usefulness Trade(off): Consumer Perceptions of the Information Exchange in the Context of the Internet of Things	Aleksandra Mikhailova, Stockholm School of Economics; Jonas Colliander, Stockholm School of Economics
			665	New Strategies in Data-driven Marketing: Consumer Data-Sharing and Personalization in the Post-Third-Party Cookie Era	Jessica Knauß, Wiesbaden Business School; Mark Elsner, Wiesbaden Business School; Markus Wübben, CrossEngage
			476	How Does Disabling Cookie Tracking Impact Online News Consumption?	Klaus Miller, HEC Paris; Yufei Shen, Nova School of Business and Economics; Xitong Li, HEC Paris

DM6	Amir Heiman, The Hebrew university of Jerusalem	Wednesday, 29th of May, 17.00-18.30	310	When Interact with Generative AI: The Impact of Anthropomorphized Generative AI on Productivity	Kate Jeonghee Byun, Korea University; Shijin Yoo, Korea University; Michael Haenlein, ESCP Business School; Daegon Cho, KAIST; Youngchan Hwang, KAIST
			387	How submissive (vs. dominant) language in AI-based assistants shapes consumer attitudes, intentions, and perceptions	Daniel Ruiz-Equihua, Universidad Autónoma de Madrid; Jano Jimenez Barreto, Oxford Brookes University; Jaime Romero, Universidad Autónoma de Madrid
			SS42	'Please give your information': Why consumers reveal their private data when buying online?	Brikena Berisha, University of Ljubljana
			552	Adoption of Facial Pattern Recognition Applications by Fashion Retailers	Amir Heiman, The Hebrew university of Jerusalem; Udo Wagner, University of Vienna
DM7	Kjell Herzig, University of Mannheim	Friday, 31st of May, 8.30-10.00	38	Unveiling Coping Mechanisms in Marketplace Discrimination: The Allure of AI Recommendations	Kulwinder KAUR, IIM Jammu, India; Nazia GERA, Doctoral student at Panjab University, Chandigarh, India; Arash Talebi, Assistant Professor of Marketing, EDHEC Business School; Sourjo MUKHERJEE, School of Business, University of Wollongong in Dubai; Gopal Das, Associate Professor of Marketing, Indian Institute of Management Bangalore
			56	The impact of ai anchor news: the comparison of ai vs. Human anchor programs in news industry	Inyoung Chae, Sungkyunkwan (SKK) University; Lin Kim, Sungkyunkwan (SKK) University
			64	AIn't it real? Using textual paralanguage to identify fake AI-generated electronic word-of-mouth	Tobias Maiberger, Darmstadt University of Applied Sciences
			194	The Double-Edged Sword of Artificial Empathy	Kjell Herzig, University of Mannheim; Sabine Kuester, University of Mannheim; Elisa Konya-Baumbach, Bern University of Applied Sciences
DM8	Novin Hashemi, University of Bologna	Friday, 31st of May, 10.30-12.00	538	Unboxing the black boxes of AI: Enlightening vulnerable consumers with the algorithmic processes of AI-based mental health applications	Danielle Ang, Toulouse School of Management; Camilla Barbarossa, Toulouse Business School; Andreas Munzel, Toulouse 1 Capitole University (TSM Research)
			656	Can a Chatbot Be Your Friend? Using Topic Modeling to Examine Customer Reaction to Feeling AI	Salma André, University Jean Moulin Lyon 3, iaelyon School of Management, UR Magellan; Margherita Pagani, Skema Business school
			707	The impact of 'magic vs scientific' ai framing on product evaluations	JUNGSIK SON, University of Leeds; Aristeidis Theotokis, University of Leeds; Dionysius Ang, Leeds University Business School ; Yeyi Liu, Xi'an Jiaotong University
			725	How a chatbot should communicate advice? Formal language matters.	Novin Hashemi, University of Bologna; Gabriele Pizzi, University of Bologna; Chiara Orsingher, University of Bologna; Virginia Vannucci, University of Bologna
DM9	Nastasia Gallitz, LMU Munich School of Management	Friday, 31st of May, 13.00-14.30	36	An overview on gamification in interactive marketing research: Insights and implications for research	Anca Yallop, Auckland University of Technology
			388	Engaging Fears: The Effect of Horror Stimuli in Video Games on Consumer Purchasing Behavior	Elena Yifei Zhao, Syracuse University; Zoe Ziqi Zhong, The London School of Economics and Political Science
			618	DIGITAL SLAM DUNK: UNDERSTANDING COLLECTING DYNAMICS AND TENSIONS FOR DIGITAL COLLECTIBLES	Bibek Guha Sarkar, Indian Institute of Management Calcutta; Saravana Jaikumar, Indian Institute of Management Calcutta
			82	Product Badges and Consumer Choice on Digital Platforms	Nastasia Gallitz, LMU Munich School of Management; Markus Lill, LMU Munich School of Management; Martin Spann, LMU Munich School of Managment; Lucas Stich, Julius-Maximilians-Universität Würzburg

DM10	Laura Jansen, Wageningen University and Research	Friday, 31st of May, 15.00-16.30	381	How to Communicate Physically Shared Offerings in the Sharing Economy	Thomas Schreiner, University of New South Wales; Franziska Völckner, University of Cologne; Harald van Heerde, University of New South Wales Sydney; Valentyna Melnyk, Massey University; Tobias Hinze, University of Cologne; Magdalena Bekk, University of Cologne
			463	Real-Time Marketing: The Effects of Joining Another Brand's Social Media Conversation on Engagement	Onur Osmanoğlu, Bilkent University; Ayşegül Özsomer, Koç University
			468	'Hot stuff': Food is More Desirable with Dynamic Food-Extrinsic Temperature Cues	Tianyi Zhang, University of Oxford; Rhonda Hadi, University of Oxford; Clea Desebrock, University of Oxford; Kasunori Okajima, Yokohama National hUniversity; Charles Spence, University of Oxford
			644	Food swaps with a personalized value-based justification to promote healthy online food choices: A randomized controlled trial	Laura Jansen, Wageningen University and Research; Ellen van Kleef, Wageningen University and Research; Ellen J. Loo, Wageningen University
DM11	Tuck Siong Chung, ESSEC Business School	Thursday, 30th of May, 9.30-11.00	24	A Balancing Act: The Tradeoff Between Information Richness and Rating Distortion caused by Abandonment of Online Reviews	Ann-Kathrin Polenz, University of Mannheim; Andreas Bayerl, Erasmus School of Economics, Erasmus University; Yaniv Dover, Hebrew University; Florian Kraus, University of Mannheim
			67	Why Read This?: Exploring the Cues Consumers Use to Evaluate Online Reviews in the Context of Deception	Andrea Wetzler, Toulouse School of Management; Andreas Munzel, Toulouse 1 Capitole University (TSM Research)
			564	Behind the Purchase: Antecedents and Consequences of Post-Purchase Consumer Exposure to Electronic Word-Of-Mouth	Agnieszka Kacprzak, University of Warsaw; Lalin Anik, Vrije Universiteit Amsterdam; Katarzyna Dziewanowska, University of Warsaw; Krzysztof Nowak, University of Warsaw
			17	Associate Rule and Word Embedding Mining of Cultural Differences in Online Review Content	Tuck Siong Chung, ESSEC Business School
DM12	Annika Wagner, University of Stuttgart	Thursday, 30th of May, 11.30-13.00	121	The Dynamics of Corporate Misconduct and Online Employer Review Ratings	Andreas Hamann, University of Mannheim; Lars Gemmer, University of Cologne; Andreas Bayerl, Erasmus School of Economics, Erasmus University
			301	Relationship between different types of AI anthropomorphism and their impact on AI's friendliness and trust	Corina Pelau, Bucharest University of Economic Studies, Romania; Dan-Cristian Dabija, Babes-Bolyai University Cluj-Napoca, Romania, Faculty of Economics and Business Administration, Department of Marketing; Liana Anica-Popa, Bucharest University of Economic Studies, Romania; Mihaela Stanescu, Bucharest University of Economic Studies, Romania
			357	The Helpful Review Paradox: How Review Helpfulness Discourages Word of Mouth Volume	Jonghwan Kim, Korea University; Shijin Yoo, Korea University
			117	Don't be Emotional - Influence of Online Customer Experience Dimensions on Review Helpfulness	Annika Wagner, University of Stuttgart
DM13	Madhav Arora, ESSEC Business School	Wednesday, 29th of May, 13.00-14.30	710	Exploring the influence of message framing on brand evangelism in purchase-triggered donation purchases	Ahmad Aljarah, Bahcesehir Cyprus University; Manuela Lopez-Perez, University of Murcia; Eva Lahuerta-Otero, University of Salamanca; Rebeca Cordero-Gutiérrez, Pontifical University of Salamanca
			251	The Impact of Influence Tactics on Customer Engagement in Brand Messaging	Guowei Huang, Alliance Manchester Business School, University of Manchester; Hai-Anh Tran, Alliance Manchester Business School; Heiner Evanschitzky, Alliance Manchester Business School The University of Manchester
			349	Riding the social media wave: How Brand Topic Salience impacts engagement with direct marketing communication	Madhav Arora, ESSEC Business School; Arnaud De Bruyn, ESSEC Business School; Marc Mazodier, ESSEC Business School; Sumon Chaudhuri, ESSEC Business School

DM14	Francesco Bologni, Bocconi University	Wednesday, 29th of May, 17.00-18.30	72	Art 2.0: How fear-of-missing-out drives consumers' NFT artwork investments.	Jan Meyer, IQS School of Management Barcelona; Felix Friederich, Ramon Llull University, IQS School of Management; Jorge Matute Vallejo, IQS School of Management, URL; Michelle Schwarz, IQS School of Management, Universitat Ramon Llull; ying ni, University ramón Llull
			308	Resale Royalties in the Creator Economy: Evidence from Digital Asset Markets	Björn Hanneke, Goethe University Frankfurt; Yu-Jen Chuang, Goethe University Frankfurt; Bernd Skiera, Goethe-University Frankfurt, Germany; Oliver Hinz, Goethe University Frankfurt
			309	Viral Virtues: Discussing Merit and Gender Influence in the Generation Z's Social Media Saga	Fabio Sandes, Universidade Lusófona; Paula Lopes, Universidade Lusófona; Rui Estrela, Universidade Lusófona de Humanidades e Tecnologias (CICANT)
			247	Removing Content Creators from Social Media Platforms: How Do Consumers Fill the Attention Void? The Case of Donald Trump's Deplatforming.	Francesco Bologni, Bocconi University; Verena Schoenmueller, Bocconi University; Gaia Rubera, Bocconi University
DM15	Meysam Moayery, ISG INTERNATIONAL BUSINESS SCHOOL	Friday, 31st of May, 8.30-10.00	126	The Impact of "Use in Moderation" Corporate Social Marketing (CSM) Campaigns on Free-to-play Game App Usage and Spending	Yashar Bashirzadeh, Grenoble Ecole de Management; Stacey Malek, Grenoble Ecole de Management; Amanda Pruski Yamim, Grenoble Ecole de Management; J. Andrew Petersen, Pennsylvania State University; Ali Nadalizadeh, Turned On Digital
			562	PURCHASE INTENTION ON SOCIAL MEDIA FOR THE HEALTHCARE SERVICE SECTOR: Analysis of Mechanisms and Conditionings	Walter Assis, Universidade Federal do Espírito Santo - UFES; Bruno Vilela, Universidade Federal do Espírito Santo - UFES; MARCELO BRANDAO, Federal University of Espírito Santo; Tiago Tavares, Universidade Federal de Minas Gerais - UFMG; Celio de Oliveira Filho, Federal University of Espirito Santo
			676	How Social Media use impacts job turnover: the role of risk propensity and personal income satisfaction	khalid Hamdaoui, University of Neuchâtel; Ertugrul Uysal, ETH Zürich; Sascha Alavi, Carl von Ossietzky University of Oldenburg; Valéry Bezençon, University of Neuchâtel
			497	Privacy Dynamics in E-commerce: Integrating Rational Calculations and Unconscious Processes	Meysam Moayery, ISG INTERNATIONAL BUSINESS SCHOOL
IMMEC1	Bernhard Swoboda, Trier University	Thursday, 30th of May, 9.30-11.00	415	Collateral Impact of Geo-Political Armed Conflict in Emerging Market Retailing: Coexistence of Advantage and Disadvantage	Rafid Ur Rahman, Leeds University Business School, University of Leeds; Martin Heinberg, Leeds University Business School, University of Leeds; Sourindra Banerjee, University of Leeds; Constantine Katsikeas, Leeds University Business School
			14	A Longitudinal Study of Consumer Animosity: A Panel Analytic Examination	Tinka Krüger, Kiel University; Ipek Nibat, Sabanci University; Robert Mai, Grenoble Ecole de Management; Olivier Trendel, Grenoble Ecole de Management; Wassili Lasarov, Audencia Business School; Michael LEe, The university of Auckland; Stefan Hoffmann, Kiel University
			493	How communication budgets adjusted to Internet penetration affect corporate brand equity effects across nations	Lukas Zimmer, Trier University; Bernhard Swoboda, Trier University; Frank Hälsig, htw saar

IMMEC2	Arash Talebi, EDHEC Business School	Thursday, 30th of May, 11.30-13.00	350	Cross-National Comparisons of Country-of-Origin Influence on Product and Service Evaluations	Johan Bruwer, University of South Australia, UniSA Business Division, Ehrenberg-Bass Institute for Marketing Science, Adelaide, Australia; Martin Hirche, University of Cologne
			457	A Meta-Analytical Review of the Effect of Cosmopolitanism on Consumers' Global/Domestic/Foreign Product Preference	Katharina Zeugner-Roth, SKEMA Business School; Fabian Bartsch, Montpellier Business School; Claudiu Dimofte, San Diego State University
			621	Mitigating Negative Country-of-Origin Effects: The Role of Producer Personification	Sourjo MUKHERJEE, School of Business, University of Wollongong in Dubai; Arash Talebi, Assistant Professor of Marketing, EDHEC Business School; Gopal Das, Associate Professor of Marketing, Indian Institute of Management Bangalore
IMMEC3	SAMY MANSOURI, Université d'Orléans, Vallorem EA6296	Thursday, 30th of May, 14.00-15.30	111	Regulatory Focus and International Marketing Agility	Filipe Coelho, University of Coimbra, CeBER, Faculty of Economics; Carlos Sousa, Molde University College; Nuno Crespo, ISEG Lisbon School of Economics & Management, Universidade de Lisboa; Pedro Silva, University of Coimbra, CeBER, Faculty of Economics; Lorena Bellora, University of Coimbra, CeBER, Faculty of Economics
			716	International marketing agility in exporting: the role of resilience capacity and competitive intensity	Christina Papadopoulou, University of Leeds; MERVE VARDARSUYU, Kutahya Dumlupinar University; Magnus Hultman, Brock University
			34	How companies adapt their marketing program to achieve better export performance in Africa? The moderating role of institutional regulation	SAMY MANSOURI, Université d'Orléans, Vallorem EA6296; Joseph Kaswengi, University of Orléans; Mamadou NDIONE, Université d'Orléans VALLOREM EA6296; Bernard BAKO-LIBA, Université d'Orléans VALLOREM EA6296; Marie-George FAYN, Université de Tours VALLOREM EA6296
IMMEC4	Wei Miao, University College London	Friday, 31st of May, 8.30-10.00	243	Digitalization in Global Public Crisis: Literature Review, Synthesis, and Reflections on Ways to Move Forward	Guojun HE, SKEMA Business School; Thi Thanh Huong Tran, SKEMA School of Business; Leonidas Leonidou, University of Cyprus
			354	Volunteer's elicited emotions and motivations in Rio 2016 Olympics: insights into mega sports events management.	Marcelo da Silva, University of São Paulo; Andres Veloso, University of Sao Paulo; Marcos Silva, Faculdade Instituto de Administração; Guilherme Shiraishi, Universidade de São Paulo
			375	Consumer Behavior Patterns in the Face of Economic Crisis: Evidence from Poland, Hungary and Slovenia	Katarzyna Dziewanowska, University of Warsaw; Agnieszka Kacprzak, University of Warsaw; Anita Kéri, University of Szeged; Gregor Pfajfar, University of Ljubljana
			638	A Rising Tide that Lifts All Boats: The Effects of Collective Recognition Programs on E-Commerce Sellers	Wei Miao, University College London; Liqiang Huang, Zhejiang University; Chris Tang, UCLA; Xuchu Xu, Zhejiang University
IN1	Jan Joosten, Nuremberg Institute of Technology	Wednesday, 29th of May, 15.00-16.30	386	From Critique to Creation: Utilizing Generative AI for Transformative Product Design	Claus Hegmann-Napp, University of Hamburg; Tijmen Jansen, University of Hamburg
			459	Adoption of innovative AI-based recycling technology: The role of visual design dimensions	Sinem Acar-Burkay, USN Business School; Marit Engeset, University of South-Eastern Norway; Ajmal Hafeez, University of South-Eastern Norway; Luying Zhou, University of South-Eastern Norway
			541	Comparing the Ideation Quality of Humans With Generative Artificial Intelligence	Jan Joosten, Nuremberg Institute of Technology; Volker Bilgram, Nuremberg Institute of Technology; Alexander Hahn, Nuremberg Institute of Technology; Dirk Totzek, University of Passau

IN2	Nikolaos Kyriakopoulos, Delft University of Technology	Friday, 31st of May, 8.30-10.00	128	The Adoption of Virtual-Reality Headsets: The Role of Metaverse Trials	Thorsten Hennig-Thurau, University of Münster; Alina Marie Herting, University of Münster; David Jütte, University of Münster
			696	Virtual Reality as a Vector of Isolation vs. Engagement: Exploring Subjective Mental Representations of VR Through an Implicit Association Test	Nikolay Slivkin, Toulouse School of Management; Leila Elgaaied-Gambier, TBS Business School; Linda Hamdi-Kidar, TBS Business School
			700	The visual automated engine: Exploring Visual Search with Augmented Reality for creative Customer Decision-Making	Anton Spitkovsky, RWTH Aachen University; Tim Hilken, Maastricht University; Jermain Kaminski, Maastricht University School of Business and Economics; Dominik Mahr, Maastricht University; Daniel Wentzel, Chair of Marketing, RWTH Aachen University
			363	Achieving generational product innovativeness: The role of intentional cannibalization, technological capability, and agility	Nikolaos Kyriakopoulos, Delft University of Technology; Paraskevas Argouslidis, Athens University of Economics & Business, School of Business, Department of Marketing & Communication; ERIK JAN HULTINK, DELFT UNIVERSITY OF TECHNOLOGY; EUIYOUNG KIM, TU Delft
IN3	Octavian Ciupitu, University of Cologne	Friday, 31st of May, 15.00-16.30	70	The Perceived Value-in-Use of Smart Speakers and its Influence on Continuance Intention: A Comprehensive Analysis of a Trade-Off between Benefits and Costs	Nick Hof, University of Duisburg-Essen; Pascal Kowalczuk, University of Duisburg-Essen
			78	Self-Conscious Emotions as Antecedents for the Continuance Intention of Digital Voice Assistants in Private and Public Contexts	Pascal Kowalczuk, University of Duisburg-Essen; Jennifer Musial, University of Duisburg-Essen
			382	Innovating for Women? The Relationship Between Female Influence on the Top Management Team and Innovation's Focus	Margherita Caprara, Bocconi University; Gaia Rubera, Bocconi University
			604	The Role of Uncertainty in the Adoption of Blockchain Products: An Empirical Investigation of the Helium Network	Octavian Ciupitu, University of Cologne; Hernán Bruno, University of Cologne
IN4	Olga Ungureanu, Vrije Universiteit Amsterdam	Friday, 31st of May, 13.00-14.30	30	Conceptualizing customers' responses to innovations: how adoption and resistance differ	Juliette van Acker, Nijmegen School of Management, Radboud University; Bas Hillebrand, Radboud University; Simone Ritter, Radboud University; Mark Wiering, Radboud University; Rob Holland, Radboud University
			57	Taste buds: 1 vs. Curiosity: 0	Aline Simonetti, Institute for Food and Resource Economics, University of Bonn; Jose Marin-Aguilar, Universidad Autónoma de Aguascalientes; Dominic Lemken, Institute for Food and Ressource Economics, University of Bonn
			346	Uniquely Designed Products: When Unique Aesthetic Product Designs Destroy – and Create – Customer Value	Matthias Fuchs, EHL Hospitality Business School Lausanne; Martin Schreier, WU Vienna
			694	Add on or Move on: Do in-game purchases help or hurt upgrading to newer game versions?	Olga Ungureanu, Vrije Universiteit Amsterdam; Rutger van Oest, BI Norwegian Business School; Nico Schauerte, Vrije Universiteit Amsterdam
IN5	Chenyue Qi, Trinity Business School	Friday, 31st of May, 10.30-12.00	323	Similarity Penalty: How Idea Assortment Influences Evaluation in Crowdsourcing	Felix Schakols, University of Lucerne; Reto Hofstetter, University of Lucerne; Harikesh Nair, Stanford GSB; Sanjog Misra, Chicago Booth
			405	Towards a paradoxical treatment effect: are fablabs	Vellera Cyrielle, Toulouse School of Management; Stéphane Salgado, Toulouse School of Management - Université Toulouse 1 Capitole
			424	Open to be sustainable: External knowledge sourcing to achieve environmental innovation performance	Chenyue Qi, Trinity Business School; Xiaoning Liang, Trinity Business School

MMMA1	Zizhou Peng, University of Greenwich	Wednesday, 29th of May, 8.30-10.00	159	It's a Match! A Machine Learning Approach for Arousal Detection and Congruency in Online Video Content	Lars Gemmer, University of Cologne; Julian Wichmann, University of Cologne; Zeynep Karagür, University of Cologne, Sabanci University
			403	The Impact of Google's Manifest Version 3 (MV3) on Ad Blockers' Effectiveness	Karlo Lukic, Goethe University Frankfurt
			465	Price Effectiveness within Business Cycles	Minxiong Huang, University of Groningen; Maarten Gijsenberg, University of Groningen
			567	The interplay of image and text semantic relevancy on video consumption	Deqing Rong, University of Warwick; Zizhou Peng, University of Greenwich
MMMA2	Bobbie Krijger, Tilburg University	Wednesday, 29th of May, 10.30-12.00	123	Multicategory Choice Modeling by Recurrent Neural Nets	Harald Hruschka, University of Regensburg
			594	Individuals' Decisions for Discretionary Retirement Saving: A Joint Model of How Much and How to Invest	Yadi Yang, Erasmus University Rotterdam; Benedict Dellaert, Erasmus University Rotterdam; Onno Steenbeek, APG Asset Management
			685	Multihoming and Consumer Demand for Video Streaming Platforms	Bobbie Krijger, Tilburg University; Hannes Datta, Tilburg University; Bart Bronnenberg, Tilburg University
MMMA3	Hong Deng, Erasmus University	Thursday, 30th of May, 9.30-11.00	131	Revisiting "A Seasonal Model with Dropout …": A Simple Model with Seasonal Effects for Noncontractual Settings	Peter Fader, The Wharton School, University of Pennsylvania; Bruce Hardie, London Business School; Daniel McCarthy, Goizueta Business School, Emory University
			223	How to Market Investment Products to Micro-Investors: Spend Less (More) On Advertising When the Stock-Market Index Is High (Low)	Jake An, UTS; Marnik Dekimpe, Tilburg University; Harald van Heerde, University of New South Wales Sydney; Darren Kim, Macquarie University
			241	Application of Convolutional Neuronal Networks in Customer Base Analysis	Shahrzad Kurbiel, University Duisburg-Essen
			580	Real-Time Personalization in Dynamic Environments	Hong Deng, Erasmus University; Bas Donkers, Erasmus University; Dennis Fok, Erasmus University
MMMA4	Zeynep Karagür, University of Cologne, Sabanci University	Thursday, 30th of May, 14.00-15.30	506	Matching Customer Characteristics with Products or Services: Exploring Heterogeneity in Financial Advice	Tetyana Kosyakova, Frankfurt School of Finance & Management
			544	Assessing the Digital Pulse: A Comprehensive Evaluation of European Universities´Digitalization Using the IDDI Model	Andrés GÓMEZ, Esic University; José Ponzoa, Universidad Complutense de Madrid (UCM)
			152	Stronger Together: The Complementary Roles of Real-Time and Survey- Based Brand Measures	Zeynep Karagür, University of Cologne, Sabanci University
MMMA5	Maximilian Witte, University of Hamburg	Friday, 31st of May, 13.00-14.30	230	The second order S-1 model: an alternative model for higher order multidimensional marketing constructs	Pierre-Charles Soulié, University of south Brittany
			266	Using Large Language Models to Mimic Human Response Behavior: A Systematic Literature Review on Silicon Sampling	Lea Rau, Ludwig-Maximilians-Universität Munich; Susanne Adler, Ludwig-Maximilians-University Munich; Marko Sarstedt, Ludwig-Maximilians-Universität München
			704	From Words to Metrics: Measuring Digitalization from Corporate Reports	Mayank Nagpal, Indian Institute of Management, Bangalore; J. Andrew Petersen, Pennsylvania State University; Arvind Rangasawamy, PennState Smeal College of Business
			664	Methods in Marketing: Leveraging Artificial Intelligence for Academic Information Dissemination	Maximilian Witte, University of Hamburg; Keno Tetzlaff, University of Hamburg; Martin Reisenbichler, University of Hamburg; Mark Heitmann, University of Hamburg

MST1	Fangyuan Teng, Rennes School of Business	Wednesday, 29th of May, 8.30-10.00	675	How Companies Match Resources, Marketing Mix and Targeted Segments: An Empirically Derived Framework of Targeting Strategies	Marina Kyriakou, University of Piraeus; MARKOS TSOGAS, University of Piraeus
			727	The Experience-Engagement-Value Trinity Canvas: A Mid-Range Theory	Michael Brady, Florida State University; Arne DE KEYSER, EDHEC Business School; Katrien Verleye, Ghent University ; Phil Klaus, University of Monaco
			584	What drives CSR Specialization? The role of external contingencies	Fangyuan Teng, Rennes School of Business; Mahabubur Rahman, Rennes School of Business; Seongsoo Jang, Cardiff Business School, Cardiff University
MST2	Maria Smirnova, Otto-Friedrich University of Bamberg // Saint Petersburg State University, Graduate School of Management	Friday, 31st of May, 15.00-16.30	132	How Power Motivation Drives Negative Reviews	Agung Yoga Sembada, Swinburne University of Technology; Yelena Tsarenko, Monash University; Dewi Tojib, Monash University
			380	Market Orientation Perceptions of the 'Market': Navigating the Customer Journey	Zeynep Müge Güzel, Özyeğin University; Ayşegül Özsomer, Koç University
			503	The Dissonance of the Bakery Industry and the Franchising System in the Food Retail in Brazil	Felipe Lazereis, FGV - EAESP; Carlos Lourenco, Fundacao Getulio Vargas
			426	What drives marketing agility in emerging markets firms? Balancing innovation and customer focus	Maria Smirnova, Otto-Friedrich University of Bamberg // Saint Petersburg State University, Graduate School of Management; Ksenia Golovacheva, Saint Petersburg State University, Graduate School of Management
MST3	Philippine Loupiac, TBS Business School	Wednesday, 29th of May, 17.00-18.30	11	Forward-Looking Disclosure of Customer Metrics in IPO Prospectuses and IPO Performance	Simeng Han, Goethe University Frankfurt; Emanuel Bayer, Cooperative State University Mannheim; Bernd Skiera, Goethe-University Frankfurt, Germany
			75	Corporate Sociopolitical Debate Strategies and Customer Responses: The Mediator Strategy as Solution to the Corporate Activism Dilemma	Janne Geertje Skamel, University of Augsburg; Michael Paul, University of Augsburg
			527	Automating Science: Exploring the Potential and Limits of AI-based Applications in Systematic Literature Reviews	Przemysław Tomczyk, Kozminski University; Philipp Brüggemann, FernUniversität in Hagen; Tymoteusz Doligalski, Warsaw School of Economics
			384	The perceived value of virtual products: overview and research perspectives	Philippine Loupiac, TBS Business School; Cindy Lombart, Audencia Business School; Olga Untilov, Audencia Business School; Kevin Carillo, TBS Business School
MST4	Alessandra Costa, University of Messina	Wednesday, 29th of May, 13.00-14.30	379	Dressed for success in unstable market conditions: A retrospective case study of market-shaping in the clothing industry	Anna Granstedt, Åbo Akademi University
			737	Learning from Mistakes: Innovation Dynamics Following Corporate Social Irresponsibility Incidents in Companies	Lesman Ghazaryan, Grenoble Ecole de Management; Mariia Koval, Grenoble Ecole de Management; Stacey Malek, Grenoble Ecole de Management
			439	Exploring new perspectives of technological and marketing capabilities emergence in high-tech startups	Alessandra Costa, University of Messina; Veronica Marozzo, University of Messina; Tindara Abbate, University of Messina

MST5	Adnan Yusuf, Deakin University	Friday, 31st of May, 10.30-12.00	18	Bases of Firm Competitive Advantage: Assessment and New Insights	Abhi Bhattacharya, University of Alabama; Valerie Good, Grand Valley State University; Neil Morgan, University of Wisconsin, Madison; Lopo Rego, Indiana University
			671	Strategic Employer Branding: A Deep Dive into the Organizational Identification Dimensions from the Perspective of the Prospective Employees	Anna Sophie Hollstein, Markstones Institute of Marketing, Branding & Technology, University of Bremen; Michael Schade, University of Bremen; Franziska Frese, markstones Institute of Marketing, Branding & Technology, University of Bremen; Marieke Schewe, University of Bremen; Christoph Burmann, University of Bremen
			207	Unveiling the critical role of marketing department power and firm reputation in the relationship between ESG investments and firm performance	Adnan Yusuf, Deakin University; Bernd Skiera, Goethe-University Frankfurt, Germany
MST6	Miriam Etz, Aalto University	Wednesday, 29th of May, 10.30-12.00	119	A Conceptual Model for Evaluating AI Implementation in Marketing Strategy: A Comprehensive Study	Nima Taraghi, University of Padova; Enrico Scarso, University of Padova
			543	Big Data Analytics Capability, Marketing Agility, and Firm Performance: A Conceptual Framework	Mikko Vesterinen, Jyväskylä University School of Business and Economics; Joel Mero, University of Jyväskylä; Mika Skippari, University of Jyväskylä
			730	Impact of Obesity Policy Perceptions on Firms' Marketing Outcomes	Ece Baskol, Independent; Sajeesh Sajeesh, University of Nebraska - Lincoln; Ozgur Araz, University of Nebraska - Lincoln
			97	A Cognitive-Affective Framework of Fear of Missing Out (FOMO): Bridging Trait and State Perspectives	Miriam Etz, Aalto University; Tomas Falk, Aalto University; Siggi Gudergan, James Cook University; Jan Klein, IESEG School of Management
MST7	Deva Rangarajan, IESEG School of Management	Friday, 31st of May, 8.30-10.00	395	Configurations of Stakeholder Marketing Capabilities and their Effect on Organizational Performance	Gisela Otto, Radboud University; Oliver Koll, University of Innsbruck; Paul H. Driessen, Institute for Management Research, Radboud University, Nijmegen, The Netherlands; Bas Hillebrand, Radboud University
			605	Corporate Executive Career Progression: Shooting for the Top	Otto Afiuc, Universidad Carlos III de Madrid; Mercedes Esteban-Bravo, Universidad Carlos III de Madrid; Jose Vidal-Sanz, Universidad Carlos III de Madrid; Donald Lehmann, Columbia Business School
			140	Marketing continuity in times of crisis: a conceptual model	Deva Rangarajan, IESEG School of Management; Nadia Pomirleanu, UNLV; Brandon Gustafson, Oakland University; Babu John-Mariadoss, Texas Tech University
PBM1	Lam Luong, IAE PARIS SORBONNE	Thursday, 30th of May, 9.30-11.00	276	Status Signalling of Product Maintenance and Purchase Decisions	Aruna Tatavarthy, NHH Norwegian School of Economics; Nidhi Agrawal, Foster School of Business, University of Washington
			418	Visual Presentation of Green Products: Contrast Effect on the Perception of Conventional Products	Natacha Kahan, Université Libre de Bruxelles, Solvay Brussels School of Economics & Management; Virginie Bruneau, Université libre de Bruxelles; Catherine Janssen, Solvay Brussels School of Economics and Management - Université libre de Bruxelles
			653	SECOND-HAND LUXURY: COMPARING CONSUMER ATTITUDES TOWARD CIRCULAR AND REGULAR LUXURY PRODUCTS	Lam Luong, IAE PARIS SORBONNE; Géraldine Michel, IAE Paris-Sorbonne, Université Paris 1 Panthéon-Sorbonne; Valérie Zeitoun, IAE Paris-Sorbonne, Université Paris 1 Panthéon-Sorbonne

PBM2	Lucia Malär, University of Bern	Friday, 31st of May, 8.30-10.00	188	Is brand personification a source of competitive advantage? Evidence from Twitter users	Evangelia Katsikea, ICN Business School, Paris & CEREFIGE, University of Lorraine; Eleanna Kafeza, Zayed University, Dubai.; Marios Theodosiou, University of Cyprus; Christos Makris, University of Patras; Gerasimos Rompolas, University of Patras; Athanasia Zekyria, University of Patras
			240	You're too exciting, I don't trust you! The impact of the personality of employer and consumer brands on job application intention.	Verena Batt, Lucerne University of Applied Sciences and Arts; Andreas Hüsser, Lucerne University of Applied Sciences and Arts; Domingo Valero, Lucerne University of Applied Sciences and Arts
			37	The Dark Triad of Brand Personality: Brand Narcissism, Machiavellianism, and Psychopathy	Lucia Malär, University of Bern; Andrea Giuffredi-Kähr, Assistant Professor – Department of Business Administration, Chair of Marketing in the Digital Economy University of Zurich; Mansur Khamitov, Indiana University
PBM3	Pascal Bruno, International School of Management	Friday, 31st of May, 15.00-16.30	181	Whirlwind warnings: Factors driving consumers to engage in negative eWOM towards brand activism on social media.	Ursula Haas-Kotzegger, University of Applied Sciences CAMPUS 02; Elena Wibmer, University of Applied Sciences CAMPUS 02; René Kerschbaumer, CAMPUS 02 University of Applied Sciences; Dietmar Kappel, CAMPUS 02 University of Applied Sciences
			458	Consumer Response on Brands Taking a Stand - A Systematic Literature Review of Brand Activism in Social Media	Oona Fiebig, WHU - Otto Beisheim School of Management
			7	But I see your true Colors shining through – CSR as Moderator of the Impact of Rainbow Washing	Pascal Bruno, International School of Management; Martin Ohlwein, International School of Management
PBM4	Ghizlane Kasmi, ISCAE Morroco	Wednesday, 29th of May, 10.30-12.00	385	The financial performance impact of product recall compliance	Jan von Schlieben-Troschke, Freie Universität Berlin (FU Berlin); Sascha Raithel, Freie Universität Berlin
			485	Understanding Consumer Responses to Product Recalls: The Role of a Brand's Warmth and Competence	Niklas Schröder, Goethe University Frankfurt; Dominik Hettich, Goethe University Frankfurt; Torsten Bornemann, Goethe University Frankfurt
			508	The effects of Media Coverage During Product Harm Crisis on Product Recall Effectiveness	Setareh Heidari, Freie University Berlin; Sascha Raithel, Freie Universität Berlin
			587	Brands in the Rap Subculture: How Artistic Creations Can Mitigate the Effects of Brand Criticism	Ghizlane Kasmi, ISCAE Morroco; Valérie Zeitoun, IAE Paris-Sorbonne, Université Paris 1 Panthéon-Sorbonne; Géraldine Michel, IAE Paris-Sorbonne, Université Paris 1 Panthéon-Sorbonne
PBM5	Selei Meiners, University of Bremen	Friday, 31st of May, 10.30-12.00	289	Gen Z's workplace expectations: An international comparison	Evelyn Kästner, Macromedia University of Applied Sciences; Oliver Mattutat, Uber Germany
			432	How crises change the value structures of generations in German labour market: Implications for employer branding	Evelyn Kästner, Macromedia University of Applied Sciences; Andrea Kloß, Macromedia, University of Applied Sciences
			287	The Role of Brand Activism in Employer Branding	Selei Meiners, University of Bremen; Kristina Klein, University of Bremen

PBM6	Marieke Schewe, University of Bremen	Friday, 31st of May, 15.00-16.30	58	Development of a Customer-based Brand Competitiveness Scale	Gaki Wangmo, Macquarie University; Rico Piehler, Macquarie University; Chris Baumann, Macquarie University
			534	The negative and positive effects of sponsorship announcements on brand strength	Reinhard Grohs, Seeburg Castle University; Samuel Stäbler, Tilburg University
			504	Forging Bonds: The Development of a Scale to Measure Perceived Benefits of Brand Flagship Platforms	Marieke Schewe, University of Bremen; Ole Gardewin, University of Bremen; Michael Schade, University of Bremen; Franziska Frese, markstones Institute of Marketing, Branding & Technology, University of Bremen; Anna Sophie Hollstein, Markstones Institute of Marketing, Branding & Technology, University of Bremen; Christoph Burmann, University of Bremen
PBM7	Pilar Carbonell, York University	Wednesday, 29th of May, 13.00-14.30	359	Exploring Brand Transgressions and Consumers' Emotional Responses in Online Environments	Anna-Marie Klütz, MSB Muenster School of Business; Carmen-Maria Albrecht, MSB Muenster School of Business
			661	Understanding the opposing role of consumers' brand relationship in the context of negative events: a meta-analytical approach	Andrea Giuffredi-Kähr, Assistant Professor – Department of Business Administration, Chair of Marketing in the Digital Economy University of Zurich; Bettina Nyffenegger, University of Bern; Mansur Khamitov, Indiana University; Wayne Hoyer, University of Texas at Austin; Harley Krohmer, University of Bern
			706	From brand love to divorce: how consumer-brand relationships end	Sofia Ferraz, FGV-EAESP; Yuri Dallabrida, Fundação Getulio Vargas' São Paulo School of Business Administration FGV EAESP
			103	Decoding Brand Trust: Perspectives from Non-adopters, Users, and Discontinuers of Mobile Money Services	Pilar Carbonell, York University; Ana Rodriguez-Escudero, University of Valladolid
PP1	Wuraola Falana, Hanken School of Economics	Thursday, 30th of May, 9.30-11.00	6	Playing with Fire – How Personalized Pricing triggers Perceived Price Unfairness	Martin Ohlwein, International School of Management; Pascal Bruno, International School of Management
			186	Sustainable Pricing Initiatives in Marketing: A Conceptual Framework for Triple Bottom Line Success	Lukas Schnabl, WHU - Otto Beisheim School of Management; Anna-Karina Schmitz, WHU - Otto Beisheim School of Management
			279	Advertised Savings – Does the EU Price Indication Directive Make a Difference?	Jan Heinemann, University of Hamburg; Karen Gedenk, University of Hamburg
			435	Pricing Innovations: The Role of Perceived Power in Consumer Responses to Brands Offering Subscriptions with Consent-Based vs. Automatic Renewal	Wuraola Falana, Hanken School of Economics
PP2	Tanetpong Choungprayoon, Stockholm School of Economics	Wednesday, 29th of May, 8.30-10.00	114	When and Why Payment Schedules Fail to Enhance Consumer Choice	Haojun Chen, The University of Hong Kong; Sara Kim, The University of Hong Kong; Chu (Ivy) Dang, The University of Hong Kong
			175	Multi-dimensional Salesforce Contracts with Negotiated Prices	Pranav Jindal, Indian School of Business; Minkyung Kim, CMU Tepper; Peter Newberry, University of Georgia
			626	Navigating Asymmetry: Insights from Aggregate and Choice Models on the Influence of Regular Prices and Discounts on Retailer Performances	Tanetpong Choungprayoon, Stockholm School of Economics; Rickard Sandberg, Stockholm School of Economics

PP3	Anett Erdmann, ESIC University, ESIC Business & Marketing School	Thursday, 30th of May, 11.30-13.00	322	Impact Of Influencers and Microfinance in the Adoption and Valuation Of Subscription-Based Services	Vedha Ponnappan, Indian Institute of Management Udaipur; Madhur Mohan, Terry College of Business, University of Georgia; Prakash Satyavageeswaran, Indian Institute of Management Udaipur; Raghunath Rao, The University of Texas at Austin
			501	Range-based versus Point-based WTP/WTA Measures: New Findings for the Endowment Effect	Bastian Werner, Brandenburg University of Technology Cottbus-Senftenberg; Florian Dost, Brandenburg University of Technology
			521	GPT-Driven Value-Based Pricing Research: Comparing Synthetic Data versus Human Survey Results	Anett Erdmann, ESIC University, ESIC Business & Marketing School; José Ramos-Henriquez, Universidad de la Laguna, Instituto Universitario de la Empresa
PP4	Mouna Sebri, Université de Sherbrooke	Thursday, 30th of May, 14.00-15.30	29	Take it or leave it: exploring the impact of limited time offers in retail pricing	FRANCISCO GUZMAN MARTINEZ, TEC DE MONTERREY; MA. OROZCO GOMEZ, TEC DE MONTERREY
			118	Managing Bidder Learning in Retail Auctions	Simon Schulten, University of Cologne; Paul Schäfer, University of Leicester
			171	Investigating Consumer Shopping in Health Retail Stores: Basket Prototypes and Price Sensitivity	Mouna Sebri, Université de Sherbrooke; Kevin Morin-Laflamme, Léger Marketing
PP5	Evanguelia Tsiapkolis, University Jean Moulin Lyon 3, iaelyon School of Management, UR Magellan	Friday, 31st of May, 8.30-10.00	99	Neither a Picasso Nor a da Vinci: Pricing Artwork of Emerging Artists	Sharmistha Sikdar, Tuck School of Business at Dartmouth; Ishita Chakraborty, UW Madison; Nika Dogonadze, Takeup.AI
			419	Shrinkflation versus Inflation: Unpacking Fairness Perceptions of Price Change Tactics	Anders Mathias Mamen, Kristiania University College; Tarje Gaustad, BI Norwegian Business School
			558	Perceived price unfairness and complaint behaviour: context is irrelevant when prices differ	Domen Malc, Faculty of Economics and Business, University of Maribor; Vesna Zabkar, School of Economics and Business, University of Ljubljana; Aleksandra Pisnik, Faculty of Economics and Business, University of Maribor
			427	If it's fair to me, it's fair to him: how do consumers assess the fairness of the price paid to producers in agricultural cooperatives?	Evanguelia Tsiapkolis, University Jean Moulin Lyon 3, iaelyon School of Management, UR Magellan; Sonia CAPELLI, University Lyon3, IAE lyon, Magellan, Lyon; William SABADIE, iaelyon School of Management
PS1	Sarra Azib, LEGO Laboratory - Brest University	Thursday, 30th of May, 9.30-11.00	425	The Persuasive dynamics of Social Media Food Communication: An intervention among Adolescents	Yara Qutteina, Institute for Media Studies, KU Leuven; Tim Smits, Institute for Media Studies, KU Leuven
			483	Habit strength in physical activity: Exploring the role of social influence	Agata Leszkiewicz, UNIVERSITY OF TWENTE; Ana Minguez, University of Zaragoza; F. Javier Sese, University of Zaragoza; V Kumar, Goodman School of Business, Brock University
			608	Measuring residual perceived value for the consumer: the case of damaged fruits and vegetables	Sarra Azib, LEGO Laboratory - Brest University; Morgane Innocent, LEGO Laboratory - Brest Unviersity; Bertrand Urien, LEGO Laboratory - Brest University; Patrick Gabriel, LEGO Laboratory - Brest University

PS2	Matilde Lucheschi, University of Sussex	Wednesday, 29th of May, 15.00-16.30	122	Understanding Individual Charitable Giving in Natural Disasters: Substitution, Persistence, and Targeting	Anirban Adhikary, Indian Institute of Management Udaipur; Sai Siddharth VK, Indian Institute of Management Ahmedabad; Sourav Borah, Indian Institute of Management Ahmedabad; Nikita Gupta, Indian Institute of Management Ahmedabad
			199	Self-Donations and Charitable Contributions in Online Crowdfunding: An Empirical Analysis	Raghunath Rao, The University of Texas at Austin; Zhuping Liu, Baruch College, City University of New York; Qiang Gao, Zicklin School of Business, Baruch College, City University of New York
			294	When a charitable gift is not a second-best option – An investigation of charitable gift exchanges	Marta Pizzetti, emLyon Business School; Isabella Soscia, SKEMA Business School
			631	Helping One or Helping Many? How the distribution of help affects future donations.	Matilde Lucheschi, University of Sussex; bram van den bergh, erasmus university; Oguz Acar, King's Business School
PS3	Hester Huisman, University of Groningen	Thursday, 30th of May, 9.30-11.00	255	Multinational Collaborative Online International Project Experience - Intercultural Competencies in Change	Annamária Sasné Grósz, University of Pannonia; Dávid Máté Hargitai, University of Pannonia; Barbara Zsuzsanna Varga-Dani, University of Pannonia
			305	The effects of new product and rollovers on lottery sales: An analysis of product portfolio cannibalization	Bernardo Chagas, ISEG - Lisbon School of Economics and Management
			447	Identity Priming in Political Marketing: Field-Experimental Evidence from Female Candidates	Asli Ceren Cinar, London School of Economics and Political Science; Frederik Ferié, University of Münster; Florian Foos, London School of Economics and Political Science
			542	The Impact of Information Policies and Loyalty Programs on Consumer Choices in Retail Energy Markets	Hester Huisman, University of Groningen; Evert de Haan, University of Groningen; Machiel Mulder, University of Groningen; Jaap Wieringa, University of Groningen
RM1	Christina Kuehnl, University of Stuttgart	Thursday, 30th of May, 9.30-11.00	89	How to build an effective loyalty program ? (Case of banks)	Latifa Ayoubi, Com'sup school, Edvantis group
			302	Beyond Transactions: Tailoring Strategies for B2B Relationship Building	Andreea Trifu, CUNEF University; jesus cambra fierro, Pablo de Olavide
			417	The impact of allowing member participation in decision making for organizational governance: The case of professional associations	M. Deniz Dalman, emlyon business school; Junhong Min, Michigan Technological University; Ulrich Schmelzle, Michigan Technological University
			372	Developing a Typology of B2B Customer Journeys	Christina Kuehnl, University of Stuttgart; Marco Weippert, University of Stuttgart; Moritz Tischer, BCG
RM2	Thilo Kraft, Goethe University Frankfurt	Wednesday, 29th of May, 17.00-18.30	269	"To be mechanical or to be human? Analyzing how chatbots reinforce customer experience"	jesus cambra fierro, Pablo de Olavide; Lily(Xuehui) Gao, University of Zaragoza; Iguácel Melero Polo, University of Zaragoza
			514	One AI to rule them all: how AI's social presence and service centralization influence adoption of a smart home through the relationships built up.	Vincent FAVARIN, Toulouse School of Management Research - Université Toulouse 1 Capitole
			624	Relationship between Size of Wallet, Share of Wallet and Total Wallet: New Insights from the Blockchain	Björn Hanneke, Goethe University Frankfurt; Bernd Skiera, Goethe-University Frankfurt, Germany; Thilo Kraft, Goethe University Frankfurt; Oliver Hinz, Goethe University Frankfurt

ROC1	Hongwei He, Alliance Manchester Business School, The University of Manchester	Wednesday, 29th of May, 8.30-10.00	71	Generative AI chatbots and Customer Engagement: Does product type matter?	Lina ANGGRAINI, IESEG School of Management; Nathalie Demoulin , IESEG SCHOOL OF MANAGEMENT, LEM-CNRS (UMR 9221); Gwarlann De Kerviler, IESEG SCHOOL OF MANAGEMENT LEM-CNRS (UMR 9221)
			105	The potential of chatbots in retailing - A study on consumer acceptance in the last stage of the customer journey	Raquel Chocarro, Public University of Navarre; Monica Cortinas, Public University of Navarre; Gustavo Marcos-Matás, Public University of Navarre
			406	Digital Sales Assistants in 'Bricks & Clicks' – Deciphering Relative Feature Importance for Shopper Engagement	Anna Ulrichshofer, Technische Hochschule Ingolstadt; Michael Jungbluth, Technische Hochschule Ingolstadt; Patrick Cato, Technische Hochschule Ingolstadt; Carolin Kaiser, Nuremberg Institute for Market Decisions
			148	The Impact of Personalised Pricing and Anthropomorphised Agents on Consumer Purchase Decisions	Zainab Atia, University of Manchester; Hongwei He, Alliance Manchester Business School, The University of Manchester; Panagiotis Sarantopoulos, Athens University of Economics and Business
ROC2	Nils Fränzel, Trier University	Wednesday, 29th of May, 10.30-12.00	65	The Effect of Online Retailer Brand Equity on Market Performance: An Empirical Examination	Benjamin Klink, Eastern Switzerland University of Applied Sciences
			236	Feeling Attached? Shopping Motives, Place Attachment, and Behavioural Loyalty in Offline and Online Retail Stores	Julie Horáková, University of Jyväskylä; Outi Uusitalo, University of Jyväskylä; Juha Munnukka, University of Jyväskylä
			500	Reciprocal Effects of Cognitive, Affective and Social Customer Experience on Customer Loyalty and Word of Mouth in Omnichannel Shopping	Bernhard Swoboda, Trier University; Nils Fränzel, Trier University; Frank Hälsig, htw saar
ROC3	Stephan Zielke, University of Wuppertal	Wednesday, 29th of May, 13.00-14.30	79	Understanding the effects of personalization along the customer journey	Marco Weippert, University of Stuttgart; Christina Kuehnl, University of Stuttgart
			494	Perceived Customer Experience in the Pre-purchase and Purchase Stages: Links, Effects and Moderations	Nils Fränzel, Trier University; Bernhard Swoboda, Trier University; Dan-Cristian Dabija, Babes-Bolyai University Cluj-Napoca, Romania, Faculty of Economics and Business Administration, Department of Marketing
			298	Customer Journey Segments and Shopping Motives – Insights from Western and Eastern Europe	Stephan Zielke, University of Wuppertal; Marcin Komor, University of Economics in Katowice
ROC4	Elke Godden, University of Antwerp	Wednesday, 29th of May, 17.00-18.30	394	The mind-multichannel connection – Predicting psychological traits from multichannel customer data using machine learning	Jan Blömker, MSB Muenster School of Business; Carmen-Maria Albrecht, MSB Muenster School of Business
			593	The effect of social density in the travel-retail-sector: Insights from real world data	Lars Findeisen, University of Rostock; Christian Brock, University of Rostock
			200	Promoting healthier online food purchases through site design	Elke Godden, University of Antwerp; Bart Coppens, KU Leuven; Lukar Thornton, University of Antwerp; Nathalie Dens, University of Antwerp

ROC5	Daphne Hagen, Amsterdam University of applied sciences	Thursday, 30th of May, 11.30-13.00	312	From Boom to Bust: The Impact of Business Cycles on Online Product Reviews	Thomas Scholdra, University of Cologne
			74	What explains routinized online grocery shopping? A study of experienced shoppers	Niklas Eriksson, Arcada University of Applied Sciences; Minna Stenius, Arcada University of Applied Sciences
			143	Effects of Interactive Product Presentations on Consumer Responses in e-Commerce: A Meta-Analysis	Kim Uhlendorf, German Sport University Cologne, Chair of Sport Business Administration // University of Cologne, Chair in Marketing and Brand Management; Franziska Völckner, University of Cologne; Sebastian Uhrich, German Sport University Cologne
			603	The impact of consumer motives for interacting with digital touchpoints on customer experience and attractiveness of retail agglomerations: a shopping journey perspective	Daphne Hagen, Amsterdam University of applied sciences; Bas Spierings, Utrecht University; Jesse Weltevreden, Amsterdam University of Applied Sciences; Oedzge Atzema, Utrecht University
ROC6	Valentina Mazzoli, University of Verona	Friday, 31st of May, 8.30-10.00	410	Click Green, Choose Greener: Investigating the Spillover Effect of Voluntary Carbon Offsetting on subsequent Pro-Environmental Decisions	Ann-Kathrin Nies, Leuphana University Lueneburg; Monika Imschloss, Leuphana University Lueneburg; Jacob Hörisch, Leuphana University Lueneburg
			443	The effect of an expired warranty on the resale value of secondhand products	Nguyen Thai, University of Wollongong; Ulku Yuksel, The University of Sydney Business School; Vince Mitchell, The University of Sydney Business School
			589	Consumer Motives to Buy Pre-owned Products: The Role of Sustainability and Other Relevant Factors	Laurin Krempel, Saarland University; Bastian Popp, Saarland University
			400	How to Reduce The Environmental Impact of E-Commerce Sales: The Effect Of Retailers' Communication Framing	Valentina Mazzoli, University of Verona; Ilenia Confente, University of Verona; Ivan Russo, University of Verona; Diletta Acuti, University of Bath
ROC7	Anthony Dukes, University of Southern California	Friday, 31st of May, 10.30-12.00	115	When do consumers engage in self-matching versus competitive matching? An empirical analysis	Helena Martin, Cooperative State University Mannheim; Arnd Vomberg, University of Mannheim; Emanuel Bayer, Cooperative State University Mannheim
			553	Additional Price Metrics in Retail: Their Impact on Calculation Accuracy, Fairness Perceptions, and Word-of-Mouth Intentions	Marcel Mallach, University of Kaiserslautern-Landau; Stefan Roth, Technische Universität Kaiserslautern
			617	Shrinkflation - The Impact of Subtle Package Downsizing on Brand Sales	Timpe Callebaut, KU Leuven; Kathleen Cleeren, KULeuven; Kelly Geyskens , Maastricht University; Kris Helsen, Hong Kong University of Applied Sciences
			652	Assessing the Antitrust Liability of Vertical Restraints	Anthony Dukes, University of Southern California; Aishwarya Joshi, University of Michigan; Daniel Sokol, University of Southern California
ROC8	Sergey Turlo, Goethe University Frankfurt	Friday, 31st of May, 15.00-16.30	478	Investigating the Effect of a Retail Platform's Recommendation of a Seller	Jochen Reiner, Aalborg University Business School; oliver rutz, University of Washington, Foster School of Business; Bernd Skiera, Goethe-University Frankfurt, Germany
			361	Persistence of customers during their shopping journey	Nathalie Demoulin , IESEG SCHOOL OF MANAGEMENT, LEM-CNRS (UMR 9221); Helen Cocco, IESEG School of Management LEM-CNRS (UMR 9221)
			548	The Relevance of Customers' Perception of Financial Benefits in the Context of Loyalty Programs for Product Returns Management	Tobias Roeding, University of Siegen; Freya-Lena Blickwedel, Heinrich-Heine-University Düsseldorf; Vita Zimmermann-Janßen, Heinrich-Heine-Universität Düsseldorf; Hanna Schramm-Klein, University of Siegen
			482	Flagging Frequently Returned Products under Consumer Information Processing	Sergey Turlo, Goethe University Frankfurt

ROC10	Nadine Schröder, WU Wien	Friday, 31st of May, 13.00-14.30	127	Is Streaming Killing Movie Theaters? Quantifying the Effect of the Availability of Subscription Video-On-Demand Services on Movie Theater Attendance	Paul-Vincent Mayr, Chair of Marketing & Media | Westfälische Wilhelms-Universität Münster; David Jütte, University of Münster; Thorsten Hennig-Thurau, University of Münster; Alina Marie Herting, University of Münster
			371	Take a Chance on Me – Consumer Choice of Unfamiliar Online Retailers	Benjamin Schulte, IU International University of Applied Sciences; Sabrina Gottschalk, Bayes Business School, City, University of London; Aneesh Banerjee, Bayes Business School, City, University of London
			627	The influence of shopping club nudges along the consumer decision journey	Nadine Schröder, WU Wien; Bernhard Winter, Vienna University of Economics and Business; Christina Patricia Schamp, Vienna University of Business and Economics; Thomas Reutterer, WU Vienna University of Economics and Business
ROC11	Tom Wielheesen, University of Groningen	Friday, 31st of May, 15.00-16.30	597	Consumers' Perceived Corporate Social Responsibility in Online Retailing: Scale Development and Validation	Patrick Klein, Saarland University, Department of Business Administration, in particular Retail Management
			615	Encouraging Sustainable Packaging Choices: The Impact of Nudging on Online Shoppers' Decision for Reusable Packaging	Thomas Wozniak, Institute of Communication and Marketing, Lucerne School of Business; Mirjam Stieger, Institute of Communication and Marketing, Lucerne School of Business; Simone Griesser, Institute of Communication and Marketing, Lucerne School of Business; Somara Gantenbein, University of Applied Sciences and Arts Northwestern Switzerland, Institute for Market Supply and Consumer Decision-Making; Dorothea Schaffner, School of Applied Psychology
			134	Cultivating Community: Elevating Supermarket Appeal Through Regionally Sourced Products	Tom Wielheesen, University of Groningen; Laurens Sloot, University of Groningen; Tammo Bijmolt, University of Groningen; Jun Yao, Macquarie University
ROC12	Erik Maier, HHL Leipzig Graduate School of Management	Friday, 31st of May, 8.30-10.00	170	Decomposing Spillover Effects in Shopping Malls	Manuel Weber, WHU - Otto Beisheim School of Management; Christian Schlereth, WHU - Otto Beisheim School of Management
			225	Experience Matters When Not Restricted: The impact of product type and COVID-19 restrictions on pop-up store visits	Nayoung Yoon, Department of Marketing, Aalto University; Jaewoo Joo, Department of Marketing, Kookmin University
			515	Now or Never! The Impact of Pop-Up Stores' Ephemerality on Impulse Buying	Max Pisek, University of Goettingen; Henrietta Batinovic, University of Goettingen; Waldemar Toporowski, University of Goettingen
			523	Preventing the Death of the High Street	Erik Maier, HHL Leipzig Graduate School of Management; Florian Dost, Brandenburg University of Technology
SMPS1	Robin-Christopher Ruhnau, Catholic University of Eichstaett-Ingolstadt	Wednesday, 29th of May, 8.30-10.00	138	Exploring the Influence of Digital Technologies on the Operations and Synergies of Sales and Marketing Divisions in Technical B2B Companies	Andreas Zehetner, University of Applied Sciences Upper Austria; Christopher Kanitz, University of Applied Sciences Upper Austria, School of Business and Management, Study Programme Global Sales and Marketing
			505	The impact of technology on buyer-seller interactions	Erasmia Leonidou, Cyprus University of Technology
			412	Extended Reality along the B2B Customer Decision Journey – A Perspective of Salespeople and Buying Center Stakeholders	Janina Riether, University of Mannheim; Robin-Christopher Ruhnau, Catholic University of Eichstaett-Ingolstadt; Christian Homburg, University of Mannheim

SMPS2	Saskia Jacob, Karlsruher Intitute of Technology (KIT)	Wednesday, 29th of May, 10.30-12.00	474	How can business-to-business salespeople get out more of their social media posts?	Marla-Sophie Schmid, School of Management, University of Stuttgart; Christina Kuehnl, University of Stuttgart; Florian Omiecienski, University of Stuttgart; Sebastian Padó, University of Stuttgart
			723	Smart Technologies in Sales – Unveiling the role of salesperson smart technology use in sales interactions.	Melanie Bowen, Justus-Liebig-Universität Giessen; Ricky Herman, Justus-Liebig-University Giessen; Alexander Haas, Justus-Liebig-Universität Giessen
			575	Deciphering the Emotional Code of Employee-Customer Conversations using Voice Analytics	Saskia Jacob, Karlsruher Intitute of Technology (KIT); Martin Klarmann, Karlsruhe Institute of Technology (KIT); Anne Cordts, Karlsruhe Institute of Technology (KIT)
SMPS3	Clemens Hutzinger, Seeburg Castle University, Department of Management	Thursday, 30th of May, 9.30-11.00	331	The Role of Sales Force and Their Incentives in Engaging Private Medical Providers for Public Health Outcomes	Madhu Viswanathan, Indian School of Business; Raghu Bommaraju, Indian School of Business; Sarang Deo, Indian School of Business
			720	Incentives for selling hard or soft	Sumitro Banerjee, Grenoble Ecole de Management
			481	How leaders can stimulate customer complaint forwarding by professionally developing and empowering employees	Zofia Hartl, Seeburg Castle University; Clemens Hutzinger, Seeburg Castle University, Department of Management; Benedetta Crisafulli, Birkbeck University; Jaywant SINGH, University of Southampton; Wolfgang Weitzl, University of Applied Sciences Upper Austria
SMPS4	Yu-Tse Lin, Fu Jen Catholic University	Friday, 31st of May, 8.30-10.00	87	The role of storytelling in the modern sales process: A research agenda	Mai Uno, Department of Management, Faculty of Economics, Gakushuin University; Nguyen Phuong Bao Chau, Institute for Business and Finance, Waseda University
			695	Educational selling: a constructivist departure from mainstream selling	Antti Lähtevänoja, University of Helsinki; Essi Pöyry, University of Helsinki; Jani Holopainen, University of Eastern Finland; Petri Parvinen, University of Helsinki; Joona Keränen, RMIT University
			220	Customer-Centric Salespeople: Exploring Goal Orientation and Customer Evaluation in B2B and B2C contexts	Yu-Tse Lin, Fu Jen Catholic University; Irene Hsia, Chunghwa Association of Public Affairs Communication Development, Taiwan
SMSI1	Kristina Nickel, Kiel University	Friday, 31st of May, 10.30-12.00	423	Beyond Words: How Foreign Language Influences the Perceived Social Presence of Anthropomorphized Service Chatbots	Katharina Saile, University of Hohenheim; Verena Hüttl-Maack, University of Hohenheim
			433	Customer or Prosumer – Who am I? Role Acceptance in Emerging Service Business Models	Corinna Braun, University of Passau; Jan Schumann, University of Passau
			640	Algorithmic Delegation in Service Encounters: The Underlying Role of Impression Management Concern	Wooyun Yang, University College Dublin; Suhas Vijayakumar, University College Dublin; Marius Claudy, University College Dublin
			91	Understanding the enhanced social presence of female virtual conversational agents: A stereotype content model perspective	Kristina Nickel, Kiel University; Caroline Meyer, A&F Marketing – Consumer Psychology, Christian-Albrechts-Universität Kiel

SMSI2	Darius-Aurel Frank, Aarhus University	Friday, 31st of May, 13.00-14.30	52	May (A)I help? Consumers' Acceptance of AI-based Expert Services in a High Touch Context	Marie-Louise Glas, SRH Mobile University; Anna Rottenkolber, Dr. Grandel GmbH; Gabriel Duttler, Dr. Grandel GmbH; Frank Danzinger, Augsburg Technical University of Applied Sciences
			526	When Consumers Reflect Business Models: The Influence of Digital Platform Remuneration Models on Consumers' Decision Making and Market Outcomes	Levent Uyar, University of Hamburg; Rouven Seifert, University of Rostock; Michel Clement, University of Hamburg, Germany; Sönke Albers, Kühne Logistics University; Patrik Wikstrom, Queensland University of Technology; François Moreau, Université Paris-Nord; Frederik Jensen, Université Paris-Nord; Ola Haampland, Inland Norway University of Applied Sciences
			659	"Mind Over Matter": Harnessing Brain-Computer Interfaces for Enhancing Frontline Employee Performance	Alexander Kies, RWTH Aachen University; Jonas Heller, Maastricht University; Tim Hilken, Maastricht University; Stefanie Paluch, RWTH Aachen University
			86	Service Personalization Refined, Through Human and Artificial Intelligence Combined	Darius-Aurel Frank, Aarhus University; Violeta Stancu, Aarhus University, Denmark; Tobias Otterbring, University of Agder; Liisa Lähteenmäki, Aarhus University, Denmark; Klaus Grunert, Aarhus University, MAPP Centre, Department of Management
SMSI3	Liliana Bove, The University of Melbourne	Thursday, 30th of May, 9.30-11.00	374	Evolving Healthcare Practices: A Meta-Analytic Review of Value Co-Creation's Impact on Consumer Adherence	Jiancai Liao, Aalto University; Petra Paasonen, Aalto University School of Business; Sanna Katriina Asikainen, Aalto University; Tomas Falk, Aalto University
			154	It's eerie but I (still) like it?! – Towards a more differentiated view on eeriness in the context of new technologies.	Anne Volkmann, University of Passau; Johanna Zimmermann, University of Passau; Jan Schumann, University of Passau
			162	Avatars in Marketing – A Conceptual Framework and Literature Review	Annika Kroos, University of Passau; Johanna Zimmermann, University of Passau; Jan Schumann, University of Passau
			108	Transforming Captive Service Experiences and Compliance Dynamics Through Robots	Qingxuan Zhang, University of Melbourne; Liliana Bove, The University of Melbourne; Daiane Scaraboto, Faculty of Business and Economics, University of Melbourne
SMSI4	Jan Schumann, University of Passau	Thursday, 30th of May, 11.30-13.00	227	Entitlement: conceptual domain, its role in marketing and implications for research	Yanyan CHEN, Toulouse Business School; Alexandra Polyakova, Toulouse Business School; Arne DE KEYSER, EDHEC Business School
			281	Unravelling the E-Servicescape: A Systematic Literature Review	Paraskevi Ntzoumanika, Athens University of Economics and Business; Kalipso Karantinou, Athens University of Economics & Business
			641	Navigating Turbulence – Service Recovery in Multi-Stakeholder Megaprojects	Sabrina Gottschalk, Bayes Business School, City, University of London; Luigi Mosca, Imperial College London; Francesco Di Maddaloni, University College London
			610	Digital Platforms Characteristics and Privacy Research: A Systematic Review and Future Directions	Nour Shaaban, University of Passau; Johanna Zimmermann, University of Passau; Jan Schumann, University of Passau; Thomas Widjaja, Universtity of Passau
SMSI6	Daniel Maar, Paris School of Business	Thursday, 30th of May, 14.00-15.30	239	Experiences of Blind People in Supermarkets: Insights from Transformative Service Research	Adriana Madeira, University Presbyterian Mackenzie; DOUGLAS MELO, UFES; Guilherme Shiraishi, Universidade de São Paulo
			335	Coping with Self-Conscious Emotions in Toxic Service Encounters: A Service Frontline-Employee Perspective	Ahmed Khalil Ben Ayed, Telfer School of Management; Marc-Alexandre Tomiuk, HEC-Montreal
			352	Smooth Operations in an Automated Future: Illuminating Perceived Control in Highly Automated Services	Jannes Marquardt, Katholische Universität Eichstätt-Ingolstadt; Jens Hogreve , Katholische Universität Eichstätt-Ingolstadt
			537	Is this Still Fast Food?! Analyzing Consumer Acceptance of Reusable Packaging at McDonald's restaurants	Daniel Maar, Paris School of Business; Gisele de Campos Ribeiro, Paris School of Business; Edouard Vinçotte, EDC Paris Business School (laboratoire O.C.R.E)

SMSI7	Marcelo Brandao, Federal University of Espírito Santo	Friday, 31st of May, 10.30-12.00	464	Self-tracking alone or with others: effects on happiness and exercise effort	Karen T. Bowen, University of Leeds; Aulona Ulqinaku, Leeds University Business School; Verdiana Giannetti, Leeds University Business School; Serena Pugliese, Leeds University Business School, University of Leeds; J. Joško Brakus, University of Leeds
			146	Modeling the Service Management Process for Engaging Restaurant Experience Creation	Peter Björk, HANKEN School of Economics; Harri Luomala, University of Vaasa, School of Marketing and Communication; Tuija Pitkäkoski, Seinäjoki University of Applies Science
			570	Luxury Beyond Labels: Investigating the Effectiveness of Co-Branding vs Brand Extension in Transforming Fashion Houses into Hospitality Brands	LATOYA QUAMINA, UNIVERSITY OF WESTMINSTER; Rahul Chawdhary, Kingston University ; Melanie Xue, LANCASTER UNIVERSITY
			206	The check, please: The role of perceived value between gastronomic experience's perceived quality and consumers behavioral intentions.	Celio de Oliveira Filho, Federal University of Espirito Santo; MARCELO BRANDAO, Federal University of Espírito Santo; Arthur Sarcinelli, São Paulo School of Business Administration; Walter Assis, Universidade Federal do Espírito Santo - UFES
SRE1	Sandra Ullrich, University of Göttingen	Wednesday, 29th of May, 17.00-18.30	42	The power of information from a consumer perspective: Effectiveness and willingness to pay for improved animal welfare in the German pork market	Birgit Stoltenberg, Nuremberg Institute for Market Decisions; Vladimir Manewitsch, Nuremberg Institute for Market Decisions; Matthias Unfried, Nuremberg Institute for Market Decisions
			377	Consumer's Perceptions of Foods' Biodiversity Footprints	Sybilla Merian, University of Zurich; Sabrina Stöckli, University of Zurich; Geraldine Holenweger, University of Berne; Martin Natter, University of Zurich
			709	More is not always better, but when is it? Investigating the Influence of Comprehensiveness on the Effectiveness of Sustainability Labels	Sandra Ullrich, University of Göttingen; Carsten Leo Demming, Baden Wuerttemberg Cooperative State University Heilbronn; Waldemar Toporowski, University of Goettingen
SRE2	Eileen Dauti, University of Passau	Thursday, 30th of May, 9.30-11.00	26	Exploring sustainable consumer behaviour in purchasing and disposing of mobile phones: the role of perceived green self-identity and extended self	Jan Jensen, University of Southern Denmark; Yingkui Yang, University of Southern Denmark
			51	Promoting circularity through co-creation of value among brands and customers – A case study within the sports fashion industry	Frederic Dreher, University of Bayreuth; Tim Ströbel, University of Bayreuth
			616	Towards a Fully Circular Plastics Packaging Industry – Exploring Challenges and Development Potential	Eileen Dauti, University of Passau; Christina Haderer, University of Passau; Stefan Mang, University of Passau; Margarethe Überwimmer, University of Applied Sciences Upper Austria; Doris Ehrlinger, University of Applied Sciences
SRE3	Diana Condrea, University Toulouse Capitole, Toulouse School of Management, TBS Research Center	Wednesday, 29th of May, 10.30-12.00	274	Emerging Decarbonization, Energy Justice and Marketing	Ralitza Nikolaeva, University of St Andrews
			456	Rescue us all! The effect of the rescue-based claim for familiar and unfamiliar food ingredients	Fernanda Carneiro-Otto, Georg-August-Universität Göttingen; Steffen Jahn, University of Goettingen; Jessica Aschemann-Witzel, Aarhus University; Yasemin Boztug, University of Goettingen
			473	The "Minimalism = Non-Indulgence" Intuition and its Implications on Food Preferences and Waste Behavior	Sumit Malik, University of Liverpool Management School (ULMS); Eda Sayin, IE Business School
			475	What shapes sufficiency adoption within families: an analysis based on identity goals	Diana Condrea, University Toulouse Capitole, Toulouse School of Management, TBS Research Center; Laurent Bertrandias, Toulouse Business School

SRE4	Anne Peschel, Aarhus University	Wednesday, 29th of May, 13.00-14.30	334	From Likes to Lives: How Social Media Shapes Sustainable Consumption Choices	Anna Kurzak Mabrouk, Uniwersytet Ekonomiczny w Krakowie; Piotr Zaborek, Warsaw School of Economics
			343	Value Media: Exploring a New Concept for Ethical and Sustainable Marketing Practice	Elisa Dorothee Adam, IU International University; Lisa-Charlotte Wolter, IUBH Internationale Hochschule
			480	Can I Trust This? Credibility Strategies in Product-Related CSR Communication in Social Media	Judith Derenthal, Georg-August-University Göttingen; Waldemar Toporowski, University of Goettingen
			612	Determining online community engagement based on diversity communication	Anne Peschel, Aarhus University; Lina Jacobsen, MAPP-Centre, Aarhus University; Ekaterina Salnikova, Aarhus University; Marija Banovic, Aarhus University; Klaus Grunert, Aarhus University, MAPP Centre, Department of Management
SRE5	Natalia Rogova, University of Hagen	Wednesday, 29th of May, 17.00-18.30	487	Is a Pink Tax Perceived Less Fair Than a Blue Tax?	Svenja Ryf, Bern University of Applied Sciences; Sven Feurer, Bern University of Applied Sciences; Tina von Däniken, Bern University of Applied Sciences
			490	Stereotype Threats in Pro-Environmental Behaviors: An Integrative Review	Marta Rosales, Universidad Pontificia Comillas; Isabel Carrero, Universidad Pontificia Comillas; Camilla Barbarossa, Toulouse Business School
			389	Infectious disease threats increase preference for plastic-packaged products	Camilla Barbarossa, Toulouse Business School; Ilaria Querci, Neoma Business School; Georgios Halkias, Copenhagen Business School; Cesare Amatulli, University of Bari
			549	Inclusive Design and Brand Allyship for Stigmatized Consumers	Natalia Rogova, University of Hagen
SRE6	Stav Rosenzweig, Ben-Gurion University of the Negev	Friday, 31st of May, 13.00-14.30	45	Norm Dynamics and Climate Relevant Behavior: A Panel Study of Red Meat Consumption in Norway	John Thøgersen, Aarhus University; Marianne Aasen, CICERO Centre for International Climate Research, Oslo, Norway; Arild Vatn, Department of Environment and Development Studies, Faculty of Land and Society, Norwegian University of Life Sciences, As, Norway; Paul Stern, Social and Environmental Research Institute, Northampton, MA, USA
			193	Eating our eco-anxieties away: How climate change threat and collective impotence fuel the consumption of vice food	Maria Carmen Di Poce, Sapienza University of Rome; Camilla Barbarossa, Toulouse Business School; Alberto Pastore, Sapienza University of Rome
			428	An environmental feebate policy in the car market and its effects on pollution and welfare	Yanai Ankaoua, Ben-Gurion University of the Negev; Stav Rosenzweig, Ben-Gurion University of the Negev; Ofir Rubin, Ben-Gurion University of the Negev; Aviv Steren, Ben-Gurion University of the Negev; Ziv Bar-Nahum, The Hebrew University of Jerusalem
SRE7	Stefan Rose, Bern Univeristy of Applied Sciences	Thursday, 30th of May, 9.30-11.00	390	The Cheap = Poor Labor Conditions Lay Belief and Its Impact on Preferences for Production Method	Almira Abilova, Erasmus University Rotterdam; Mirjam Tuk, RSM Erasmus University
			212	Escaping the Green Dilemma: Marketing Interventions on Sustainability Adoption	Zoe Ziqi Zhong, The London School of Economics and Political Science; Xiaolin Li, The London School of Economics and Political Science
			238	Greening the Gap: A Study of Compensatory Beliefs in Sustainable Consumption.	Yacine Ladli, Univ Rennes, CNRS, CREM – UMR 6211, Rennes, France; Fanny Reniou, Univ Rennes, CNRS, CREM – UMR 6211, Rennes, France
			348	Unveiling Speciesism: A Psychological Barrier to Environmentally Responsible Consumer Behavior	Stefan Rose, Bern Univeristy of Applied Sciences

SRE8	Grzegorz Zasuwa, The John Paul II Catholic University of Lublin	Thursday, 30th of May, 14.00-15.30	83	Discourse, service type and social value orientation: How do they determine the effects of CSR communication on consumers?	Andrea Pérez, University of Cantabria; Carlos López-Gutiérrez, University of Cantabria
			182	Retailers' Environmental Sustainability Initiatives: The Roles of Location Strategy, Sustainability Record, and Consumer Identity	Panagiotis Sarantopoulos, Athens University of Economics and Business; Hongwei He, Alliance Manchester Business School, The University of Manchester
			491	Green CSR Initiatives and Customer Outcomes: A Meta-analysis	Jieyichi Zhao, Alliance Manchester Business School, The University of Manchester; Heiner Evanschitzky, Alliance Manchester Business School The University of Manchester; Hai-Anh Tran, Alliance Manchester Business School
			556	How does corporate social irresponsibility shape reputation and consumer advocacy? A moderated-mediation approach	Grzegorz Zasuwa, The John Paul II Catholic University of Lublin; Sylwia Kostrzewa, The John Paul II Catholic University of Lublin
SRE10	Chiara Hübscher, University of Twent; Iain Black, University of Strathclyde	Friday, 31st of May, 15.00-16.30	192	Coherence between saying and acting: The role of self-serving motives and consumer skepticism in corporate hypocrisy and CSR reputation	Barbara Culiberg, University of Ljubljana, School of Economics and Business; Mateja Kos Koklic, University of Ljubljana, School of Economics and Business; Mila Zečević, University of Ljubljana, School of Economics and Business; Petar Gidaković, IESEG School of Management, Univ. Lille CNRS; Vesna Zabkar, School of Economics and Business, University of Ljubljana
			682	Changing systems through mental model leverage points: Creating faster, deeper action on the climate emergency	Iain Black, University of Strathclyde; Julia Leventon, Institute of Global Change Research of the Czech Academy of Sciences; Craig Anderson, University of Stirling Management School
			340	Why Marketing Managers Act Sustainable - and Why Not: Towards a Sustainability Acceptance Model	Chiara Hübscher, University of Twente; Susanne Hensel-Börner, HSBA Hamburg School of Business Administration; Jörg Henseler, University of Twente
SRE11	Freya-Lena Blickwedel, Heinrich-Heine-University Düsseldorf	Friday, 31st of May, 8.30-10.00	53	Persuasive effects of emotional and unemotional social media responses to offensive marketing	Saeid Kermani, Trent University; Peter Darke, Schulich School of Business, York University
			701	Is timing key? How showing support for the LGBT+ community generates positive consumer responses	Maximilian Gerrath, University of Leeds; Kshitij Bhoumik, University of Leeds; Aulona Ulqinaku, Leeds University Business School; Alessandro Biraglia, Leeds University Business School; Giampaolo Viglia, University of Portsmouth
			551	Just a trend or moral doubt? Generational differences and Green Equity Investments	Anne Bontour, University of Franche-Comté; Fabrice Hervé, University of Burgundy; Sylvain Marsat, University of Clermont Auvergne; Jean-Baptiste Welte, University of Burgundy
			77	The barking Underdog - Effects of Underdog vs. Top Dog Brand Activism with special focus on the role of Corporate Hypocrisy and Perceived Opportunism.	Freya-Lena Blickwedel, Heinrich-Heine-University Düsseldorf; Janis Witte, Heinrich-Heine-Universität Düsseldorf

SRE13	Franziska Frese, markstones Institute of Marketing, Branding & Technology, University of Bremen	Friday, 31st of May, 13.00-14.30	677	Trees, Vaccines and Co: When to Use Nonmonetary Framing in Consumer Donations	Christina Patricia Schamp, Vienna University of Business and Economics; Lukas Maier, WU Vienna; Luca Held, Vienna University of Economics and Business; Yuri Peers, Vrije Universiteit Amsterdam; Peeter Verlegh, Vrije Universiteit Amsterdam, School of business and Economics
			258	Application of VBN Theory in the National Park context: tailoring social marketing interventions to individuals' values and environmental worldview	Rosvaldas Povilionis, University of Derby
			647	CSR Associations and Market Value: The Moderating Role of Market Competition	Franziska Frese, markstones Institute of Marketing, Branding & Technology, University of Bremen; David Brüninghaus, markstones Institute of Marketing, Branding & Technology, University of Bremen; Iván Arribas, Department of Economic Analysis, Universitat de València; Fernando García, Polytechnic University of Valencia, Faculty of Business Administration and Management; Christoph Burmann, University of Bremen; Michael Schade, University of Bremen; Marieke Schewe, University of Bremen; Anna Sophie Hollstein, Markstones Institute of Marketing, Branding & Technology, University of Bremen; Alexander Steding, markstones Institute of Marketing, Branding & Technology, University of Bremen
TM1	Sandeep Kumar Dey, Tomas Bata University in Zlin	Thursday, 30th of May, 9.30-11.00	76	Profiling tourists in the context of a smart tourist destination	Ricardo Sellers-Rubio, University of Alicante; Felipe Ruiz-Moreno, University of Alicante; Liudmila Ostrovskaya, University of Alicante; Fernando Campayo-Sánchez, University of Alicante; Jesus Martinez-Navarro, University of Alicante
			172	Girlfriend Getaway vs Mancation: A gender perspective on hedonic and eudaimonic wellbeing	Carmela Bosangit, Cardiff University; Shilpa Iyanna, Northumbria University
			284	Private rooms in the peer-to-peer accommodation: employing unsupervised machine learning to maximize the revenue	EWA KICZMACHOWSKA, Kozminski University Warsaw
			189	What will make mobility-disabled tourists return to wine festivals? Enduring Involvement and ExperienceScape	Sandeep Kumar Dey, Tomas Bata University in Zlin; Zuzana Tučková, Tomas Bata University in Zlin; Carimo Rassal, University of Algarve; Antónia Correia, University of Algarve
TM2	Juan Pedro Mellinas, University of Murcia	Thursday, 30th of May, 14.00-15.30	39	When is "dark tourism" really "dark"? Motivations, behaviours, and sensations	Dandara Ferraro, Escola Superior de Propaganda e Marketing; Diandra Ferraro, Escola Superior de Propaganda e Marketing - ESPM; Suzane Strehlau, ESPM; Vivian Strehlau, ESPM
			422	Predicting place attachment through participants' experience in mass participation sport events	Nikoleta Kotsi, National and Kapodistrian University of Athens; Yannis Lianopoulos, Aristotle University of Thessaloniki, D.P.E.S.S., Serres; Nikolaos Theodorakis, Aristotle University of Thessaloniki; Lamprini Piha, National and Kapodistrian University of Athens; George Tsourvakas, National and Kapodistrian University of Athens
			383	Beyond the Rollercoaster: Theme Park Satisfaction Changes Beyond the Pandemic	Juan Pedro Mellinas, University of Murcia; Isabel Riquelme, University of Murcia; Manuela Lopez-Perez, University of Murcia

TM3	Thuy-Trang TA-HOANG, University of Toulon	Friday, 31st of May, 15.00-16.30	90	Sustainable Tourism and Online Travel Reviews: Bridging the Perception Gap in the Global Hospitality Landscape with a Focus on Eco-Friendly Hotels	Ainhoa Boneta-Ruiz, Universidad Pública de Navarra; Maria Elena Aramendia Muneta, Universidad Pública de Navarra; Irene Gómez-Cámara, Universidad Pública de Navarra
			550	Sustainability Performance and Corporate Risk-Taking in the Tourism Industry	Vassiliki Grougiou, University of Macedonia; Stergios Leventis, International Hellenic University; Antonios Chantziaras, International Hellenic Uiversity; Omneya Abdelsalam, Durham University; Nikolaos Tsileponis, University of Bristol
			715	Advancing empirical understanding on zoo visitors' moral emotions, satisfaction experience and their adoption of proconservation behaviour	Georgiana Grigore, University of Leicester; Mike Molesworth, University of Birmingham; Imran Ali, Northumbria University, Newcastle; Paul Baines, University of Leicester School of Business
			411	Perceived Values in Regenerative Tourism Research: A Systematic Literature Review and Avenues for Future Research	Thuy-Trang TA-HOANG, University of Toulon; Brigitte Müller, University of Toulon, IAE, Cergam; Vincent CHAUVET, CERGAM, University of Toulon
TM4	Koffi Agbokanzo, Université Catholique de l'Ouest	Friday, 31st of May, 13.00-14.30	21	Understanding the Value-based Adoption of Virtual Reality in Tourism: Exploring the Role of Content Availability, Anticipated Regret and Task-Technology Fit	Pankaj Vishwakarma, Indian Institute of Management Visakhapatnam India; Srabanti Mukherjee, Vinod Gupta School of Management Indian Institute of Technology Kharagpur; Biplab Datta, Vinod Gupta School of Management Indian Institute of Technology Kharagpur; Haywantee Ramkissoon, University of South Australia
			49	Metaverse reshaping the tourism industry: Evidences from VR studies	Svetlana Bialkova, Liverpool Business School
			286	VR-facilitated Travel Inspiration: The role of Pleasure and Arousal	Eleni Mavragani, University of Macedonia; Ioannis Assiouras, Institute of Sustainable Business and Organizations – Sciences and Humanities Confluence Research Center – UCLY, ESDES, Lyon, France; Antonios Giannopoulos, Department of Organisation Management, Marketing and Tourism, International Hellenic University, Greece; Dimitrios Buhalis, Bournemouth University
			100	2D Virtual Reality tour of a UNESCO Site: A Promotional Attraction or a Substitute? The Case of the Lascaux Cave (France)	Stéphane Bourliataux-Lajoinie, Conservatoire National des Arts et Métiers; Marie-France Gauthier-Peiro, Université de Limoges; Koffi Agbokanzo, Université Catholique de l'Ouest; Bruno Mazières, Université de Limoges
TM5	MARKOS TSOGAS, University of Piraeus	Friday, 31st of May, 15.00-16.30	130	Visual Influence: Unveiling the Role of User-Generated Photos in Boosting Review Helpfulness	Miriam Alzate, Universidad Publica de Navarra; Marta Arce Urriza, Universidad Publica de Navarra; Jose Enrique Armendariz, Public University of Navarre; Paula Vidaurreta, Universidad Pública de Navarra
			401	Tourism Word of Mouth: A Bibliometric Analysis	Cecilie Andersen, University of Agder
			698	From Promise to Perception: A Scholarly Journey into the Essence of European Industrial Tourism	Magali Dubosson, HEG Fribourg / Hes-so; Samuele Meier, Haute école de gestion de Fribourg; Sabine Emad, HEG Geneve / Hes-so
			451	From co-creating experiences to co-creating emotions: The role of Destination Love as a holistic concept.	DIMITRA MARGIETA LYKOUDI, UNIVERSITY OF PIRAEUS; Georgia Zouni, University of Piraeus; MARKOS TSOGAS, University of Piraeus

TM6	Achilleas Boukis, University of Birmingham	Wednesday, 29th of May, 17.00-18.30	174	Designing memorable synchronous technology-mediated tourism experience: Insights from hosts	Cenhua Lyu, University of Nottingham Ningbo China; Yangyang Jiang, The University of Nottingham Ningbo China; M S Balaji, Rennes School of Business
			211	Real-time Value Co-creation in Tourism Live Streaming: A Live Streamer Perspective	Kaiti Shang, Bournemouth University; Dimitrios Buhalis, Bournemouth University; Daisy Fan, Bournemouth University; Marcjanna Augustyn, Bournemouth University
			263	How Robot's Humanness Shapes Consumer Purchase Intentions to Hotels with Robot Service Personnel	Yunqi Su, NEOMA Business School; Yiping Song, NEOMA Business School; Peng Zuo, Shanghai University of International Business and Economics; Sisi Lei, Shanghai University of International Business and Economics
			59	Do NFTs add value to customer reward schemes?	Achilleas Boukis, University of Birmingham

VENUE FLOOR PLANS

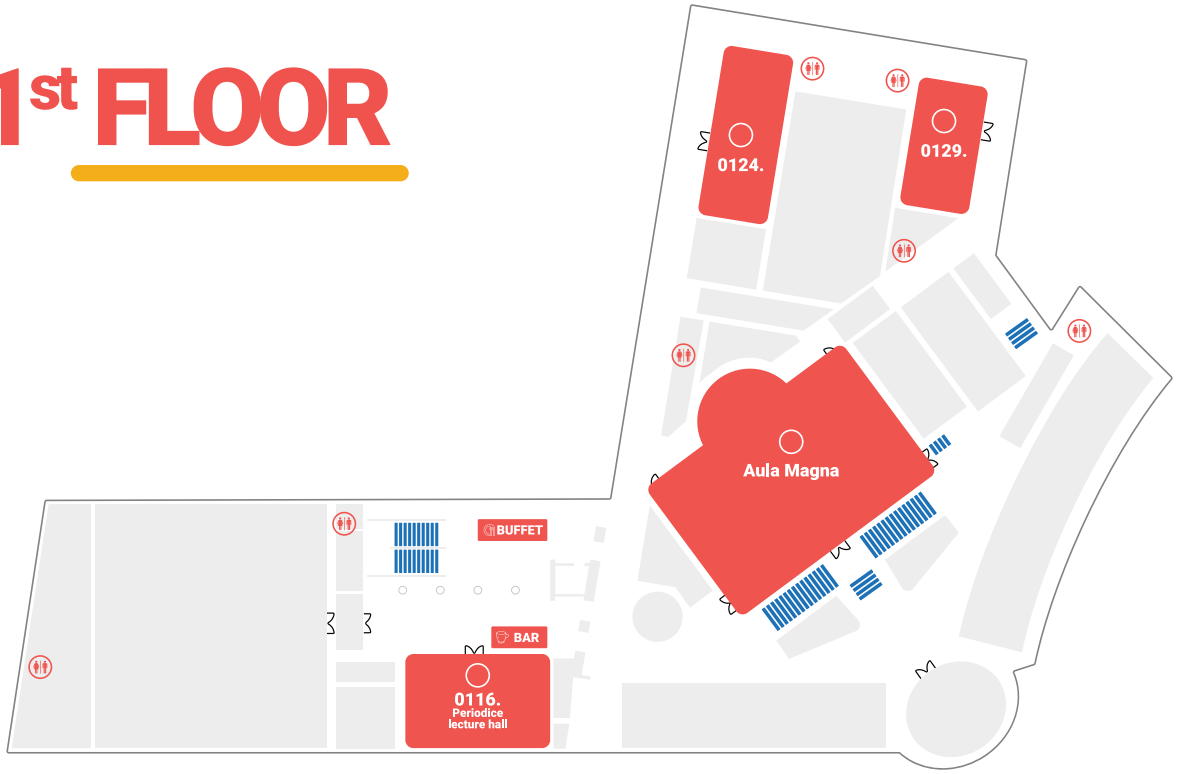
Below, you'll find floor maps for a clearer understanding of the building layout and halls.

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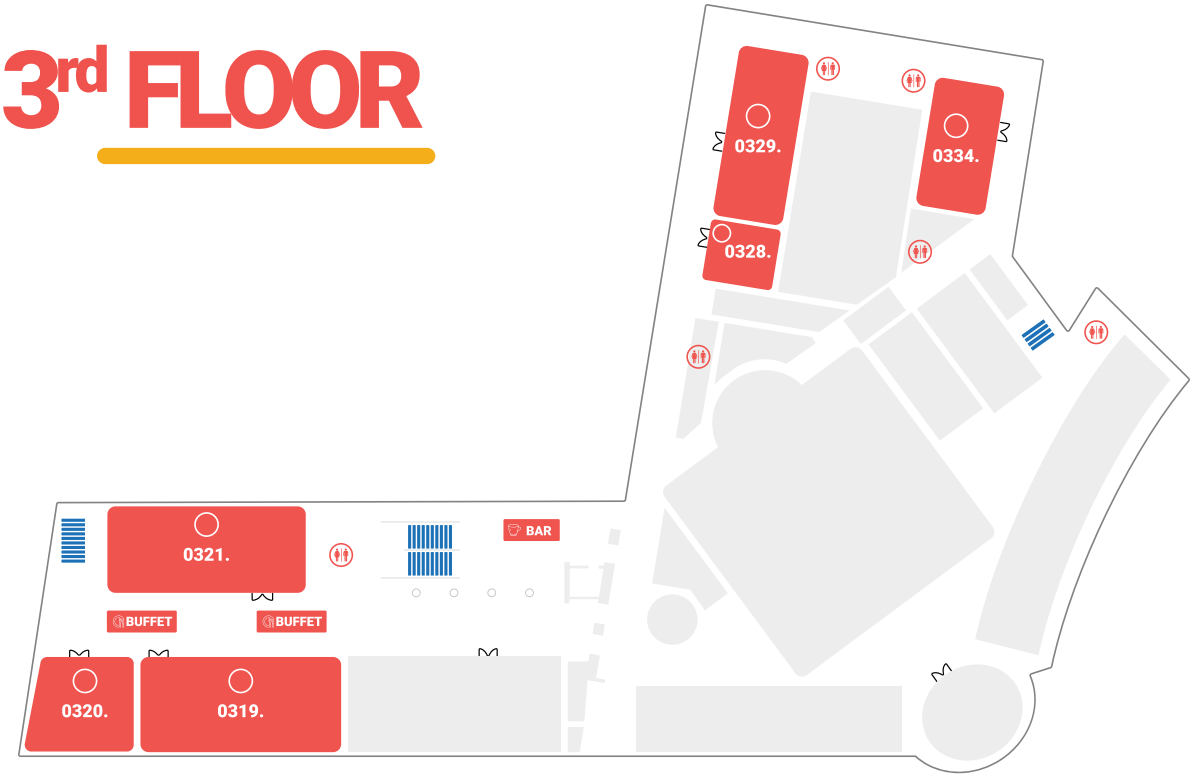
1st FLOOR



2nd FLOOR



3rd FLOOR



4th FLOOR



BUCHAREST TRANSPORTATION

Bus and tram lines:

131, 301, 331 – Station name: A.S.E.

79, 86, 131, 133, 168, 226, 301, 331, 361, 368, 381, 783 – Station name: Piața Romană (Romana Square) - from the station you have to walk a few minutes to get to the conference venue (The Bucharest University of Economic Studies)

How to buy a bus/tram ticket: You can pay with any contactless card directly in the bus/tram scanner (not all of them have a card scanner!).

You can also send an SMS to (0040) 7458 with: „C" for a 90-minute trip (0.62 EUR + TVA) OR „AB" for a 24-hours trip (1,5 EUR + TVA)

Transport cards can also be bought from Ticket Points

The price is 3 RON for a 90-minute trip + 3,7 RON for the card

Subway:

Station name: Piața Romană (Romana Square)

How to buy a subway ticket:

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SOCIAL EVENTS

Alongside the conference, EMAC 2024 provides additional activities for participants to discover Bucharest. These social events extend throughout the conference period. When you register for a social event you will receive a confirmation email. Before the event you will receive an informative email with more details and the meeting point where a volunteer will wait for you.

The experiences offered are:

Introduction Tour - Pedestrian tour in the heart of the city - Victory Avenue and the Old Town. We'll start the adventure at the ASE (The Bucharest University of Economic Studies) and dive into the vibrant energy of the city's central hub. Get ready for an exhilarating exploration

Food & Beer Tour - Join us on a tour where we uncover the hidden gems of the city. We'll explore the lesser-known corners of the city, indulge in traditional dishes, and savour craft beer. Along the way, we'll also discover beloved local street food spots. The package includes local beer and a taste of authentic Romanian cuisine. Get ready for a culinary adventure that's off the beaten path!

Wine & Records - A visit to the Museum of Records in Bucharest - home to the world's largest collection of corkscrews, followed by a delightful social gathering over a glass of wine. Experience an extraordinary blend of history, culture, and indulgence in the heart of the city!

Alternative Street Art Tour - A pedestrian tour with a special focus on the urban art of murals and graffiti in the city. Immerse yourself in the vibrant world of street art as we explore the colourful and captivating masterpieces that adorn the city's walls. From thought-provoking murals to awe-inspiring graffiti, you'll gain a deeper appreciation for the artistic expression that thrives on the streets. Join us on a journey where every corner unveils a new canvas of creativity, and discover the hidden stories and cultural significance behind these striking urban artworks.

Beer Tour - You'll embark on a journey that includes three stops at craft beer venues, where you'll uncover the story of Romanian beer and the city's tales from one stop to the next. The tour includes three craft beers and a delightful local snack. Get ready for a unique adventure that blends culture, friendship, and the vibrant world of craft beer!

Hidden Bucharest & Wine Tasting - We uncover a hidden, less touristy side of the city that preserves the ambiance of the 19th century - the Belle Époque neighbourhoods and charming local quarters. Along the way, we'll make stops at two venues to savour Romanian wines. The tour includes four local wines and delightful Romanian cheese. Join us for a journey through time and flavour!

Palace of Parliament Tour - Have a chance to see the Palace of Parliament, often referred to as ‚The People's House,'. The building stands as a symbol of Communist megalomania fused with Neoclassical architecture. Second in size only to the Pentagon, this colossal administrative building, begun in 1984 and still incomplete, spans a staggering 330,000 square metres and boasts over 3,000 rooms. Views on this structure vary from a testament to Romanian builders' skill to an architectural monstrosity. Yet, it undeniably holds a prominent place in Bucharest's skyline. With three Guinness World Records to its name, it reigns as the world's largest and costliest civic administration building, stretching 270 metres in length, 245 metres in width, and rising 86 metres in height.




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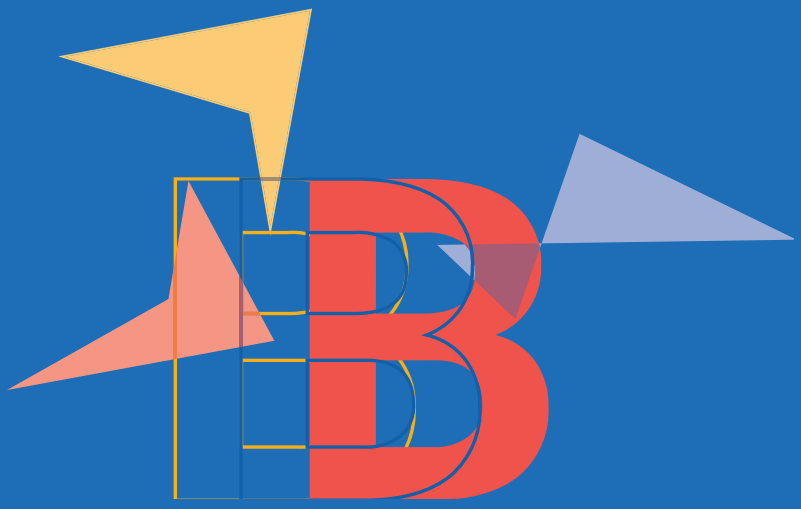
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