

# **PRELIMINARY CONFERENCE PROGRAMME**

**EMAC 53<sup>rd</sup> Annual Conference**  
**29<sup>th</sup> – 31<sup>st</sup> of May, Bucharest Romania**

[Click on the section type  
to go directly there](#)

**Programme overview**

**Special Interest Groups (SIGs)**

**Meet the Editors**

**Special Sessions**

**Track Sessions (oral presentations)**

**Poster Session**

**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
<b>08.30-10.00</b>	SS 4	CB2	SS 1	AMC1	SMPS1	B2B1	CB18	ROC1	SS 12	AMC6	Meet the editors - IJRM, JMR, JCR, MS	DM1	CB12	MST1	SS 34	PP2
<b>10.00-10.30</b>	Break										Coffee with the IJRM editors & friends (10:00-11:00)					
<b>10.30-12.00</b>	Enginius Doctoral Dissertation Competition	CB1	SS 13	ROC2	SMPS2	B2B4	SS 3	SRE3	Meet the editors - JA, IJA, JCIRA, JPBM	SS 11	Coffee with the IJRM editors & friends (10:00-11:00)	SIG Marketing Strategy	MST6	SS 38	SS 19	PBM4
<b>12.00-13.00</b>	Lunch					12.30 - 14.00 Head of Marketing Forum										
<b>13.00-14.30</b>	IJRM Special Session	CB7	CB5	ROC3	14.00-15.00 Enginius Doctoral Dissertation Competition Jury Meeting	12.30 - 14.00 Head of Marketing Forum	SS 22	SRE4	Climber Community - Session 1 (14:00-15:30)	SS 7	SIG Service Marketing	SS 29	MST4	DM5	SS 20	PBM7
<b>14.30-15.00</b>	Break				14.00-15.00 Enginius Doctoral Dissertation Competition Jury Meeting				Climber Community - Session 1 (14:00-15:30)							
<b>15.00-16.30</b>	DM13	CB8	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 - JSM, JACR, JR, JBIM	B2B5
<b>16.30-17.00</b>	Break															
<b>17.00-18.30</b>	SS 26	DM6	SS 5	ROC4	TM6	SRE1	MST3	DM14	SS 9	MMMA2	SS 27	CB17	SRE5	CB16	SIG Digital Marketing	RM2

**Thursday, 30th of May**

[illegible]

**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
<b>08.30-10.00</b>	IN2	MST7	PBM2	DM7	CB24	SMPS4	B2B2	SS 8	ROC12	DM15	CB4	SRE11	ROC6	IMMEC4	CB21	SS 28	PP5
<b>10.00-10.30</b>	Break																
<b>10.30-12.00</b>	"Theories in Use" workshop	MST5	SMSI1	DM8	CB25	SMSI7	B2B3	Meet the editors - JM, JNM, JSR, JBR	SS 23	CB22	SS 42	SIG CRM	ROC7	IN5	AMC4	SS 43	PBM5
<b>12.00-13.00</b>	Lunch																
<b>13.00-14.30</b>	SIG Retailing 1	CB6	SMSI2	SRE6	IN4	TM4	B2B6	SS 41	DM4	DM9		ROC10	SRE13	MMMA5	AMC5	SS 45	SS 15
<b>14.30-15.00</b>	Break																
<b>15.00-16.30</b>	SIG Retailing 2	CB19	TM3	IN3	MMMA4	TM5	PBM6	SS 33	DM3	MST2	PBM3	SRE10	ROC8		ROC11	DM10	SS 37

# Special Interest Groups (SIGs)

**Wednesday (29<sup>th</sup> of May, 2024)**

**10:30-12:00**

## **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 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 UNDSGs. 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)

Ayelet Israeli (Harvard Business School)

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 (30<sup>th</sup> 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. Therefore, this session of the Special Interest Group Innovation & Stakeholders aims to draw the attention of the marketing community to the necessity to deepen our knowledge on how marketing and innovation professionals should deal with the complexity inherent to stakeholder relationships in service innovation contexts.

This SIG session brings together researchers interested in stakeholder relationships in service innovation contexts. The session will start with three short (15 min.) research presentations, followed by a panel discussion (30 min.) where renowned researchers reflect on each other's ideas 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”**

### **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)

Ana Valenzuela (ESADE- Ramon Llul & Baruch College)

### **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 (31<sup>st</sup> 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.

**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-imagining 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-imagining 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)

# Meet the Editors

**Wednesday (29<sup>th</sup> 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 (30<sup>th</sup> of May, 2024)**

**14:00-15:30**

**Journal of International Marketing (JIM), Marketing and Technology (MT), Journal of the Academy of Marketing Science (JAMS)**

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

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

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

**Friday (31<sup>st</sup> 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 Session

**Wednesday (29<sup>th</sup> 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:**

1. 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.**
2. Kristina Viets and Franziska Völckner: **A Meta-Analysis on the Influence of Green Attitudes on Green Consumer Responses.**
3. Alexander Edeling, Inês Ferraz Teixeira, Alexander Mafael, and Yves Van Vaerenbergh: **Which Marketing Event has the Largest Firm Value Impact? A meta-Analysis.**
4. 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<sup>1</sup>, Dennis Herhausen<sup>1</sup> and Dhruv Grewal<sup>2</sup>

*1 Vrije Universiteit Amsterdam*

*2 Babson College*

#### **Buy Now Pay Later: Impact of Installment Payments on Customer Purchases**

Stijn Maesen<sup>1</sup>, Dionysius Ang<sup>2</sup>

*1 Imperial College Business School*

*2 Leeds University Business School*

#### **Nutritional Quality and Marketing Conduct in the CPG Industry**

Nick Bombaïj<sup>1</sup>, Bernadette van Ewijk<sup>1</sup>, Kristopher Keller<sup>2</sup>, Jonne Guyt<sup>1</sup>

*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<sup>1</sup>, Els Breugelmans<sup>1</sup>, Marco Kotschedoff<sup>1</sup>, Katrijn Gielens<sup>2</sup>

*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:

#### **1. “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)

#### **2. “Platform Endorsement in Online Healthcare”**

Jiajia Zhan (Imperial College London), Xu Zhang (London Business School), Hongqiao Fu (Peking University)

#### **3. “Price Manipulation in Peer-to-Peer Markets and the Sharing Economy”**

Vladimir Pavlov (University College London School of Management), Ron Berman (The Wharton School)

#### **4. “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:**

##### **1. *When Crisis Hits the Platform Economy: The Effects on Supply, Demand, and Spillovers***

- o Sungtak Hong (Bocconi University)
- o Jikyung Jeanne Kim\* (IE University)
- o Prasad Vana (Dartmouth College)

##### **2. *Does Bigger Still Mean Better? How Digital Transformation Affects the Market Share-Profitability Relationship***

- o Felix Anton Sklenarz (Kühne Logistics University)
- o Alexander Edeling (KU Leuven)
- o Alexander Himme (Kühne Logistics University)
- o Julian R.K. Wichmann\* (University of Cologne)

##### **3. *The Impact of Recognition-Based Cues in Digital Platform Aggregators' Ecosystem***

- o Marton Varga\* (Bocconi University)
- o Sara Valentini (Bocconi University)
- o Sichu Chang (Bocconi University)

##### **4. *Epiphyte Brands and the Role of Platforms, Retail Media, and Product Launches***

- o Erik Maier\* (HHL Leipzig Graduate School of Management)
- o 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:**

**1. “Gender Diversity on Cable News: An Analysis of On-Screen Talent and Viewership”**, by Ali Goli (University of Washington) and Simha Mummаланeni (University of Washington)

**2. “Are Female Consumers Emotional? Understanding Gender Stereotypes in Online Reviews”**, by Alisa Wu (Columbia University) and Vicki Morwitz (Columbia)

**3. “Gender Stereotyping and Advertising Effectiveness”**, by Clément Bellet (Erasmus University) and Martina Pocchiari (National University of Singapore)

**4. “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 Chairs

Klaus Miller, HEC Paris, France

Bernd Skiera, Goethe University Frankfurt, Germany

### Titles of Papers, Authors, Affiliations, and Presenters:

1. 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”**.
2. Unnati Narang (University of Illinois at Urbana-Champaign) and Fernando Luco (Texas A&M University). **“Geo-tracking Consumers and its Privacy Trade-offs”**.
3. 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”**.
4. 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 Gremlinger (UCL School of Management)

Dominik Papies (University of Tübingen)

Daniela Schmitt (Nova School of Business and Economics)

Iris Steenkamp (Universita Bocconi)

**Papers:**

**1. “Bridging between Hypothetical and Incentivized Choice”**

Arash Laghaie, Nova School of Business and Economics; Thomas Otter, Goethe University Frankfurt

**2. “Categorization Meets Prospect Theory: Differentiating Perception from Valuation”**

Alina Ferecatu, Rotterdam School of Management, Erasmus University; Dan Schley, Rotterdam School of Management, Erasmus University

**3. “Estimating Marginal Treatment Effects for Policy Optimization from Experiments with Few Cells”**

Jason M.T. Roos, Rotterdam School of Management, Erasmus University

**4. “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 Giannetti<sup>1</sup>, Aulona Ulqinaku<sup>1</sup>

**Papers:**

**The “Lazarus Effect”: Creative Symbolic Immortality and Consumers’ Evaluation of Posthumous Artistic Releases**

Alessandro Biraglia<sup>1</sup>, Aulona Ulqinaku<sup>1</sup>, Verdiana Giannetti<sup>1</sup>, Josko Brakus<sup>1</sup>

**Sino-foreign Co-productions: An Investigation of Their Impact on Movies’ Box-Office Performance in China**

Jieke Chen<sup>1</sup>, Verdiana Giannetti<sup>1</sup>, Yunlu Zhao<sup>1</sup>

**Could You Please Decide for Us? Algorithms Versus Humans in Joint Decision-Making**

Aylin Cakanlar<sup>2</sup>, Gülen Sarial Abi<sup>3</sup>, Aulona Ulqinaku<sup>1</sup>

**What Makes a Favorite? Authorship and Authenticity in Music**

Anastasia Nanni<sup>4</sup>, Joseph Nunes<sup>5</sup>, Andrea Ordanini<sup>6</sup>

*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:**

**1. “The Fees Paradox”**

Maren Hoff and Vicki Morwitz, Columbia University.

**2. “Pay or Donate? How Language Shapes Generosity”**

- Maria Leonor Neto, Minah H. Jung and Tulin Erdem;
3. **“Nothing Matters”: A “0%” Option Increases Consumers’ Voluntary Payments**  
Shirley Bluvstein and Priya Raghubir, Yeshiva University and New York University.
  4. **“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:

#### 1. **“The Pass-through of Retail Crime”**

Carl Hase, Goethe University Frankfurt & JGU Mainz; Johannes Kasinger, Tilburg University

#### 2. **“The Impact of Voluntary Labels”**

Anita Rao, Georgetown University; Raluca Ursu, NYU Stern

#### 3. **“Make Every Second Count: Time Allocation in Online Shopping”**

Rafael P. Greminger, University College London; Yufeng Huang, Rochester University; Ilya Morozov, Northwestern University

#### 4. **“From Aisles to Emissions: Tracking the Environmental Costs of Household Grocery Purchases”**

Bart J. Bronnenberg, Tilburg University; Trang Bui, 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:

1. **“Brand Echo Chambers”** by Arvin Moazemi (Bocconi University), Verena Schoenmueller (ESADE Business School), Oded Netzer (Columbia Business School).

2. **“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)

3. **“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)

4. **“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 Hooze, 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 Hooze (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:**

**1. 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)

**2. Strengthening Incentive Strategies for Plasma Donation Collection**

Antonia Leibe, Besarta Veseli, Michel Clement (Research Group on Health Marketing, Institute for Marketing, University of Hamburg, Hamburg, Germany)

**3. 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)

**4. 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:

#### **(1) Hard discounters versus supermarkets: The introduction of national brands by hard discounters**

Lisa Joerg<sup>1</sup>, Karen Gedenk<sup>1</sup>, Barbara Deleersnyder<sup>2</sup>, Sören Christiansen<sup>1</sup>

*1 University of Hamburg*

*2 Tilburg University*

#### **(2) How do individual-sensed threats impact consumers' grocery shopping behavior?**

Dingli Wu<sup>1</sup>, Els Breugelmans<sup>1</sup>, Lien Lamey<sup>1</sup>

*1 Katholieke Universiteit Leuven*

#### **(3) How do temporary VAT cut policies change grocery consumer prices?**

Yuanyuan Zhang<sup>1</sup>, Marco Kotschedoff<sup>1</sup>, Kathleen Cleeren<sup>1</sup>

*1 Katholieke Universiteit Leuven*

#### **(4) Sober irony: reciprocal spill-over effects of advertising alcohol-free products on alcohol sales**

Stijn Maesen<sup>1</sup>, Saeid Vafainia<sup>2</sup>, Carl-Philip Ahlbom<sup>3</sup>, Michael Haenlein<sup>2 4</sup>

*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:

1. **“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)

2. **“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)

3. **“Image Choices in Fundraiser Campaigns: Can Nonprofits Learn from Nano-Influencers?”** by Roman Antoschin (WHU), and Christian Schlereth (WHU)

4. **“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 Kassemeyer, 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:

#### 1. The Impact of Voluntary Animal Welfare Labels

Marco Kotschedoff (KU Leuven)

Max Pachali (Tilburg University)

Anita Rao (Georgetown University)

#### 2. A Green Premium: The Sustainable-Is-Expensive Intuition

Cara de Boer (Maastricht University)

Caroline Goukens (Maastricht University)

Anne ter Braak (Maastricht University)

#### 3. Can Price Promotions Stimulate Sustainable Purchases?

Trang Bui (Tilburg University)

Barbara Deleersnyder (Tilburg University)

Arjen van Lin (Tilburg University)

#### 4. 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:

1) **What is the Value of Marketing Knowledge in Organizations?**

Paul Hilfrich, with Christine Moorman and Simone Wies

2) **Marketing Your Share: The Impact of Marketing Capabilities on Investor Relations**

André Tomano with Thomas Post, Niels Holtrop, and Joost Pennings

3) **Trick or Treat? The Stock Market Impact of Fake Reviews**

Alexander Edeling, with Philip Pollmann-Fervers, Marc Fischer, and Thomas Scholdra

4) **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:

1. 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”**.
2. 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”**.
3. 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”**.
4. 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 (CUNY), Joseph Koons (CUNY), 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 (30<sup>th</sup> 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:**

1. “**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)
2. “**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)
3. “**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)
4. “**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)

## **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<sup>1,2</sup>, Xinrong Zhu<sup>1</sup>  
*1 Imperial College London*

2 CEPR

**Sizing the Market for Sustainable Products**

Max Pachali<sup>1</sup>, Bart Bronnenberg<sup>1</sup>, and Thomas Otter<sup>2</sup>

*1 Tilburg University*

*2 Goethe University Frankfurt*

**Retail Implications of COVID's Disruption to Household Purchase Cycles**

Mike Palazzolo<sup>1</sup>, Ashwin Aravindakshan<sup>1</sup>, Kay Peters<sup>1,2</sup>, and Prasad A. Naik<sup>1</sup>

*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<sup>1</sup>, Jonne Guyt<sup>2</sup>, and Kristopher Keller<sup>3</sup>

*1 Tilburg University*

*2 University of Amsterdam*

*3 University of North Carolina at Chapel Hill*

**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:**

#### **1. 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

#### **2. 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

#### **3. Control Group Neglect**

Guy Voichek, Imperial College London, UK

Ravi Dhar, Yale University, USA

Shane Frederick, Yale University, USA

#### **4. 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:**

#### **1. Consumer Resilience and Well-Being in Times of Crisis**

Stefan Hoffmann, Kiel University, Ingo Balderjahn, University of Potsdam, Felix Reimers, Kiel University

#### **2. 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

#### **3. 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

#### **4. 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:**

#### **1) 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

#### **2) 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

### 3) **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:**

1. **“The Dual Role of Engagement in Seeding Campaigns”** by Ulrike Phielers (WU Vienna), Florian Dost (BTU Cottbus):
2. **“The Impact of Physicians’ Short Video Posts on Consumers’ Virtual Visits”** by Yuhua Liu (Renmin Business School), Xiang Wang (Renmin Business School)
3. **“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)
4. **“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:**

1. **“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)
2. **“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)
3. **“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)

4. **“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).

## 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:

#### 1. 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)

#### 2. 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)

#### 3. 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)

#### **4. 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 (31<sup>st</sup> 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:**

##### **1. How Brand Mentions in Television Advertising Affect Consumer Attention, Recall and Evaluation**

Mark Vroegrijk (DVJ Insights)

Lisette Kruizinga – de Vries (DVJ Insights)

##### **2. 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)

##### **3. Consistently Standing Out: The Impact of Advertising Creativity and Consistency**

Xionghai Tan (University of Groningen)

Evert de Haan (University of Groningen)

Jochen Hartmann (Technical University of Munich)

Jaap E. Wieringa (University of Groningen)

##### **4. 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

## **SS42 - 'Please give your information': Why consumers reveal their private data when buying online?**

### **Chair:**

Brikena Berisha, University of Ljubljana

### **Abstract**

In the age of technology where internet is penetrating the world, digital consumption and online buying is turning into a mainstay in the world economy. This has become a common thing in the lifestyle of people, especially after the pandemic where reported changes on shopping behavior have been made. There are 2.64 billion people buying online or 33,3 of population worldwide (eMarketer, 2023).

Grounded on the MEC theory (Gutman, 1982; 1997), this study delves deeper on the motives behind data disclosure. The analysis concentrates on the influence of hedonic and utilitarian motivations as first order constructs, into the behavior of consumers when revealing their private information for content, discounts and rewards, or other benefits. To gain a deeper understanding on the possible relationship, the interaction with consumer awareness is taken into consideration.

Triggered by the vagueness on the equilibrium between participation in e-commerce and private data protection (Miltgen, 2009), this research is guided by the underlying motivations of consumers to reveal their private data. The consumer's rights and responsibilities in the marketplace should be considered with the data regulation application. Therefore, with consumer awareness as a moderator, this study is built on the Means and Chains Theory (MEC) based on which consumer's motivations depend on how individuals evaluate relevancy of products (Gutman 1982; 1997). The framework is hierarchical, interrelated with attributes, consequences and values.

There are several studies interrelating motivations with online buying. However, many times the small steps inside the process of shopping online are neglected. Data disclosure of consumers is a process which is not being properly addressed (Turow et al., 2008). Even though data disclosure can be very rational (e.g. Dinev, McConell & Smith, 2015), numerous intangible and emotional benefits and costs (Havlena & Holbrook, 1986) influence the consumption activity.

The purpose of this study is to refine and understand relationships among concepts which influence the data disclosure. As previous researches concentrated on online shopping as the final output, this study takes into account the data disclosure and its impact on the buying process. In that regard, qualitative research based on in-depth interviews was employed and developed through soft laddering. Variables of utilitarian and hedonic motives were generated in order to understand the relation between online shopping motivation into data disclosure. Laddering technique helped develop 'relating' between constructs, such as shaping new relationships. Visualization of relationships was built from the collected data.

This study comes as a successor of on-going debates regarding the importance of data and the sensitivity of privacy. By extending the MEC theory into online shopping behavior, a new perspective into the field of digital marketing and consumer surveillance is applied in two ways: (1) by clarifying consumer's motivation into private data disclosure, and (2) investigating the conditional relationship with consumer awareness into the motivation and data disclosure linkage. The different approach from the existing researches on customer surveillance lies on

integration of utilitarian and hedonic motivation into the consumer privacy disclosure and incorporate the interaction of consumer awareness.

Motivation are categorized into utilitarian (functional and non-extrinsic), and hedonic ones (non-functional and intrinsic (Botti and McGill, 2006). Utilitarian motivation is defined as the motives for functional buying. Through this study, the variables that are emphasized and fit into this category are convenience, time optimization on the process, comfortability while buying, possibility to track the process, opportunity to gain rewards such as points, discounts, membership and trials. On the contrary side of consumption, there are the hedonic motives are defined as ‘the pleased experience’ of buying. Through these interviews, it became noticeable that there are several variables that lead to the hedonic motivation on data disclosure while buying. In particular, this includes association with brand or website, laziness or lack of patience, engagement with brands, personalization of offers, and feeling of belonging and validation.

### **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:**

**1. “The brand reputation impact of activism depends on the category and the kind of activism”**

Presenting Author: Ludovica Scalco, BI Norwegian Business School

**2. “Racial Pay Gap in Influencer Marketing”**

Presenting Author: Yakov Bart, Northeastern University

**3. “Ad-vancing Diversity: A Longitudinal Analysis of Black Actor Representation in Television Advertisements”**

Presenting Author: Koen Pauwels, Northeastern University

**4. “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 (Baruch College, CUNY & ESADE Business School, 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:**

1. **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)

**2. 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)

**3. 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:**

**1. “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)

**2. “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)

**3. “Leveraging Large Language Models for Optimized Title Generation in Digital Marketplaces”**

Nico Schwarzer (University of Tübingen), Aseem Behl (University of Tübingen)

**4. “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**

## Track Sessions (oral presentations)

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 Service Innovation  
 SRE: Social Responsibility & Ethics  
 TM: Tourism Marketing

**Track  
sessions  
name  
abbreviatio  
n legend:**

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
			169	Buyers and Suppliers trust on E-Marketplace in the Context of SMEs Based on Signalling Theory	kedwadee Sombultawee, Thammasat University

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
			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
			507	When Should Organizations Outsource Problem Solving? Balancing Functional and Technical Requirement Specifications in Public Procurement	Anna Stepanova, BI Norwegian Business School; Jon Sande, BI Norwegian Business School; Kenneth Wathne, University of Stavanger
			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)
B2B6	Ali Shamsollahi, ESSEC	Friday, 31st of May, 13.00-14.30	166	Prohibiting Unfair Trading Practices: The Impact of a Regulatory Intervention on Market Prices	Stefan Wuyts, Penn State University; Sotires Pagiaivas, Pennsylvania State University
			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
			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



CB2	Benedetta Canfora, Grenoble Ecole de Management	Wednesday, 29th of May, 8.30-10.00	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 Sjøstad, 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	Friday, 31st of May, 8.30-10.00	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 Bernitter, 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)	Friday, 31st 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 Scekie, 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	Wednesday, 29th 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	Wednesday, 29th of May, 15.00-16.30	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
			278	Physical appearance comparison as viewing Instagram: effects in body image, self-esteem and eating disorders	Marina Xygi, Agricultural University of Athens; Konstantinos Lionakis, Athens University of Economics & Business; Sotirios Karetos, Agricultural University of Athens

CB9	Xiaolan Chen, Bayes Business School (Formerly CASS)	Thursday, 30th of May, 9.30-11.00	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, Baruch College, CUNY
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 Villarreal 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
			670	Understanding the Impact of By-Feature Ratings on Overall Product Ratings	Rahil Hosseini, Universidad Carlos III de Madrid; bram van den bergh, erasmus university; Christophe Lembregts, RSM Erasmus University
			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	Malaure 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 Sjøstad, 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; Oval 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
			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 Management; Peter Pal Zubcsek, Tel Aviv University

DM2	Alexander Mafael, Stockholm School of Economics	Thursday, 30th of May, 9.30-11.00	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 Benritter, 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 Amsterdam
			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 Mary 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 Jeunemaitre, EM LYON
			283	INFLUENTIAL OPINION LEADERS: SHAPING HEALTHCARE BRAND PERCEPTIONS AND ENHANCING MEDICATION ADHERENCE ON SOCIAL MEDIA	Loick MENVIELLE, Edhec Business School; Lena Griset, 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	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
			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
			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	AI'n't it real? Using textual paralinguistics 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,	Friday, 31st of May	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

DM9	University of Bologna	Friday, 10.30-12.00	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 Management; 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 Osmanoglu, Bilkent University; Aysegül Özsumer, 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 University; 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
			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	95	Greenwashing and Social Media: An Examination of Consumer Responses on Twitter	Mitra Salimi, University of Jyväskylä; Francesco Tuscolano, Knime; Outi Niinen, University of Jyväskylä; Outi Uusitalo, University of Jyväskylä
			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 Bogni, 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 of Jyväskylä
			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 Bogni, Bocconi University; Verena Schoenmueller, Bocconi University; Gaia Rubera, Bocconi University
			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

DM15	Meysam Moayeri, ISG INTERNATIONAL BUSINESS SCHOOL	Friday, 31st of May, 8.30-10.00	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 Espírito 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 Moayeri, ISG INTERNATIONAL BUSINESS SCHOOL
IMMEC1	Bernhard Swoboda, Trier University	Thursday, 30th of May, 9.30-11.00	257	Branding Horizons Unleashed: A Cross-Cultural Odyssey in FMCG Strategy Prioritization	Karan Patel, University of Barcelona; Ram Dhurkari, IIM Sirmaur
			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
			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	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
			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
INI	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
			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

IN2	Nikolaos Kyriakopoulos, Delft University of Technology	Friday, 31st of May, 8.30-10.00	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 Kowalczyk, University of Duisburg-Essen
			78	Self-Conscious Emotions as Antecedents for the Continuance Intention of Digital Voice Assistants in Private and Public Contexts	Pascal Kowalczyk, 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 Resource 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	Advertising Effectiveness within the Business Cycle	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	Xiaojing Dong, Santa Clara University	Wednesday, 30th 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
			332	Unveiling Consumer Preference from Filtering Choices Using a Bayesian Dynamic Approach	Zoey Hu, University of Michigan; Xiaojing Dong, Santa Clara 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	Shahzad 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	Friday, 31st of May, 15.00-16.30	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)

	University		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 TSOOGAS, 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, 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 Özsoy, 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, 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
			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
			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
			97	A Cognitive-Affective Framework of Fear of Missing Out (FOMO): Bridging Trait and State Perspectives	Miriam Etz, Aalto University; Tomas Falk, Aalto University; Sigg Gudergan, James Cook University; Jan Klein, IESEG School of Management
			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



MST7	Deva Rangarajan, IESEG School of Management	Friday, 31st of May, 8.30-10.00	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 Hüsler, 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 Morocco	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 Morocco; 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
			356	Is Your Brand Enough? An empirical investigation on how personal brand equity influences recruitment outcomes	Nikolaos Pahos, TU Delft; Athanasios Polyportis, TU Delft; Nikolaos Kyriakopoulos, Delft University of Technology; Beatrice Van der Heijden, Radboud University, Institute for Management Research, Nijmegen
			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 Klob, 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
			633	Does Time of Day Affect Consumers' Price Sensitivity?	Sha Zhang, University of Chinese Academy of Sciences; Xiting Wu, University of Chinese Academy of Sciences; Peiqi Jiang, University of Chinese Academy of Sciences
			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	Evangelia 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?	Evangelia 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	Sarrah 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	Sarrah Azib, LEGO Laboratory - Brest University; Morgane Innocent, LEGO Laboratory - Brest University; 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 Soccia, 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
			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

PS3	Hester Huisman, University of Groningen	Thursday, 30th of May, 9.30-11.00	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 Kuehn, University of Stuttgart	Thursday, 30th of May, 9.30-11.00	89	How to build an effective loyalty program ? (Case of banks)	Latifa Ayoubi, Université Paris sud
			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 Kuehn, 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 Kuehn, University of Stuttgart
			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)
			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	Ruiqing Cao, Stockholm School of Economics	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
			226	Real-Time Data Processing and Retailer's Performance Under Demand Uncertainty	Ruiqing Cao, Stockholm School of Economics; Catherine (Sijia) Ma, Tilburg University
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 Uhlenhof, German Sport University Cologne, Chair of Sport Business Administration // University of Cologne, Chair in Marketing and Brand Management; Franziska Völkner, 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, KU Leuven; 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
			535	Returns-based Partnerships: Can Competing Retailers Become Allies?	Ahmed Timoumi, Indian School of Business; Abhinav Uppal, Indian School of Business
			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-Universität 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	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
			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 Institute 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 Kuehn, 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 Institute 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	311	Sales Performance Rankings: Examining the Impact of Information Display on Performance Improvement	Molly Ahearne, Terry School of Business, University of Georgia; Mohsen Pourmasoudi, Fowler College of Business, San Diego State University; Yashar Atefi, Daniels College of Business, University of Denver
			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
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, University 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 Högrevé, 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 Espirito 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 Pitkääkoski, Seinäjoki University of Applied 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 Espirito 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 Hohenweger, 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 Württemberg 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	Ralitz 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

		13.00-14.30	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	Iain Black, University of Strathclyde	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
			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
SRE7	Stefan Rose, Bern University 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
			180	Activating Persistence-Licensing Response Measure in Sustainable Consumptions	Ngoc Nguyen, University of Lincoln; Louise Hassan, University of Birmingham; Edward Shiu, Bangor 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 University 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 Twente	Friday, 31st of May, 15.00-16.30	184	Is Your Brand Virtuous or Vice-ridden? Development and validation of the brand's morality scale (MRLS)	Artyom Golossenko, Cardiff Business School; Roberta Discetti, The Bournemouth University Business School; Hai-Anh Tran, Alliance Manchester Business School; Mansur Khamitov, Indiana University
			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
			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
			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
			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
			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 Chantzias, International Hellenic University; 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-Lajoie, 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

## 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 Janeiro, 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, University 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
288	Service growth through platforms in B2B markets: conceptual foundations, typology, and future research	Anna Salonen, University of Jyväskylä; Julia Fehrer, The University of Auckland Business School; Christian Kowalkowski, Linköping University; Elina Jaakkola, University of Turku
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 für angewandtes Management; Mark Harwardt, Hochschule für 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 Giroto, 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 TSOOGAS, 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, Babeş-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