

2016

Academy of Marketing Science ®



19th World Marketing Congress

Marketing at the Confluence between Entertainment and Analytics

July 19 – July 23, 2016

Paris

Organized by



Hosted by



2016 AMS WORLD MARKETING CONGRESS TRACKS AND TRACK CHAIRS

Advertising Communication (traditional forms)

Laurie Babin, University of Louisiana at Monroe, USA

Claas Christian Germelmann, University of Bayreuth, Germany

Branding and Brand Management

Géraldine Michel, IAE de Paris, France

Julie Guidry Moulard, Louisiana Tech University, USA

Business-to-Business Marketing

Jill Attaway, Illinois State University, USA

Mitch Griffin, Bradley University, USA

Cause- and Health-related Marketing and Consumer Well-being

Karine Gallopel-Morvan, EHESP School of Public Health, France

Janet Hoek, University of Otago, New Zealand

Children, Family and/or Senior Marketing

Joel Brée, Université de Caen & ESSCA Ecole de Management, France

Bertrand Urien, Université de Bretagne Occidentale, France

Consumer Decision Making

Dipayan Biswas, University of South Florida, USA

Philippe Odou, Université de Reims Champagne Ardennes, France

Cross-cultural, Multicultural and/or International Marketing

Chris Pullig, Baylor University, USA

Katharina Zeugner-Roth, IESEG School of Management, France

Digital and/or Internet Communication

Paul Ballantine, University of Canterbury, New Zealand

Jean-Francois Lemoine, Université de Paris 1 Panthéon Sorbonne & ESSCA Ecole de Management, France

Ethics, Social Responsibility, Environmental and/or Sustainable Marketing

Ronald Hill, Villanova University, USA

Valerie Swaen, Université Catholique de Louvain, Belgium & IESEG School of Management, France

Fashion and/or Luxury Marketing

Gwarlann de Kerviler, IESEG School of Management, France

Joy Kozar, Kansas State University, USA

Marketing in Emerging Markets

Gregory Kivenzor, University of Connecticut, USA

Altaf Merchant, University of Washington, USA

Marketing Research: Methods, Measures, Analytics and/or Big Data Research

Joe Hair, Jr., Kennesaw State University, USA

Marko Sarstedt, OVGU Magdeburg, Germany

Marketing Strategy

Charles Blankson, University of North Texas, USA

Bernard Pras, Université Paris Dauphine & ESSEC Business School, France

New Product (Service) Innovations, Creativity, Pricing and/or Customer Value

Emmanuelle Le Nagard-Assayag, ESSEC Business School, France

Sandrine Mace, ESCP Europe, France

Personal Selling and Sales Management

William Locander, Loyola University New Orleans, USA

Greg Marshall, Rollins College, USA

Relationship/Services/Customer Relationship Marketing

Diana Haytko, Florida Gulf Coast University, USA

Annie Liu, Texas State University, USA

Retailing (online - offline)

Eleonora Pantano, Middlesex University, UK

Ingrid Poncin, Université Catholique de Louvain (UCL) – LSM, Belgium

Social Media Marketing

Yuping Liu-Thompkins, Old Dominion University, USA

Karine Raïes, INSEEC Business School, USA

Sponsorship-linked Communication and/or Product Placement

Bettina Cornwell, University of Oregon, USA

Pascale Quester, University of Adelaide, USA

Supply Chain Management, Channel and/or Distribution Marketing

David Grant, University of Hull, UK

Gilles Paché, Aix Marseille Université, France

Tourism, Hospitality and/or Entertainment Marketing

Alain Decrop, Université de Namur, Belgium

Christine Petr, IMABS - Université de Bretagne Sud, France

Wine and/or Food Marketing

Kenneth Deans, La Rochelle Business School, France

Nathalie Spielmann, NEOMA-Reims Campus, France

Doctoral Colloquium

John B. Ford, Old Dominion University, USA

Marie-Hélène Fosse-Gomez, Université Lille 2, France

Special Session Submissions

Catherine Demangeot, IESEG School of Management, France

Jean-Luc Herrmann, University of Lorraine, France

David Ortinau, University of South Florida, USA

Proceedings editor

Patricia Rossi, IESEG School of Management, France

DAILY HIGHLIGHTS • Tuesday, July 19, 2016

02:00 – 05:00 pm
05:00 – 06:30 pm

Registration, La Grande Arche Reception
Pre-Conference Reception, Room: PBlue45

DAILY HIGHLIGHTS • Wednesday, July 20, 2016

08:00 am – 05:30 pm Registration, La Grande Arche Reception
09:00 – 10:30 am Sessions 1A to 1K
10:30 – 11:00 am Refreshment Break, Room: PBlue45
11:00 am – 12:30 pm Sessions 2A to 2J, including Meet the Editors, Room: PRed11
12:30 – 02:00 pm Picnic lunch – lunchbox to be collected from PBlue45
02:00 – 03:30 pm Sessions 3A to 3J
03:30 – 04:00 pm Refreshment Break, Room: PBlue45
04:00 – 05:30 pm Sessions 4A to 4K
06:00 – 07:30 pm Welcome Reception, Apogé Wine Bar, Esplanade de la Défense
Dinner on your own

Wednesday, July 20, 09:00 - 10:30 am

Session 1A. **Special Session: Customer Experience**

Room: PRed01

Session Chair: Claire Roederer, *EM Strasbourg University of Strasbourg, France*

From the “Customer Experience Management” to the “Customer Experience Memory Management” and to the Retailer – Customer Relationship

Michael Flacandji, *University of Burgundy, France*

Understanding Customer Experience Management and its Consequences for Customer Loyalty

Christina Kuehnl, *University of Mannheim, Germany*

Propositions for Better Understanding the Performing Arts Experience: The Embodiment Theory and the Mixed Methods

Charlotte Massa, *EM Strasbourg University of Strasbourg, France*

New Insights Regarding Consumer Experience from Communicational Devices: The Pragmatic Approach of Engagement Regimes

Françoise Simon, *EM Strasbourg Business School – Humanis, France*

Session 1B. **Linking Brand Strategy and Firm Performance**

Room: PBlue41

Session Chair: Fabienne Berger-Remy, *Sorbonne Business School, France*

Branding Strategy Development through Knowledge Creation

Popy Rufaidah, *Faculty of Economics and Business, Universitas Padjadjaran, Indonesia*

Exploring the Role of Brand Equity and R&D as Drivers of Product Innovation and Market Performance

Nebojsa S. Davcik, *ISCTE Business School, Portugal*

Piyush Sharma, *Curtin University, Australia*

Nicholas Grigoriou, *Monash University Malaysia, Malaysia*

Does It Pay Off to Sustain a Brand? A Meta-analysis of the Relationship between Intellectual Capital and the Financial Performance of the Firm

Elisabeth Albertini, *Sorbonne Business School, France*

Fabienne Berger-Remy, *Sorbonne Business School, France*

Session 1C. Export Performance and International Business Relationships

Room: PRed07

Session Chair: Aviv Shoham, *University of Haifa, Israel*

National-Regional Diversification Strategy and Export Performance

Itzhak Gnizy, *Ono Academic College, Israel*

John W. Cadogan, *Loughborough University, UK*

João S. Oliveira, *Loughborough University, UK*

Asmat Nizam, *Universiti Utara, Malaysia*

Cross-functional Dispersion of Export Marketing Decision-making and Export Performance: An Empirical Investigation of UK Firms

João Oliveira, *Loughborough University, UK*

Itzhak Gnizy, *Ono Academic College, Israel*

John Cadogan, *Loughborough University, UK*

Asmat Nizam, *Universiti Utara, Malaysia*

Betrayal Intention in International Business Relationships: Temporal and Contractual Moderating Effects

Leonidas Leonidou, *University of Cyprus, Cyprus*

Bilge Aykol, *Dokuz Eylul University, Turkey*

Thomas Fotiadis, *Democritus University of Thrace, Greece*

Paul Christodoulides, *Cyprus University of Technology, Cyprus*

Stability and Multinational Flexibility as Drivers of Export Performance

Tsipora Ehrlich, *University of Haifa, Israel*

Aviv Shoham, *University of Haifa, Israel*

Session 1D. Special Session: Evolution of the Luxury Industry in a Digital World

Room: PBlue20

Session Chair: Gwralann de Kerviler, *IÉSEG School of Management, France*

Session 1E. Alternative Tourism

Room: PBlue16

Session Chair: Luisa Andreu, *University of Valencia, Spain*

Generation Y Travellers' Intentions to Book Airbnb Accommodation

Suzanne Amaro, *Polytechnic Institute of Viseu, Portugal*

Luisa Andreu, *University of Valencia, Spain*

Shenhua Huang, *University of Valencia, Spain*

Holistic Tourism: Motivations, Self-Image and Satisfaction

Gabriel Rocha, *Polytechnic Institute of Viseu, Portugal*

Cláudia Seabra, *Polytechnic Institute of Viseu, Portugal*

Carla Silva, *Polytechnic Institute of Viseu, Portugal*

Dark Tourism: Concepts, Typologies and Sites

Ana Fonseca, *Polytechnic Institute of Viseu, Portugal*
Cláudia Seabra, *Polytechnic Institute of Viseu, Portugal*
Carla Silva, *Polytechnic Institute of Viseu, Portugal*

Session 1F. Strategies to Promote Healthy Eating

Room: PBlue18

Session Chair: Janet Hoek, *University of Otago, New Zealand*

Commercial Weight Loss Programs Changing Eating Behaviors for Good

Joy Parkinson, *Griffith University, Australia*
Sharyn Rundle-Thiele, *Griffith University, Australia*
Margaret Allman-Farinelli, *University of Sydney, Australia*

How Sharing Meals Influences Nutritional Risk Taking

Marie-Eve Laporte, *Sorbonne Business School, France*

Exploring how Young Consumers Processing Snack Packaging Cues from a Phenomenological Perspective

Khanyapuss Punjaisri, *Brunel University London, UK*
David Harness, *University of Hull, UK*

Session 1G. Segmentation, Positioning, and Social Responsibility

Room: PRed03

Session Chair: Marvyn Boatswain, *Kingston University, London, UK*

Segmenting Small Business Customers: The Role of Socially Related Traits

Shaked Gilboa, *Ruppin Academic Center, Israel*
Tali Seger Guttman, *Ruppin Academic Center, Israel*

Strategic Management of Brand Heritage: Two Positioning Perspectives

Fabien Pecot, *Aix-Marseille Graduate School of Management IAE, France*
Virginie De Barnier, *Aix-Marseille Graduate School of Management IAE, France*

Strengthening the Position of Existing Offering Through Decoys

Marvyn Boatswain, *Kingston University, London, UK*
Stavros Kalafatis, *Kingston University, London, UK*

The Role of Corporate Social Responsibility in Influencing Brand Loyalty: Evidence from the Ghanaian Telecommunication Industry

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

Session 1H. Omni-Channel Retail

Room: PBlue19

Session Chair: Ingrid Poncin, *Université Catholique de Louvain, Belgium*

Omni-channel Retailing: Knowledge, Challenges and Opportunities for Future Research

Fanjuan Shi, *Magellan Research Center, IAE, Jean-Moulin Lyon 3 University, France*

Consumers' Multi-channel Shopping Experiences in the UK Grocery Sector: Purchase Behaviour, Motivations and Perceptions

Patricia Harris, *Kingston University Business School, UK*
Helen Robinson, *Kingston University Business School, UK*
Francesca Dall'Olimo Riley, *Kingston University Business School, UK*
Chris Hand, *Kingston University Business School, UK*

Understanding the New Online Customer Journey: The Multichannel E-commerce Framework

Gerhard Wagner, *University of Siegen, Germany*

Hanna Schramm-Klein, *University of Siegen, Germany*

Sascha Steinmann, *University of Siegen, Germany*

Gunnar Mau, *University of Siegen, Germany*

Impact of M-commerce Website design on Consumers' Behavioral Intentions: An Empirical Study of Age as Moderating Influence

Jean-Eric Pelet, *KMCMS, ISC Paris, France*

Basma Taieb, *University of Cergy Pontoise, France*

Monia Massarini, *University of Udine, Italy*

Norchene Ben Dahmane Mouelhi, *University of Carthage / IHEC Carthage / NIMEC / IAE de Caen, Tunisia*

Prashant Mishra, *Indian Institute of Management Calcutta, India*

Zaid Mohammad Obeidat, *The University of Jordan, Jordan*

Joanna Zukowska, *Warsaw School of Economics, Poland*

Session 1I. Consumer Behavior and Morality

Room: PRed08

Session Chair: Sonja Prentovic, *Université Lyon 2, France*

Fight Fire with Fire: Using one Stereotype to Overcome Another via Contingency Information

Julian Saint Clair, *Loyola Marymount University, USA*

Mitchell Hamilton, *Loyola Marymount University, USA*

Delancy Bennett, *Clemson University, USA*

Rethinking Consumer Vulnerability through A Multidisciplinary Approach

Sonja Prentovic, *Université Lyon 2, France*

Wided Batat, *University Lyon 2, France*

Political Ideology and Consumer Reactions to Corporate Tax Strategies

Paolo Antonetti, *Queen Mary University of London, UK*

Mattia Anesa, *University of Queensland, Australia*

Session 1J. Doctoral Colloquium 1: Consumer Behavior Issues

Room: PBlue15

Session Chair: John B. Ford, *Old Dominion University, USA*

Reproduction of Gender Ideology through Russian Consumer Culture: The Case of Iconography of the 'Mother' in Russia

Lilit Baghdasaryan, *University of Westminster, UK*

Prof Shona Bettany, *University of Westminster, UK*

Prof Alison Rieple, *University of Westminster, UK*

Consumption-Related Coping Strategies of Low-Income Consumers: A Literature Review

Shereen Ghanem, *Faculty of Commerce-Alexandria University, Egypt*

Nadia El-Aref, *Faculty of Commerce-Alexandria University, Egypt*

Omneya Yacout, *Faculty of Commerce-Alexandria University, Egypt*

From Bourdieu to Lahire: A Necessary Turnaround to Understand Comic Books Consumption?

Caterina Trizzulla, *Université de Lorraine, France*

The Role and Importance of Egoistic Motives in the Charitable Giving Decision-making Process

Etienne Denis, *Université Catholique de Louvain, Belgium*

Session 1K. **Breaking down Emotion in Customer Experience**

Room: PBlue17

Session Chair: Jiun-Sheng Chris Lin, *National Taiwan University, Taiwan*

Do We Click at the First Sight? Modeling Customer-employee Instant Rapport in the First Service Encounter

Jiun-Sheng Chris Lin, *National Taiwan University, Taiwan*

Chih-Ying Chu, *National Taiwan University, Taiwan*

Hawyi Liang, *National Taiwan University, Taiwan*

The Interaction Effect of Service Employees' Emotion Display and Gender on Customer Responses: The Service Environment's Role

Verena Hofmann, *University of Innsbruck, Austria*

Nicola Stokburger-Sauer, *University of Innsbruck School of Management, Austria*

Wednesday, July 20, 10:30 - 11:00 am

Refreshment Break

Room: PBlue45

Wednesday, July 20, 11:00 am - 12:30 pm

Session 2A. **Special session: Meet the Editors**

Room: PRed11

Session Chair: OC Ferrell, *Belmont University, USA*

Panelists:

Linda Ferrell, *AMS Review, USA*

OC Ferrell, *Journal of the Academy of Marketing Science, USA*

John Ford, *Journal of Advertising Research, USA*

Costas Katsikeas, *Journal of International Marketing, UK*

Greg Marshall, *Journal of Marketing Theory and Practice, USA*

Cleopatra Veloutsou, *Journal of Product and Brand Management*

Nil Özçaglar-Toulouse, *Recherche et Applications en Marketing*

Barry Babin and David Ortinau, *Journal of Business Research*

Session 2B. **Wrestling with Brand Resistance**

Room: PBlue41

Session Chair: Elyette Roux, *CERGAM, France*

Queer Citizenship Branding: Brand Opportunities And Risks Of Social Movements

Signe Elisabeth Holm, *King's College London, UK*

Kirk Plangger, *King's College London, UK*

From Pacifists to Activists: What do Consumers Risk when they Fight against Brands

Marine Cambefort, *CERGAM, France*

Elyette Roux, *CERGAM, France*

Sandra Gountas, *Curtin University, Australia*

Consumers' Responses to Doppelganger Brand Images: Destabilizing Brand Authenticity

Zoe Lee, *University of Bath, UK*

Session 2C. **The Impact of Culture on Consumer Behavior**

Room: PRed07

Session Chair: Lingjiang Tu, *Baylor University, USA*

The Effects of Individualism and Collectivism on Brand Page Fans: A Study of Young U.S. and Chinese Consumers

Alexander Muk, *Texas State University- San Marcos, USA*

Christina Chung, *Ramapo College of New Jersey, USA*

A New Cultural Lens to Unpack Consumers' Judgment

Xin Yang, *Hang Seng Management College, Hong Kong*

Dollar Smart and Penny Foolish? How Culture Affects Price Cognition

Lingjiang Tu, *Baylor University, USA*

Chris Pullig, *Baylor University, USA*

Session 2D. **Co-creation**

Room: PBlue20

Session Chair: Ingrid Poncin, *Université Catholique de Louvain, Belgium*

Challenging Challenge: The Ambivalent Impact of Challenge on Intrinsic Motivation Effectiveness in Digital Co-creation

Frank Huber, *Johannes Gutenberg University Mainz, Germany*

Frederik Meyer, *Johannes Gutenberg University Mainz, Germany*

Eva Appelmann, *Johannes Gutenberg University Mainz, Germany*

Cecile Czarnowski, *Johannes Gutenberg University Mainz, Germany*

Exploration of Engagement Mechanics during Value Cocreation Process: The Case Of Gamification in a New Product Development Platform

Thomas Leclercq, *Louvain School of Management, Belgium*

Ingrid Poncin, *Louvain School of Management, Belgium*

Wafa Hammedi, *UNamur, Belgium*

Creative Contests: Knowledge Generation and Underlying Learning Dynamics for Idea Generation

Nadia Steils, *University of Namur - IAE Lille, Belgium*

Salwa Hanine, *Université Nice Sophia Antipolis, France*

Examining the Role of Consumer Autonomy in Co-production Platforms

Tripurna Gandhi, *The University of Melbourne, Australia*

Liliana Bove, *The University of Melbourne, Australia*

Session 2E. **Service Failure, Anger, and Recovery**

Room: PBlue16

Session Chair: Hyunju Shin, *Georgia Southern University, USA*

Investigating the Role of Power and Willpower in Service Failures

Agung Sembada, *Sunway University, Malaysia*

Yelena Tsarenko, *Monash University, Australia*

Dewi Tojib, *Monash University, Australia*

Must Service Recovery Justice lead to Customer Satisfaction? The Moderating Effects of Cultural Variables

Joseph L.M. Lee, *The Hong Kong Polytechnic University, Hong Kong*

Noel Y.M. Siu, *Hong Kong Baptist University, Hong Kong*

Customer Responses to Service Failure in Direct and Indirect Harm Context

Riza Casidy, *Deakin University, Australia*
Hyunju Shin, *Georgia Southern University, USA*
Loleen Berdahl, *University of Saskatchewan, Canada*

The Two Types of Consumer Anger

Paolo Antonetti, *Queen Mary University of London, UK*

Session 2F. Advances in Understanding CSR, Consumer Donation, and the Role of Values

Room: PBlue18

Session Chair: Nadia Zainuddin, *University of Wollongong, Australia*

Cause-related Marketing and Shareholder Value

Parker Woodroof, *University of Puget Sound, USA*
Katherine Howie, *University of Mississippi, USA*

Charitable Giving: Toward an Understanding of Egoistic Motives

Etienne Denis, *UCL/ Louvain School of Management, Belgium*
Claude Pecheux, *UCL/ Louvain School of Management, Belgium*

Do Personal Values Differentiate Support for Charitable Causes?

Timothy Daly, *United Arab Emirates University, United Arab Emirates*
Joanne Sneddon, *University of Western Australia, Australia*

The Good Life: Exploring Value Creation and Destruction in Consumer Well-Being

Kendall Dent, *University of Wollongong, Australia*
Nadia Zainuddin, *University of Wollongong, Australia*

Session 2G. Product Innovation, NPD, and Customer Co-creation Effects

Room: PRed03

Session Chair: Charles Blankson, *University of North Texas, USA*

Customer Co-Creation Effects on NPD Speed Capability and the Contingent Role of Environmental Turbulence

Todd Morgan, *University of Massachusetts Lowell, USA*
Kostas Alexiou, *Kent State University, USA*
Chanho Song, *California State University at San Bernardino, USA*

The Role of Product Innovation in Marketing Performance: Empirical Study in FMCG Market

Nebojsa Davcic, *ISCTE-IUL, Portugal*
Piyush Sharma, *Curtin University, Australia*

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

Paul Sergius Koku, *Florida Atlantic University, USA*

Session 2H. New Technologies and Innovation

Room: PBlue19

Session Chair: Eleanora Pantano, *Middlesex University, UK*

Adoption of Proximity M-payment Services: Perceived Values and Experience Effect

Gwariann De Kerviler, *IÉSEG School of Management, France*
Nathalie Demoulin, *IÉSEG School of Management, France*
Pietro Zidda, *University of Namur, Belgium*

Patent Analysis as a Measure of Innovation in Retail Settings: Some Preliminary Evidence

Stefano Sorace, *University of Calabria, Italy*
Eleonora Pantano, *Middlesex University,, UK*
Constantinos Priporas, *Middlesex University, UK*
Gianpaolo Iazzolino, *University of Calabria, Italy*

Effects of Retail Innovation and Image on "Value-Satisfaction-Loyalty" Chain

Beatriz Moliner-Velázquez, *University of Valencia, Spain*
Maria Fuentes-Blasco, *Pablo de Olavide University, Spain*
Julie Lee, *University of Western Australia, Australia*
Geoffrey Soutar, *University of Western Australia, Australia*

Human Vs Synthetic Recommendations Agents' Voice: The Effects on Consumer Reactions

Emna Cherif, *Auvergne University - IAE Clermont Ferrand, France*
Jean-François Lemoine, *Paris 1 Pantheon Sorbonne University - ESSCA School of Management, France*
Leona Tam, *University of Wollongong, Australia*

Session 2I. Communications about CSR, Sustainability, and More

Room: PRed08

Session Chair: Catherine Janssen, *IÉSEG School of Management (LEM-CNRS), France*

Using Infomercials to Communicate about CSR: A way to Enhance Credibility?

Catherine Janssen, *IÉSEG School of Management (LEM-CNRS), France*
Valérie Swaen, *Université Catholique de Louvain, Belgium, and IÉSEG School of Management (LEM-CNRS), France*
Pauline Munten, *Université Catholique de Louvain, Belgium*

The Role of Respect in Science Communication and Knowledge Transfer

Maureen Bourassa, *University of Saskatchewan, Canada*
Raissa Graumans, *University of Saskatchewan, Canada*
Jonghoon Kim, *Inchon National University, South Korea*

On the Effectiveness of CSR Communication: The Roles of Ethical Labels, Prior CSR Record, and Consumer Skepticism

Valérie Swaen, *Université Catholique de Louvain, Belgium, and IÉSEG School of Management (LEM-CNRS), France*
Catherine Janssen, *IÉSEG School of Management (LEM-CNRS), France*
Xiaodi Zhang, *Lakehead University, Canada*
Shuili Du, *University of New Hampshire, USA*

Session 2J. Doctoral Colloquium 2: Advertising and Promotional Issues

Room: PBlue15

Session Chair: Mathieu Kacha, *University of Lorraine - CEREFIGE, France*

Consumers' Perceptions of and Responses to Advertising Creativity

Pinar Demir, *University of Westminster, UK*

Communicating Customer Empowerment Strategies to Non-participants: An Investigation of the Mechanisms and Conditions Impacting the Affective Reactions toward the Brand and the Brand Relationship

Fanny Cambier, *Université Catholique de Louvain (UCL) –LSM, Belgium*

The Influence of Gaze Direction on Advertising Effectiveness

Safaa Adil, *IGR-IAE University of Rennes 1, France*

Wednesday, July 20, 12:30 - 02:00 pm

Picnic lunch – Lunchbox to be collected from PBlue45.

Consult the 'picnic spot' map for picnic areas around the Grande Arche.

Wednesday, July 20, 02:00 - 3:30 pm

Session 3A. Special session. Culture, Socialization and Publishing: Journal Requirements and Issues that Reduce the Value of Empirical Insights

Room: PRed01

Session Chair: David Ortinau, *University of South Florida, USA*

Panelists:

David J. Ortinau, *University of South Florida, USA*

Stephanie Slater, *Cardiff Business School, UK*

John B. Ford, *Old Dominion University, USA*

Catherine Frethey-Bentham, *University of Auckland, New Zealand*

Session 3B. Playing Politics: Understanding Political Brands

Room: PBlue41

Session Chair: Doug Amyx, *Louisiana Tech University, USA*

Has Political Brand a Meaning?

Sabine Lubrano, *Panthéon Assas University, France*

Investigating Political Brand Image and Reputation with Qualitative Projective Techniques

Louise Spry, *Nottingham Trent University, UK*

Christopher Pich, *Nottingham Trent University, UK*

Guja Armannsdottir, *Nottingham Trent University, UK*

Creating and Developing Local Political Brand Identity: A Constituency Focus

Christopher Pich, *Nottingham Trent University, UK*

Guja Armannsdottir, *Nottingham Trent University, UK*

Louise Spry, *Nottingham Trent University, UK*

Session 3C. Revisiting Attitudes and Purchase Intentions for Luxury and Fashion Goods

Room: PRed07

Session Chair: Taylan Urkmez, *University of Kassel, Germany*

An Extensive Glance at Luxury Research Domain 2000-2014: A Bibliometric Analysis

Farhad Aliyev, *University of Kassel, Germany*

Taylan Ürkmez, *University of Kassel, Germany*

Ralf Wagner, *University of Kassel, Germany*

Purchase Intention of the Genuine Luxury Brand in Presence of Counterfeiting

Siham Mourad, *ISCAE, Morocco*

Pierre Valette-Florence, *IAE, Grenoble Alpes University, France*

Chinese Students' Knowledge and Attitudes of Environmentally and Socially Sustainable Apparel and Sustainable Apparel Purchase Intentions

Lauren Reiter, *Indiana University, USA*

Joy Kozar, *Kansas State University, USA*

Session 3D. **Innovation and Creativity**

Room: PBlue20

Session Chair: Emmanuelle Le Nagard-Assayag, *ESSEC Business School, France*

Does New Product Combinations Affordance Make their Categorization Easy for Us?

Dhouha El Amri, *Université Paris-Est Créteil Marne-la-Vallée, France*

Managing Successful NPD Relationships

Gerard A Athaide, *Loyola University Maryland, USA*

Richard R Klink, *Loyola University Maryland, USA*

Innovation-driven Marketing

Eleonora Pantano, *Middlesex University London, UK*

Creative Power of Fashion that's Unique for Yourself yet Identifiable for Others

San Young Hwang, *Hongik University, South Korea*

Nara Youn, *Hongik University, South Korea*

Min Jung Koo, *Sungkyunkwan University, South Korea*

Session 3E. **Communication and Advertising**

Room: PBlue16

Session Chair: Lucia Porcu, *University of Granada, Spain*

Does the Endorser's Smile in Destination Ads Affect Consumer Response? The Case of Strong Versus Weak Destination Brands

Verena Hofmann, *University of Innsbruck School of Management, Austria*

Lisa Schatz, *University of Innsbruck School of Management, Austria*

Nicola Stokburger-Sauer, *University of Innsbruck School of Management, Austria*

Modelling the Antecedents and Effects of Integrated Corporate Communication (ICC) in the Hospitality Industry

Lucia Porcu, *University of Granada, Spain*

Salvador Del Barrio-García, *University of Granada, Spain*

Session 3F. **Understanding Risk Behaviours I: Tobacco**

Room: PBlue18

Session Chair: Sandra Jones, *Australian Catholic University, Australia*

Motivations for E-cigarette Use among Young Adults

Janet Hoek, *University of Otago, New Zealand*

Pamela Ling, *University of California San Francisco, USA*

Understanding the Relationship Between Smoking and Place in Private Shared Spaces through the Lens of Place Attachment

Sara Parry, *Bangor University, UK*

Louise Hassan, *Bangor University, UK*

Levels and Correlates of Awareness of Point-of-purchase Tobacco Displays and Advertising

Abraham Brown, *Division of Marketing, Nottingham Business School, Nottingham Trent University, UK, UK*

Session 3G. **Market Orientation and Performance**

Room: PRed03

Session Chair: Todd Morgan, *University of Massachusetts Lowell, USA*

Influence of Market Orientation on Absorptive Capacity: On the Bright and Dark Sides of Customer Participation in New Product Development

Todd Morgan, *University of Massachusetts Lowell, USA*

Sergey Anokhin, *Kent State University, USA*

Joakim Wincent, *Luleå University of Technology, Sweden*

The Market Orientation of Micro Organizations

Niki Hynes, *Curtin University, France*

Barbara Caemmerer, *ESSCA, France*

New Product Alliance Performance in High-tech Industries: The Role of Alliance's Market Orientation

Pelin Bicen, *Penn State University, USA*

Shelby D. Hunt, *Texas Tech University, USA*

Sreedhar Madhavaram, *Cleveland State University, USA*

Customer Orientation and Firm Performance: Does a Different Measures Lead to Different Results?

Gavriel Dahan, *Haifa university, Israel*

Aviv Shoham, *University of Haifa, Israel*

Session 3H. **Retail Patronage**

Room: PBlue19

Session Chair: Sandrine Spahn, *Université de Lorraine, France*

The Influence of Organic Grocery Placement Decisions on Retail Store Consumers' Shopping Behavior

Maria Schwabe, *Friedrich-Schiller-University Jena, Germany*

Gianfranco Walsh, *Friedrich-Schiller-University Jena, Germany*

What Makes Consumers Shop at Small Retailers?

Hélène Yildiz, *Université de Lorraine - CEREFIGE, France*

Sandrine Heitz-Spahn, *Université de Lorraine - CEREFIGE, France*

Role of Marketing and Technological Innovation on Satisfaction and Word-of-mouth in Retailing

Maria Fuentes-Blasco, *Pablo de Olavide University, Spain*

Beatriz Moliner-Velázquez, *University of Valencia, Spain*

David Servera-Francés, *Valencia Catholic University, Spain*

Irene Gil-Saura, *University of Valencia, Spain*

Toward a Qualitative Understanding of Consumers' Drivers of FMCG Retail Patronage

Julien Troiville, *Université de Rennes, France*

Gerard Cliquet, *Université de Rennes, France*

Session 3I. **Sustainability and Marketing Practice**

Room: PRed08

Session Chair: Elisa Monnot, *Université de Cergy-Pontoise - CNRS UMR 8184, France*

What do we Mean by 'Sustainability Marketing'? An Analysis of the Concept

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

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

Consumers' Eco-friendly Choices in the South African White Goods Industry

Nadine Sonnenberg, *University of Pretoria, South Africa*

Alet Erasmus, *University of Pretoria, South Africa*

Adré Schreuder, *Consulta, South Africa*

Is it Really Worthwhile for a Brand to Eliminate Overpackaging? New Insights from Context Effects

Elisa Monnot, *Université de Cergy-Pontoise - CNRS UMR 8184, France*

Fanny Reniou, *Université Paris-Est Créteil - Institut de Recherche en Gestion, France*

Béatrice Parguel, *Université Paris-Dauphine - DRM UMR CNRS 7088, France*

Leila Elgaaied, *Université de Cergy-Pontoise - Thema CNRS UMR 8184, France*

Session 3J. Doctoral Colloquium 3: Branding Issues

Room: PBlue15

Session Chair: Claas Christian Germelmann, *University of Bayreuth, Denmark*

The Influence of Value Perceptions and Country of Origin to Luxury Purchase Intention and Brand Equity: The Case of Middle-class Consumer in Indonesia

Faranita Mustikasari Masduki, *Curtin University, Australia*

Brand Conversation: How Brands Can Leverage Online Interactions with Consumers

Andria Andriuzzi, *IAE de Paris, France*

A New Perspective on Brand-consumer Relations: The Mechanics of the Relations Seen through the Glass of Theater

Valerie Zeitoun, *Université Paris Panthéon-Sorbonne IAE, France*

Wednesday, July 20, 03:30 - 04:00 pm

Refreshment Break

Room: PBlue45

Wednesday, July 20, 04:00 - 05:30 pm

Session 4A. Special session. Big Data Analytics for Marketing - Contributed Session by the IÉSEG Center for Marketing Analytics (ICMA)

Room: PRed01

Session Chairs: Koen W. De Bock, *IESEG School of Management, France*

Kristof Coussement, *IESEG School of Management, France*

Leveraging the Power of Social Influence for Customer Relationship Management: Growing the Value of a Customer Base Using Referral Network Analysis

Iris Roelens, *Ghent University & Vlerick Business School, Belgium*

Philippe Baecke, *Vlerick Business School, Belgium*

Dries F. Benoit, *Ghent University, Belgium*

Towards Better Online Personalization: A Framework for Empirical Evaluation and Real-Life Validation of Hybrid Recommendation Systems

Stijn Geuens, *IÉSEG School of Management (LEM-CNRS (UMR 9221), France*

Koen W. De Bock, *IÉSEG School of Management (LEM-CNRS (UMR 9221), France*

Kristof Coussement, *IÉSEG School of Management (LEM-CNRS (UMR 9221), France*

Robust Choice Modeling for Better Pricing Decisions

Dries F. Benoit, *Ghent University, Belgium*

Do not Take a Picture, Make a Movie! – On the Dynamic Modeling of the Customer Journey

Alex Seret, *Universidad de los Andes, Chile and KU Leuven, Belgium*

Session 4B. Falling From Grace: How Brands Lose their Luster

Room: PBlue41

Session Chair: Geraldine Michel, *IAE de Paris, France*

The Relationships Among Corporate Reputation, Brand Crisis And Customer Loyalty

Gertrude Opare, *Ghana Institute of Management and Public Administration (GIMPA), Ghana*
Charles Blankson, *University of North Texas (UNT), USA*

Under a Cloud: The Impact of Corporate Reputation Harm on Brand Equity and Consumer Value Perceptions

Jaywant Singh, *Kingston University London, UK*
La Toya Quamina, *Kingston University London, UK*
Stavros Kalafatis, *Kingston University London, UK*

Loss of Brand Iconicity: The Alfa Romeo Case

Luigi Cantone, *University of Naples Federico II, Italy*
Bernard Cova, *Kedge Business School, France*
Pierpaolo Testa, *University of Naples Federico II, Italy*

Session 4C. Managing Brands across Countries

Room: PRed07

Session Chair: Eva Kipnis, *Coventry University, UK*

Exploring consumer response to logo design across cultures

Joana Cesar Machado, *Universidade Católica Portuguesa, Portugal*
Leonor Vacas de Carvalho, *Universidade de Évora, Portugal*
Anna Torres, *Universitat Pompeu Fabra, Spain*
Patrício Costa, *Universidade do Minho, Portugal*

How Self-construals Moderate the Self-Congruity Effect: A Cross-national Study

Hector Gonzalez-Jimenez, *The York Management School, UK*
Fernando Fastoso, *The York Management School, UK*
Kyoko Fukukawa, *Bradford University School of Management, UK*

Session 4D. Relating Brand Loyalty and Trust

Room: PBlue20

Session Chair: Brian Bourdeau, *Auburn University, USA*

Does Status Always Matter? The Effect of Brand Concept on the Effectiveness of Hierarchical and Linear Structures of Loyalty Programs

Aida Mimouni, *University of Cergy-Pontoise, France*
Virginie Pez, *University of Paris II Panthéon-Assas, France*

Service Employees as Brand Ambassadors: The Influence of Service Employees' Branding Behaviors on Brand Outcomes

Jiun-Sheng Chris Lin, *National Taiwan University, Taiwan*
Chih-Ying Chu, *National Taiwan University, Taiwan*
Hawyi Liang, *National Taiwan University, Taiwan*

Public Service Satisfaction, Citizen Trust and Participation

Barbara Caemmerer, *ESSCA, France*
Christian Brock, *Universitaet Rostock, Germany*
Heiner Evanschitzky, *Aston Business School, UK*
Matthew Alexander, *University of Strathclyde, UK*

Ladies First: Using a Loyalty Phases Model to Gain Insight into Gender Differences in Service Evaluations

Brian Bourdeau, *Auburn University, USA*
Colleen Bourdeau, *Auburn University, USA*
J. Joseph Cronin, *Florida State University, USA*

Session 4E. Cultural Consumption

Room: PBlue16

Session Chair: Dominique Renault-Bourgeon, *Université de Bourgogne, France*

Audience in Flow: The Role of Authenticity

Bilge Aykol, *Dokuz Eylul University, Turkey*
Manolya Aksatan, *Dokuz Eylul University, Turkey*
İlayda İpek, *Dokuz Eylul University, Turkey*

Enhancing Positive Disconfirmation and Personal Identity through Customer Engagement in Cultural Consumption

Noel Yee-Man Siu, *Hong Kong Baptist University, Hong Kong*
Ho Yan Kwan, *Hong Kong Baptist University, Hong Kong*
Huen Wong, *Hong Kong Baptist University, Hong Kong*
Tracy Jun-Feng Zhang, *Hong Kong Baptist University, Hong Kong*

Stochastic Preference of Cultural Venue and Event Attendance

Giang Trinh, *University of South Australia Ehrenberg-Bass Institute, Australia*
Desmond Lam, *University of Macau, Macao*

Expectation and Emotion Enhancement Using Content Knowledge in Cultural Experiences

Nadia Steils, *University of Namur - IAE Lille, Belgium*
Zakia Obaidalahe, *IAE Lille, France*
Dominique Crié, *IAE Lille, France*
Francis Salerno, *IAE Lille, France*

Session 4F. Understanding Risk Behaviours II: Alcohol, Road Safety and Gambling

Room: PBlue18

Session Chair: Marie-Eve Laporte, *IAE de Paris, France*

Alcohol Warning Labels: A Review and Research Agenda

Louise Hassan, *Bangor University, UK*
Edward Shiu, *Bangor Business School, Bangor University, UK*

The Perceived Risks of Adopting a Responsible Gambling Behavior: Development and Validation of a Reliable Measurement Index

Anne-Claire Pin, *Université de Bretagne Sud, France*
Karine Picot-Coupey, *Université de Rennes 1, France*
Olivier Droulers, *Université de Rennes 1, France*

Our Community Doesn't Support Underage Drinking: Development, Implementation and Evaluation of a Community-based Social Marketing Program

Sandra Jones, *Centre for Health and Social Research (CHaSR), Australian Catholic University, Australia*

The Effect of Fear and Guilt on Fate Attributions Malleability in Road Safety Campaigns

Imene Becheur, *Qatar University, Qatar*

Haithem Guizani, *Sciences Po Grenoble, France*

Session 4G. Customer Evaluation and Consumer Response

Room: PRed03

Session Chair: Jaywant Singh, *Kingston Business School, UK*

Purchasing Guilt: Conceptualization and Propositions for Future Research

Samuel K. Bonsu, *GIMPA, Ghana*

Delphine Godefroit-Winkel, *OPI, Morocco*

Cristian Chelariu, *Suffolk University Boston, USA*

Effects of Promotion Type on Future Purchase Intentions through Different Types of Consumer Response

Silke Bambauer-Sachse, *University of Fribourg, Switzerland*

Laura Massera, *University of Fribourg, Switzerland*

A Sensemaking Perspective on Big Data

Emma Wang, *Bentley University, USA*

Pierre Berthon, *Bentley University, USA*

Sue Newell, *University of Sussex, UK*

Session 4H. Consumer Behavior in Retailing

Room: PBlue19

Session Chair: Constantinos Priporas, *Middlesex University, UK*

Consumers' Strategies to Cope with Crowding-induced Stress

Marion Brandstaetter, *Karl-Franzens-University Graz, Austria*

Thomas Foscht, *Karl-Franzens-University Graz, Austria*

Heike Leitold, *Karl-Franzens-University Graz, Austria*

Agonistic Behaviour in Marketing

Elaine Sutrisna, *Curtin University, Australia*

Min Teah, *Curtin University, Australia*

Ian Phau, *Curtin University, Australia*

Online Reputation Scale Development: A Customer Perspective

Chebli Youness, *University of Grenoble Alpes - CERAG, France*

Pierre Valette-Florence, *University of Grenoble Alpes - IAE, France*

Session 4I. Strategic Uses of CSR

Room: PRed08

Session Chair: Gwarlann de Kerviler, *IÉSEG School of Management, France*

Investigating the Relationship between Co-creation and Corporate Social Responsibility: The Role of Co-creation Type

Gwarlann de Kerviler, *IÉSEG School of Management, France*

Véronique Pauwels-Delassus, *IÉSEG School of Management, France*

Catherine Janssen, *IÉSEG School of Management, France*

Restoring Trust and Enhancing Purchase Intention after a Crisis Through a Corporate Social Responsibility Program and a Specific Response Strategy

Anne-Lotte Kraesgenberg, *University of Twente, Netherlands*

Ardion Beldad, *University of Twente, Netherlands*

Sabrina Hegner, *University of Twente, Netherlands*

Every Silver Lining Has a Cloud – An Empirical Analysis of the Role of Neutralization Techniques within the Context of Moral Intensity

Frank Huber, *Johannes Gutenberg University Mainz, Germany*

Cecile Czarnowski, *Johannes Gutenberg University Mainz, Germany*

Eva Appelmann, *Johannes Gutenberg University Mainz, Germany*

Frederik Meyer, *Johannes Gutenberg University Mainz, Germany*

Session 4J. Doctoral Colloquium 3: Health Marketing Issues

Room: PBlue15

Session Chair: John B. Ford, *Old Dominion University, USA*

Effects of Participating in a Virtual Health Support Community on Eating Behaviours: The Mediating Role of Susceptibility to Social Influence

Steffie Gallin, *University of Montpellier, France*

Effects of a Biased Nutrition Knowledge Calibration on Healthy Food Choices

Larissa Diekmann, *University of Bayreuth, Germany*

The Reinforcement of Self-efficacy in Prosocial Campaigns Promoting Organ Donation: Examining the Role of Self-construal and Mental Transportation Imagery

Charlotte Decorps, *University of Grenoble Alpes - CERAG, France*

Integrating the Notion of Generativity Desire in the Elaboration of Persuasive Health Campaigns

Cynthia Assaf, *University of Grenoble Alpes - CERAG, France*

Session 4K. Managing Customer Experience and Therapy for Well-being

Room: PBlue17

Session Chair: Khaled Aboulnasr, *Florida Gulf Coast University, USA*

A Systematic Literature Review of Practices in Customer Experience Management

Farah Arkadan, *Cranfield School Of Management, UK*

Emma K. Macdonald, *Cranfield School of Management, UK*

Hugh N. Wilson, *Cranfield School of Management, UK*

Self-service Technology Investment, Electronic Customer Relationship Management Practices, and Service Innovation Capability

Hung-Tai Tsou, *Ming Dao University, Taiwan*

Hsuan-Yu Hsu, *Tatung University, Taiwan*

Servicescape, Intercustomer Support and their Relations to Consumer Well-being

Yunhsin Chou, *Yuan Ze University, Taiwan*

Lanlung Chiang, *Yuan Ze University, Taiwan*

Hinyung Wu, *Yuan Ze University, Taiwan*

Yu-Ting Huang, *Yuan Ze University, Taiwan*

Retail Therapy at the Train Station? Deferred and Instantaneous Perceived Values as Antecedents of Well Being - An Application to Train Station Retailing

Christine Gonzalez, *Université du Maine, France*

Beatrice Siadou, *Université de Lorraine, France*

Wednesday, July 20, 06:00 - 07:30 pm

Evening Reception at Apoge Wine Bar, Esplanade de la Defense

Make own way to Apogé, 10 minutes' walk or one metro station (Line 1) down the esplanade.

DAILY HIGHLIGHTS • Thursday, July 21, 2016

08:00 – 05:30 pm Registration, La Grande Arche Reception
09:00 – 10:30 am Sessions 5A to 5J
10:30 – 11:00 am Refreshment Break, Room: PBlue45
11:00 am – 12:30 pm Sessions 6A to 6K
12:45 – 02:45 pm AMS WMC Recognition Luncheon, CNIT, La Defense
03:00 – 04:30 pm Sessions 7A to 7J
06:00 – 08:00 pm Cultural Activities (Paris Covered Passages or Cooking Workshop including dinner)
Dinner on your own

Thursday, July 21, 09:00 – 10:30 am

Session 5A. **Special Session. Multicultural Marketplaces: Theoretical and Empirical Ground Advances**

Room: PRed01

Session Chairs: Eva Kipnis, *Coventry University, UK*
Catherine Demangeot, *IÉSEG School of Management (CNRS-LEM 9221), France*

The Multiracial Body in the Multicultural Marketplace

Samantha Cross, *Iowa State University, USA*
Robert L. Harrison III, *Western Michigan University, USA*
Kevin D. Thomas, *University of Texas at Austin, USA*

Celebrating Ramadan and the Chinese New Year in a French supermarket? Liquid retail and the challenges of ethnic inter-group tensions in multicultural marketplaces

Fatima Regany, *Institut du Marketing et du Management de la Distribution, France*
Julie Emontspool, *University of Southern Denmark, Denmark*

Sociopolitical ideologies and target marketing effectiveness

Guillaume D. Johnson, *CNRS, Dauphine Recherches en Management, France*
Romain Cadario, *IÉSEG School of Management, France*
Sonya A. Grier, *American University, USA*

Re-Thinking the Notion of Mobility in Multicultural Marketplace: Psychological Mobility

Cristina Galalae, *Coventry University, UK*
Eva Kipnis, *Coventry University, UK*
Catherine Demangeot, *IESEG School of Management, France*

Session 5B. **Not the Usual Suspects: How Consumers and Employees Shape Brand Meanings**

Room: PBlue41

Session Chair: Virginie De Barnier, *Aix-Marseille Graduate School of Management IAE, France*

The Effect of Communication on Employee Brand Understanding, Brand Commitment, and Brand Citizenship Behavior

Rico Piehler, *Chair of Innovative Brand Management, University of Bremen, Germany*
Michael Schade, *University of Bremen, Germany*
Christoph Burmann, *University of Bremen, Germany*

Working Consumers as Co-creators of the Brand Identity and the Brand Community Identity

Iain Black, *Heriot-Watt University, UK*
Cleopatra Veloutsou, *University of Glasgow, UK*

Brand Identity in a Context of Co-Creation: When Consumers Drive Brand Identity Changes

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

Claudia Simoes, *Open University, UK*

Session 5C. Country-of-origin's Role in Consumer Behavior

Room: PRed07

Session Chair: Stephanie Slater, *Cardiff Business School, UK*

National Identity Salience Effects on WOM

Nathalie Spielmann, *NEOMA Business School, France*

Service Ethnocentrism: A Conceptual Model

Amro Maher, *Qatar University, Qatar*

Tamer Elsharnouby, *Qatar University, Qatar*

An Exploratory Study on Consumers' Perceptions of Mono- and Multi-ethnic Marketing

Tana Cristina Licsandru, *Alliance Manchester Business School, The University of Manchester, UK*

Charles Chi Cui, *Alliance Manchester Business School, The University of Manchester, UK*

County of Origin Narratives of Brand Image: Japanese Cosmetics through a Consumer Lens

Stephanie Slater, *Cardiff Business School, UK*

Maki Umemura, *Cardiff Business School, UK*

Session 5D. Sales Management Perspectives

Room: PBlue20

Session Chair: Mark Johnston, *Crummer Graduate School of Business Rollins College, USA*

Managing Salesperson Performance through Coaching: The Moderating Role of Selling Experience

Claudio Pousa, *Lakehead University, Canada*

Anne Mathieu, *Université de Sherbrooke, Canada*

Carole Trepanier, *Banque Laurentienne du Canada, Canada*

Sales Team Resources for Market-driven Behavior, Norms and Performance

Daniel Bachrach, *University of Alabama, USA*

Ryan Mullins, *Clemson University, USA*

Adam Rapp, *Ohio University, USA*

The Effects of Hire Source on Newly Hired Salesperson Performance Growth over Time

Willy Bolander, *Florida State University, USA*

Alexis Allen, *University of Kentucky, USA*

Bryan Hochstein, *Florida State University, USA*

Cinthia Satomino, *Northeastern University, USA*

Session 5E. Organizational Perspectives in Supply Chain and Distribution Management

Room: PBlue16

Session Chair: Gilles Pache, *Aix Marseille Université, France*

Convincing a Supplier to be its Preferred Customer - A Case Study

Nathalie Merminod, *Aix-Marseille University, France*

Jean Nollet, *HEC Montréal, Canada*

Claudia Rebolledo, *HEC Montréal, Canada*

Customer Loyalty in International Third-Party Logistics Service Providers

Ilias Vlachos, University of Leeds, UK

Out of the Channel Loop in Distribution Channels: Conceptualization and Future Research Directions

Ce Mo, University of New South Wales, Australia

Ting Yu, University of New South Wales, Australia

Ko de Ruyter, Maastricht University, Netherlands

Leveraging Omni-channel Fulfillment Operations for Stockout Recovery

Simone Peinkofer, University of Arkansas, USA

Terry Esper, University of Arkansas, USA

Ronn Smith, University of Arkansas, USA

Brent Williams, University of Arkansas, USA

Session 5F. PLS-SEM: Recent Methodological Developments and Applications

Room: PBlue18

Session Chair: Joe Hair Jr., KSU, USA

Mediation Analyses in Partial Least Squares Structural Equation Modeling

Christian Nitzl, University of the German Federal Armed Forces, Germany

José L. Roldán, Universidad de Sevilla, Spain

Gabriel Cepeda, Universidad de Sevilla, Spain

Capturing Unobserved Heterogeneity in PLS-SEM Using Iterative Reweighted Regressions

Rainer Schlittgen, University of Hamburg, Germany

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

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

Jan-Michael Becker, University of Cologne, Germany

An Integrated Model of the Antecedents and Consequences of Touchpoints

Dennis T. Esch, University of St. Gallen, Switzerland

Hugh N. Wilson, Cranfield School of Management, UK

Emma K. Macdonald, Cranfield School of Management, UK

The Impact of Sales Demands and Task Variety on Personal Accomplishments: A Multi-group Analysis of Gender and Mentor

Lucy Matthews, Middle Tennessee State University, USA

Ryan Matthews, Kennesaw State University, USA

Session 5G. Competitive Advantage and Market-based Capabilities

Room: PRed03

Session Chair: Glenn Voss, SMU Cox School of Business, USA

Resolving the Market Learning-firm Competitive Advantage Debate: An Empirical Investigation

Jay Weerawardena, UQ Business School, University of Queensland, Australia

Sandeep Salunke, QUT Business School, Queensland University of Technology, Australia

Microfoundations of a Dynamic Market Knowledge Capability

Rajiv Kashyap, Cotsakos College of Business, William Paterson University, USA

Raza Mir, Cotsakos College of Business, William Paterson University, USA

Shan Feng, Cotsakos College of Business, William Paterson University, USA

Mike Chen-Ho Chao, William Paterson University, USA

Session 5H. **Online Retailing**

Room: PBlue19

Session Chair: Giang Trinh, *University of South Australia Ehrenberg-Bass Institute, Australia*

Has Loyalty to Online Grocery Retailers Declined?

Giang Trinh, *University of South Australia Ehrenberg-Bass Institute, Australia*

The Faster the Better? Delivery Time Preference for Online Shopping

Yi-Fen Liu, *National Kaohsiung First University of Science and Technology, Taiwan*

I-Ling Ling, *Kaohsiung Medical University, Taiwan*

“Can I Trust the Trustmark?” An Empirical Analysis of the Impact of Trustmarks on Online Retailer Websites in Germany

Corina Braun, *University of Basel, Switzerland*

Sven Tuzovic, *Queensland University of Technology, Australia*

Session 5I. **Food Decision-making**

Room: PRed08

Session Chair: Francine Rodier, *ESG UQAM, Canada*

What Can We Do beyond Posting Calorie Counts? Engaging Millennials through Sustainable Marketing Efforts

Juan Meng, *University of Georgia, USA*

Po-Lin Pan, *Arkansas State University, USA*

Spillover Effects between Categories of Responsible Food Products?

Francine Rodier, *ESG UQAM, Canada*

Caroline Boivin, *Université de Sherbrooke, Canada*

Fabien Durif, *School of Management Sciences, University of Quebec at Montreal, Canada*

Myriam Ertz, *School of Management Sciences, University of Quebec at Montreal, Canada*

Food Waste and Sales Promotion: State of the Art and Research Agenda

Maria-Eugenia Ruiz-Molina, *Universitat de Valencia, Spain*

Mariann Nemes, *Ministry of Agriculture, Hungary*

Irene Gil-Saura, *Universitat de Valencia, Spain*

Hungry For Answers: Misperceptions Arising From Sustainability Labeling

Yoon-Na Cho, *Villanova University, USA*

Jiyoung Hwang, *University of North Carolina at Greensboro, USA*

Session 5J. **Doctoral Colloquium 5: Engagement, Banking, Autos and Pragmatism**

Room: PBlue15

Session Chair: John B. Ford, *Old Dominion University, USA*

Gamification as Engagement Mechanics During the Value Cocreation Process

Thomas Leclercq, *Louvain School of Management, Belgium*

The Role of Mediator in Customer-Firm Relations: Case of Triple Deviation in Banking Sector

Anna Mardumyan, *Jean Moulin Lyon 3 University, France*

Connected Car Technology – An Empirical Study on Future Development and Selected Concepts

Moritz Joerling, *RWTH Aachen University, Germany*

Stefanie Paluch, *RWTH Aachen University, Germany*

The Influence of Pragmatist Philosophy on Consumer Research : Contributions and Prospects

Adrien Bailly, *CEREFIGE - Université de Lorraine, France*

Loïc Comino, *CEREFIGE - Université de Lorraine, France*

Thursday, July 21, 10:30am – 11:00am

Refreshment Break

Room: PBlue45

Thursday, July 21, 11:00am – 12:30pm

Session 6A. Special Session. Gazing into the Shadows: Contemplating the Research Agenda for the Dark Side of Brands and Branding

Room: PRed01

Session Chairs: Chris Pullig, *Baylor University, USA*

Eva Kipnis, *Coventry University, UK*

Mike Breazeale, *Mississippi State University, USA*

The Dark Side of Branding and Consumer Coping Strategies

Arnold Japutra, *Tarumanagara University, Indonesia*

Yuksel Ekinci, *University of Reading, UK*

Darker Matters: Exploring the Dark Side of Branding

Ana Canhoto, *Oxford Brookes University, UK*

Sally Dibb, *Open University, UK*

Bang Nguyen, *East China University of Science and Technology, China*

Lyndon Simkin, *Coventry University, UK*

Towards a Counter-Branding Framework: Understanding Branding in Wholesale Illicit Drug Supply Chains to Dismantle Value of Illicit Brands

Eva Kipnis, *Coventry University, UK*

Chris Pullig, *Baylor University, USA*

Gaye Bebek, *Coventry University, UK*

Branding Destruction: Applying a Marketing Framework to the Notoriety of Violent Extremist Organizations

Mike Breazeale, *Mississippi State University, UK*

Gina Ligon, *University of Nebraska Omaha, USA*

Erin Pleggenkuhle-Miles, *University of Nebraska Omaha, USA*

Mackenzie Harms, *University of Nebraska Omaha, USA*

Samantha Woracek, *University of Nebraska Omaha, USA*

Session 6B. Darwinism in Marketing: Evolutions in Brand Management and Ownership Structure

Room: PBlue41

Session Chair: Marie-Eve Laporte, *IAE de Paris, France*

Linking Ownership Structure and Branding Strategy to Financial Performance and Stability: Case of French Wine Cooperatives

Sandra Challita, *University of Montpellier, France*

Philippe Aurier, *University of Montpellier, France*

Patrick Sentis, *University of Montpellier, France*

The Evolving Patterns of the Concept of Positioning Some Initial Findings

Charles Blankson, *University of North Texas, USA*

Bo Dai, *Georgia Southern University, USA*

The Brand Manager System Twenty Years after Low and Fullerton's Critical-historical Evaluation

Isabelle Aime, *IPAG BS, France*

Fabienne Berger-Remy, *Sorbonne Business School, France*

Marie-Eve Laporte, *Sorbonne Business School, France*

Session 6C. Emotion and Self-Efficacy in Social Marketing

Room: PRed07

Session Chair: Sophie Lacoste-Badie, *University of Rennes 1 - IUT GEA, France*

The Effect on Consumers' Emotional States on the Interpretation of Information on Food Products

Khaled Aboulnasr, *Florida Gulf Coast University, USA*

Uncertainty and Satisfaction towards Functional Foods: Does Self Efficacy Make the Difference?

Aina Ravoniarison, *LARGEPA (UNIVERSITY PARIS II), France*

Mathilde Gollety, *LARGEPA (UNIVERSITY PARIS II), France*

'If only they Were more Caring': The Role of Counterfactuals and Emotions in Customer Coping with Health Service Failures

Jaywant Singh, *Kingston Business School, Kingston University London, UK*

Benedetta Crisafulli, *Cranfield School of Management, Cranfield University, UK*

The Impact of Gym Club Servicescape on Individual Behaviour: The Mediating Role of Emotional Response

Wei Xin Yap, *Sunway University Business School, Malaysia*

Derek Lai Teik Ong, *Sunway University Business School, Malaysia*

Session 6D. Broadening the Horizons of Selling

Room: PBlue20

Session Chair: Wendy Ritz, *Fayetteville State University, USA*

From the Dyad to the Service Ecosystem: Broadening and Building Theory in Sales

Nathaniel Hartmann, *University of Hawaii, USA*

Heiko Wieland, *California State University Monterey Bay, USA*

Stephen Vargo, *University of Hawaii, USA*

Problem-Augmentation in Services: Consumer Gratitude or Frustration?

Aphrodite Vlahos, *The University of Melbourne, Australia*

Liliana Bove, *The University of Melbourne, Australia*

Promoting Salesperson Relationship Behaviors through Coaching: New Evidence from China

Claudio Pousa, *Lakehead University, Canada*

Timothy Hardie, *Lakehead University, Canada*

Session 6E. Sponsorship - Sport and Fan Commitment

Room: PBlue16

Session Chair: Pascale Quester, *University of Adelaide, Australia*

How Minority Status and Fan Commitment Affect Sponsorship Evaluation?

Conor Henderson, *University of Oregon, USA*

Marc Mazodier, *Hong Kong Baptist University, Hong Kong*

More Effective Sports Sponsorship – Combining and Integrating Key Resources and Capabilities of International Sports Events and their Major Sponsors

Ragnar Lund, *Stockholm University, Sweden*

Stephen A. Greyser, *Harvard Business School, USA*

Session 6F. **Research Design: Data Collection and Validation**

Room: PBlue18

Session Chair: Marko Sarstedt, *OVGU Magdeburg, Denmark*

The Effect of Customer Surveys on Non-respondents' Attitudes and Behaviors

Kristina Schmidt, *Aston Business School, UK*

Walter Herzog, *WHU - Otto Beisheim School of Management, Germany*

Maik Hammerschmidt, *Georg-August-Universität Göttingen, Germany*

Information Theoretic Approach to Assessing Asymmetrically Shared Relationships between Variables

Linda Golden, *University of Texas at Austin, USA*

Patrick Brockett, *University of Texas at Austin, USA*

Danae Manika, *Queen Mary, University of London School of Business and Management, UK*

Theresa A. Kirchner, *Old Dominion University, USA*

Online Consumer Engagement: Scale Development and Initial Application

Anne Mollen, *Cranfield School of Management, UK*

Hugh Wilson, *Cranfield School of Management, UK*

Emma Macdonald, *Cranfield School of Management, UK*

An Assessment of Decision Making Styles

Hilmi Atadil, *University of South Carolina, USA*

Ercan Sirakaya-Turk, *University of South Carolina, USA*

Alain Decrop, *University of Namur, Belgium*

Session 6G. **Social Media**

Room: PRed03

Session Chair: Paul Harrigan, *The University of Western Australia, Australia*

Customer Engagement with Tourism Brands on Social Media

Paul Harrigan, *The University of Western Australia, Australia*

Uwana Evers, *The University of Western Australia, Australia*

Morgan Miles, *University of Canterbury, New Zealand*

Timothy Daly, *United Arab Emirates University, United Arab Emirates*

“(Don’t You) Wish You Were Here?”: Narcissism, Envy And Sharing Of Travel Photos Through Social Media

David Taylor, *Sacred Heart University, USA*

Dong Phong Nguyen, *University of Economics HCMC, Vietnam*

Mai Dong Tran, *University of Economics HCMC, Vietnam*

Social Media and Tourism: The Case of E-complaints on TripAdvisor

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

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

Session 6H. **Shopping Experience**

Room: PBlue19

Session Chair: Christopher Lee, *Temple University, USA*

Scarce for me and Popular for Others: The Impact of Scarcity vs. Popularity Cues on Self vs. Other Decision-making

Christopher Lee, *Temple University, USA*

Laurie Wu, *Temple University, USA*

Consumer Interest, Perceived Scarcity and Shelf Organisation: A Case of Bespoke Luxury Chocolate

Siobhan Hatton-Jones, *Curtin University, Australia*

Teah Min, *Curtin University, Australia*

Ian Phau, *Curtin University, Australia*

The Memory of the Shopping Experience: Scale Development and Validation

Michaël Flacandji, *University of Burgundy, France*

In the Right Place: The In-store Location of Promotional Displays Can Alter Shoppers' Attention and Buying Decisions

Gunnar Mau, *University of Siegen, Shoppermetrics GmbH & Co. KG, Germany*

Markus Schweizer, *Migros Aare, Switzerland*

Sascha Steinmann, *Saarland University, Germany*

Hanna Schramm-Klein, *University of Siegen, Germany*

Session 6I. Customer Engagement, Attachment and Identification

Room: PRed08

Session Chair: Christine Gonzalez, *université du Maine, France*

Customer Engagement in Sports: Developing a Fan-relationship-management-framework

Paul Huiszoon, *Université Claude Bernard Lyon-1, France*

Guillaume Martinet, *Université Claude Bernard Lyon-1, France*

Guillaume Bodet, *Université Claude Bernard Lyon-1, France*

Exploring Consumer Attachment Predispositions and their Behavioral Effects

Heike Leitold, *University of Graz, Austria*

Thomas Foscht, *University of Graz, Austria*

Marion Brandstaetter, *Karl-Franzens-University Graz, Austria*

Exploring the Dynamics of Antecedents to Customer Identification with a Service Firm

Min-Hsin Huang, *Department of Business Management, National Sun Yat-Sen University, Taiwan*

Zhao-Hong Cheng, *Department of Business Management, National Sun Yat-Sen University, Taiwan*

"Who Are the Gift Receivers? A Dynamic Gift Giving Network"

Ines Branco-Illodo, *Nottingham Business School, UK*

Teresa Heath, *Nottingham Business School, UK*

Caroline Tynan, *Nottingham Business School, UK*

Session 6J. Doctoral Colloquium Special Panel Session: The Bumpy Road to Academia. Difficulties, Challenges, and Concerns Doctorate Students Face in the USA and Beyond

Room: PBlue15

Session Chair: David Ortinau, *University of South Florida (USF) -Tampa, USA*

Panelists:

Nina Krey, *La Tech University, USA*

Felipe Pantoja, *NEOMA Business School, France*

David Ortinau, *University of South Florida, USA*

Renaud Frazer, *University of Lorraine -CEREFIGE Centre, France*

Session 6K. Emotions and Decision Making

Room: PBlue17

Session Chair: Gillian Sullivan-Mort, *La Trobe University, Australia*

Consumer Guilt, Online Resale, and Purchase Intention

Hsunchi Chu, *Commerce Development and Research Institute, Taiwan*

Sitting on the Fence: A Literature Review of Ambivalence in Consumer Research

Jenni Sipila, *Lappeenranta University of Technology, Finland*

Sanna Sundqvist, *Lappeenranta University of Technology, Finland*

Sustainability Living: Role of Emotions

Menuka Jayaratne, *Latrobe University, Australia*

Gillian Sullivian Mort, *Latrobe University, Australia*

Clare D'Souza, *Latrobe University, Australia*

The Emotional Side of Discount

Fanny Paris, *IAE Tours, France*

Thursday, July 21, 12:45 – 02:45 pm

AMS WMC Recognition Luncheon

Room: CNIT, La Defense

Thursday, July 21, 03:00 – 04:30 pm

Session 7A. Special Session. Meet with International Journal Editorial Reviewers: The Difficulties and Issues that Create a Rejection Assessment in the Journal Review Process

Room: PRed01

Session chair: David J. Ortinau, *University of South Florida, USA*

Panelists:

David J. Ortinau, *University of South Florida, USA*

Mitch Griffin, *Bradley University, USA*

Aviv Shoham, *University of Haifa and Mishmar Haemek, Israel*

Barry J. Babin, *Louisiana Tech University, USA*

Session 7B. Assessing Brand Origins: From Where and Whom Brands Are Created

Room: PBlue41

Session Chair: Julie Moulard, *Louisiana Tech University, USA*

Sojourners' Brand Origin Recognition Accuracy: The Role of Cosmopolitanism and Place Attachment

Abhiram Chandrasen, *Lancaster University, UK*

Ahmad Daryanto, *Lancaster University, UK*

Nicholas Alexander, *Lancaster University, UK*

The Effect of Brand Heritage on Brand Trust, Brand Equity and Brand's Perceived Innovativeness: An Exploratory Research

Moussa Anthony, *IAE, France*

De Barnier Virginie, *IAE, France*

An Exploration of the Perception of Brand Management and Marketing in Craftsmanship

Jonathan D ez cot, *Universit  du Maine, France*

Nathalie Fleck, *Universit  du Maine, France*

Session 7C. The Role of Others in Understanding Online Behavior

Room: PRed07

Session Chair: Christophe Benavent, *University of Paris-West, France*

Five-star Reviews: How Do Incentivized Product Reviews Impact Sales

Maria Petrescu, *Nova Southeastern University, USA*
Kathleen O'Leary, *Nova Southeastern University, USA*
Deborah Goldring, *Stetson University, USA*

The Moderating Effect of Blogger Social Influence on Loyalty toward the Blog and the Brands Featured

Beñat Urrutikoetxea Arrieta, *University of Granada, Spain*
Ana Isabel Polo Peña, *University of Granada, Spain*
Cinta Martínez Medina, *University of Granada, Spain*

Consumer's Online Contents Sharing Behavior

Jiyoung Hwang, *University of North Carolina at Greensboro, USA*
Yoon-Na Cho, *Villanova University, USA*

Message and Source Characteristics as Drivers of Digital Review Persuasiveness: Does Cultural Context Play a Role?

Iryna Pentina, *U Toledo, USA*
Oksana Basmanova, *People's Ukrainian Academy, Ukraine*

Session 7D. Enhancing Customer Relationships

Room: PBlue20

Session Chair: Gary Frankwick, *University of Texas at El Paso, USA*

Salesperson's Positive Organizational Behavior Capacities and their Influence on Customer Relationship Outcomes

Bruno Lussier, *HEC Montreal, Canada*
Nathaniel Hartmann, *University of Hawaii at Manoa, USA*

An Examination of How Residual Relationships Shape Salespeople's Effort and Success at Reacquiring Lost Customers

Annie H Liu, *Texas State University, USA*
Mark P Leach, *Loyola Marymount University, USA*

Session 7E. Sponsorship

Room: PBlue16

Session Chair: Bettina Cornwell, *University of Oregon, USA*

Does Alcohol Sponsorship in Sports Video Games Influence Alcohol Consumption?

Sarah Kelly, *University of Queensland, Australia*
Michael Ireland, *University of Southern Queensland, Australia*
Harley Williamson, *University of Queensland, Australia*
John Mangan, *University of Queensland, Australia*

Nature and Consequences of Social Media-based Anti-brand Activism Against Sponsors and Investors of Sport Teams

Bastian Popp, *University of Bayreuth, Germany*
Chris Horbel, *University of Southern Denmark, Denmark*
Claas Christian Germelmann, *University of Bayreuth, Germany*

Drivers of Employees' Organizational Identification and Commitment in the Context of Sponsorship

Katharina Hofer, *Johannes Kepler University Linz, Austria*
Reinhard Grohs, *Seeburg Castle University, Austria*

Session 7F. **Possessions and Consumer Attitudes**

Room: PBlue18

Session Chair: Varisha Rehman, *Indian Institute of Technology, India*

The Meaning of Owning a Home to Buyers of Luxury Properties and Beneficiaries of the Minha Casa Minha Vida Program: A Comparative Study

Cristina Silva, *Universidade Fumec, Brazil*

José Marcos Mesquita, *Universidade Fumec, Brazil*

Identification of Gaps in Antecedents and Consequences of Consumer Behavior: An Indian Consumer Perspective

Varisha Rehman, *Indian Institute of Technology, India*

Exploring Thought Processing Similarity between Chinese Future Elites and American College Students on Validated Attitudinal Constructs

Stuart Van Auken, *Florida Gulf Coast University, USA*

William Ritchie, *James Madison university, USA*

Ludmilla Gricenko Wells, *Florida Gulf Coast University, USA*

Daniel Borgia, *University of Idaho, USA*

Session 7G. **Mobile, Blogs & Websites : New Communication Tools for Fashion**

Room: PRed03

Session Chair: Girish Prayag, *University of Canterbury, New Zealand*

Dimensionality of Consumer Engagement in Fashion Blogs

Katie Henderson, *University of Canterbury, New Zealand*

Girish Prayag, *University of Canterbury, New Zealand*

Sussie Morrish, *University of Canterbury, New Zealand*

Winning over customers with mobile: a fashion industry case study

Manon Arcand, *Université du Québec à Montréal, Canada*

David PaUZé, *Université du Québec à Montréal, Canada*

Luxury Fashion Retailers and Consumers' Perceptions of Luxury Fashion Websites

Jung-Hwan Kim, *University of South Carolina, USA*

Minjeong Kim, *Indiana University @ Bloomington, USA*

#Shareyourstyle: A Qualitative Analysis of the Influence of Instagram Picture Sharing on Brand Relationship

Alice Audrezet, *ISG, France*

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

Emmanuelle Suprin, *IÉSEG School of Management, France*

Session 7H. **Management and Strategies**

Room: PBlue19

Session Chair: Françoise Simon, *EM Strasbourg Business School, France*

The Influence of Branded Stories within a Store

Enrique P Becerra, *Texas State University, USA*

Vishag A Badrinarayanan, *Texas State University, USA*

Presenting Comparative Prices Vertically or Horizontally: Does it Matter?

Shan Feng, *William Paterson University, USA*

Mike Chen-Ho Chao, *William Paterson University, USA*

Rajneesh Suri, *Drexel University, USA*

Rajiv Kashyap, *William Paterson University, USA*

Consumer Bargaining Prevalence in Germany and the Effect of Conflict Management Preferences

Timothy M. Daly, *United Arab Emirates University, United Arab Emirates*

Julie Lee, *University of Western Australia, Australia*

Geoffrey Soutar, *University of Western Australia, Australia*

Sarah Rasmi, *United Arab Emirates University, United Arab Emirates*

A Typology of Decliners of No Junk Mail Stickers

Françoise Simon, *EM Strasbourg Business School, France*

Session 7I. Decisions and Choice

Room: PRed08

Session Chair: Bart Claus, *IÉSEG School of Management, CNRS-LEM 9221, France*

On Modelling of Consumers' Choice Decisions

Zoltan Veres, *Pannon University, Hungary*

Tamas Tarjan, *BBS, Hungary*

To Switch or Not? Analyzing the Question for Consumers in Turkish Mobile Telecommunications

Meltem Senel, *Istanbul Technical University, Turkey*

Gonca Ulubaşoğlu, *Istanbul Technical University, Turkey*

Şebnem Burnaz, *Istanbul Technical University, Turkey*

Incumbent versus Newcomer Advantages: A Fundamental Motives Explanation

Even Lanseng, *BI Norwegian Business School, Norway*

Examining the "Decoy" Effect in Substitute and Related Products: Evidence from Chile

Rodrigo Uribe, *Business School, Universidad de Chile, Chile*

Enrique Manzur, *School of Business, Universidad de Chile, Chile*

Session 7J. Strategic Issues in Tourism

Room: PBlue15

Session Chair: Enrique Bigne, *University of Valencia, Spain*

Interactive Gaps in Teleological Service Encounters

Goran Svensson, *Oslo School of Management, Norway*

Carmen Padin, *Vigo University, Spain*

Bridging the gap - the web scorecard as a holistic instrument for performance measurement and strategic management of online activities of media companies

Julia Heigl, *Baden-Wuerttemberg Cooperative State University Stuttgart, Germany*

Frederik Schröder, *Südwestrundfunk Stuttgart, Germany*

@DMOs Promote Hotel Occupancy in Tourist Destinations

Enrique Bigne, *University of Valencia, Spain*

Luisa Andreu, *University of Valencia, Spain*

Enrique Oltra, *University of Valencia, Spain*

Market Knowledge of the Travel Industry from the Market Orientation and Knowledge-based View: A Case of Two Taiwanese Travel Agencies

Kuan-Yang Chen, *Dep. of Tourism and Leisure, Lunghwa University of Science and Technology, Taiwan*

Ya-Ting You, *Dep. of Business Administration, Lunghwa University of Science and Technology, Taiwan*

Thursday, July 21, 06:00 - 08:00 pm

Cultural Activities

If you have registered for these in advance, you will have information in your delegate bag on how to get there – or ask the WMC information desk.

DAILY HIGHLIGHTS • Friday, July 22, 2016

09:00 – 12:00 pm	Registration, La Grande Arche Reception
09:00 – 10:30 am	Sessions 8A to 8K
10:30 – 11:00 am	Refreshment Break, Room: PBlue45
11:00 am – 12:30 pm	Sessions 9A to 9K
12:30 – 02:00 pm	Picnic lunch – Lunchbox to be collected from PBlue45
02:00 – 03:30 pm	Sessions 10A to 10J
03:30 – 04:00 pm	Refreshment Break, Room: PBlue45
04:00 – 05:30 pm	Sessions 11A to 11K
07:45 – 12:00 am	Gala Dinner, Cruise on the Seine, Departure

Friday, July 22, 09:00 – 10:30 am

Session 8A. **Special Session. Social Marketing - RAM Special Issue**

Room: PRed01

Session Chair: Adilson Borges, *Neoma Business School, France*

Helping Consumers to Change their Financial Behaviour: Contributions of a Multiphase Model

Francis Salerno, *LEM Research Center, UMR CNRS 9221, IAE-University of Lille 1, France*

Amira Berriche, *LEM Research Center, UMR CNRS 9221, IAE-University of Lille 1, France*

Dominique Crié, *LEM Research Center, UMR CNRS 9221, IAE-University of Lille 1, France*

Annabel Martin, *LEM Research Center, UMR CNRS 9221, IAE-University of Lille 1, France*

A Proposed Integrated Model of Resistance to Anti-smoking Messages

Marie-Laure Murre, *Institut Supérieur de Gestion, France*

Patricia Gurvey, *UMR Ingénierie Procédés Aliments, AgroParisTech, Inra, Université Paris-Saclay, France*

Responsible Tourist Behaviour: The Role of Social Engagement

Mbaye Fall Diallo, *Université Lille 2, Skéma Business School, France*

Fatou Diop-Sall, *Université Cheikh Anta Diop de Dakar, Senegal*

Erick Leroux, *Université de Paris, France*

Pierre Valette-Florence, *IAE de Grenoble, France*

Effects of Message Framing on Intentions Towards the PAP Test: Moderation by the Objective of the Recommended Behavior, Mediated by the Valence of Mental Imagery

Laurie Balbo, *Montpellier Business School - Montpellier Research in Management, France*

Marie-Laure Gavard-Perret, *Grenoble Alpes University - CERAG, France*

Session 8B. **Consumer Responses to Brand Strategies**

Room: PBlue41

Session Chair: Nathalie Fleck, *University of Maine, France*

Brand Association Patterns Driving High Brand Strength

Oliver Koll, *School of Management, University of Innsbruck, Austria*

Hans Muhlbacher, *International University of Monaco, INSEEC Research Center, Monaco*

Karine Raies, *INSEEC Business Schools, INSEEC Research Center, France*

Reinhard Grohs, *Private University Seeburg Castle, Austria*

It is not the Awareness but the Familiarity! Revisiting Private Labels Brand Equity

Carmen Abril, *Complutense University, Spain*

Belen Rodriguez-Canovas, *Complutense University, Spain*

The Impacts of Dialectical Thinking and Perceived Fit between Brand Personalities on Cobrand Evaluations
Weisha Wang, *University of Southampton, UK*

Impact of Alignability and Size on Brand Lines and Line Extension Performance: Empirical Evidence
Philippe Aurier, *University of Montpellier, France*
Victor Mejia, *University of Nice, France*

Session 8C. **Aspects of the Online Retail Experience**

Room: PRed07

Session Chair: Paul Ballantine, *University of Canterbury, New Zealand*

The Distribution of Monastic Products: The Online Merchant Space, a Potential to Extend Physical Place Attachment.

Sophie Morin-Delerm, *Université Paris-Sud, France*

Marie-Catherine Paquier, *Novancia Business School Paris, France*

Comparing Customer Experiences and Usage Intentions Regarding Peer-to-peer Sharing Platforms with Conventional Online Booking Websites: The Role of Social, Hedonic and Functional Values

Dorothea Schaffner, *Lucerne University of Applied Sciences and Arts, Switzerland*

Dominik Georgi, *Lucerne University of Applied Sciences and Arts, Switzerland*

Esther Federspiel, *University of Basel, Switzerland*

What does Regulatory Fit have to Do with the Online Customer's Decision-making Process?

Abdul Ashraf, *NEOMA Business School, France*

Narongsak Thongpapanl, *Brock University, Canada*

Session 8D. **Salesperson Effectiveness**

Room: PBlue20

Session Chair: William Locander, *Loyola University New Orleans, USA*

Examining Negotiation Strategies in the B2C Context: Consumer Persuasion Knowledge vs. Seller Negotiation Techniques

Lauren Beitelspacher, *Babson College, USA*

Yvette Holmes, *University of Houston Downtown, USA*

Brian Hochstein, *Florida State University, USA*

Willy Bolander, *Florida State University, USA*

The Role of Reseller's Salespeople in Price Setting within Firms

Uchenna Uzo, *Lagos Business School, Nigeria*

Chris Ogbechie, *Lagos Business School, Nigeria*

Session 8E. **The Geography of Advertising: Of Languages, Places, and Dimensionality**

Room: PBlue16

Session Chair: Laurie Babin, *University of Louisiana -Monroe, USA*

Antecedents of the Intention to Use Location-Based Advertising: Advertising Value, Privacy Concerns, and the Role of Brand Trust

Michael Schade, *University of Bremen, Germany*

Rico Piehler, *University of Bremen, Germany*

Claudius Warwitz, *University of Bremen, Germany*

Christoph Burmann, *University of Bremen, Germany*

Memory of Brand Placements in 2D, 3D and 4D Movie Clips

Ralf Terlutter, *Alpen-Adria University Klagenfurt, Austria*
Sandra Diehl, *Alpen-Adria University Klagenfurt, Austria*
Isabell Koinig, *Alpen-Adria University Klagenfurt, Austria*
Martin K.J. Waiguny, *Auckland University of Technology, New Zealand*

Session 8F. Innovativeness Across Social Class

Room: PBlue18

Session Chair: Mirella Yani-De-Soriano, *Cardiff University, UK*

Antecedents of Adoption of Pro-poor Innovations in the Bottom of Pyramid: An Empirical Comparison of Key Innovation Adoption Models

Md Rajibul Hasan, *Kent Business School, University of Kent, UK*
Ben Lowe, *Kent Business School, University of Kent, UK*
Dan Petrovici, *Kent Business School, University of Kent, UK*

The Varied Impacts of Impulsivity and Situation Factors on Impulse Buying in Emerging Markets

Sarah Hong Xiao, *Durham University Business School, UK*
Michael Nicholson, *Durham University Business School, UK*
Gopalkrishnan R. Iyer, *Florida Atlantic University, USA*

Business Groups in Emerging Markets

Aditya Gupta, *University of Nebraska-Lincoln, USA*
Ravipreet Sohi, *University of Nebraska-Lincoln, USA*

Session 8G. Innovation Technology and New Customer Experiences in Luxury and Fashion

Room: PRed03

Session Chair: Patsy Perry, *The University of Manchester, UK*

Fashion Tech Adoption by Micro Fashion Retailers: An Innovation Pipeline Analysis of Technology Transfer from Academia to Business

Patsy Perry, *The University of Manchester, UK*
Kathryn Waite, *Heriot-Watt University, UK*

Understanding Luxury Experiences within the Lifeworlds of Millennials

Sally McKechnie, *University of Nottingham, UK*
Adriana Rodriguez Valdez, *University of Nottingham, UK*

Examination of Students' Acceptance and Usage of the Sourcing Simulator in an Advanced-level Fashion Merchandising Class

Ui-Jeen Yu, *Illinois State University, USA*

Session 8H. Leisure Shopping

Room: PBlue19

Session Chair: Herbert Castéran, *EM Strasbourg, France*

Willingness to pay for Environmentally Linked Clothing at an Event: Visibility, Environmental Certification and Level of Environmental Concern

Robert Pitts, *College of Charleston, USA*
Wayne Smith, *College of Charleston, USA*
Rachel Dodds, *Ryerson University, Canada*

Same Context, Same Experience? A Latent Class Segmentation of Strasbourg Christmas Market Visitors Based on the Dimensions of the Visit Experience

Herbert Castéran, *EM Strasbourg, France*
Claire Roederer, *EM Strasbourg, France*

A Study on Souvenir Purchase Behavior of Sports Tourists

Chia-Ming Chang, *National Chiayi University, Taiwan*
Hsiu-Chin Huang, *Tatung Institute of Technology, Taiwan*
Huey-Hong Hsieh, *Taiwan Shoufu University, Taiwan*
Chun Chen, *National Chiayi University, Taiwan*

Session 8I. **Consumers' Responses to CSR**

Room: PRed08

Session Chair: Nathalie Demoulin, *IESEG School of Management, CNRS-LEM 9221, France*

When Does it Pay to be Good? Impact of Corporate Social Responsibility (CSR) Elements on Consumer Responses: The Mediating Role of Attributions

Athanasios Krystallis, *Aarhus University, Denmark*
Zaharia Vlad, *Aarhus University, Denmark*

Studying Brand/Label Alliances: Proposition of a Model of Value Transfer

Maud Damperat, *Grenoble Institute of Technology, CERAG CNRS UMR 5820, France*
Eline Jongmans, *University Grenoble Alpes, France*
Ping Lei, *INSEEC Business School, France*
Florence Jeannot, *INSEEC Business School, France*
Alain Jolibert, *INSEEC Business School, France*

The Moderating Effect of Store Category on the Relationship Between Corporate Social Responsibility and Customer Buying Intention

Zhi Pei, *Texas A&M University-Commerce, USA*
Ruiliang Yan, *Texas A&M University-Commerce, USA*
Chris Myers, *Texas A&M University-Commerce, USA*

Session 8J. **Distance, Uncertainty, and Impulse**

Room: PBlue15

Session Chair: Luis Varotto, *Nove de Julho University, Brazil*

How to Communicate Uncertain Information Towards Clients as a Professional Service Provider: The Role of Uncertainty Disclosure and Communication Style

Daniel G. Maar, *University of Passau - Chair of Marketing and Services, Germany*
Dirk Totzek, *University of Passau - Chair of Marketing and Services, Germany*

Franchisor-Franchisee Relationship Quality and Performance: Influence of Personality Traits

Luis Varotto, *Nove de Julho University, Brazil*
Juracy Parente, *FGV-EAESP, Brazil*
Evandro Lopes, *Nove de Julho University and Federal University of Sao Paulo, Brazil*

Service Environment and Impulsive Gambling

Catherine Prentice, *Swinburne university, Australia*
Ipkim Anthony Wong, *Institute for Tourism Studies, Macao*

Session 8K. **The Social Dimension of Decision Making**

Room: PBlue17

Session Chair: Laure Lavorata, *University of Reims, France*

Feeding the 5000: The Value of Shared Objects as a Function of the Number of People Shared with
Bart Claus, *IÉSEG School of Management, Belgium*

Can Power Determine Donation

Saad Alhoqail, *Alfaisal University, Saudi Arabia*

Food Waste and Consumption: Consumer Representations and Consequences for their Behavior

Laure Lavorata, *University of Reims Champagne Ardenne, France*

Ophelie Mugel, *University of East Paris, France*

Friday, July 22, 10:30 – 11:00 am

Refreshment Break

Room: PBlue45

Friday, July 22, 11:00 am – 12:30 pm

Session 9A. **Special Session. Marketing & Technology: Insights and Future Directions from Italy**

Room: PRed01

Session Chair: Daniele Dalli, *University of Pisa, Italy*

Who is the Social Coupon Shopper? Understanding the Drivers of Social Coupon Adoption

Marco Ieva, *University of Parma, Italy*

Francesca De Canio, *University of Parma, Italy*

Cristina Ziliani, *University of Ferrara, Italy*

Telemedicine Innovation Service: The New Role of Patient

Alessandra Tzannis, *Catholic University of Milan, Italy*

Chiara Cantù, *Catholic University of Milan, Italy*

Sharing Extreme Opinions about Controversial Topics: The Moderating Role of Online Communication Platform

Vito Tassiello, *University of Bari, Italy*

Matteo De Angelis, *LUISS, Italy*

Cesare Amatulli, *LUISS, Italy*

Michele Costabile, *LUISS, Italy*

Frustrated Consumers and the Power of Web Communities

Nicoletta Buratti, *University of Genoa, Italy*

Giorgia Profumo, *University of Genoa, Italy*

Session 9B. **Innovation and Competitive Advantage in B2B Contexts**

Room: PBlue41

Session Chair: Doug Amyx, *Louisiana Tech University, USA*

The Counterintuitive Influence of Buyer-Supplier Relationships on Disruptive Technology Adoption

Michael Obal, *University of Massachusetts Lowell, USA*

The Impact of Supplier Orientation on Firm Innovativeness

Abdullah Aljafari, *Qatar University, Qatar*

Gary Frankwick, *University of Texas at El Paso, USA*

Why and When Do Firm-customer Relationships Lead to Competitive Advantage?

Nina Stuebiger, *Giessen University, Germany*
Alexander Haas, *Giessen University, Germany*

Session 9C. Communication, Information, and Identity

Room: PRed07

Session Chair: Christopher Lee, *Temple University, USA*

The Subjective Journalist: Exploring Bias in Marketing Communication Using Language Cues

Christopher Lee, *Temple University, USA*
Bradley Fay, *Temple University, USA*

Involvement Moderates the Relationship between Evaluability and Online Information Seeking Behavior

Gilmar Casalinho, *UFRGS and HEC Montréal, Brazil*
Antonio Macada, *UFRGS, Brazil*

Web Communication Strategy and University Public Engagement

Vittoria Marino, *University of Salerno, Italy*
Letizia Lo Presti, *University of Salerno, Italy*
I-Chun Chen, *Department of Business Management, National Sun Yat-Sen University, Taiwan*

Proposal of a Digital identity Scale

Romain Sohier, *IAE de Caen Basse-Normandie, France*
Joël Brée, *IAE de Caen Basse-Normandie ; ESCCA, France*
Anish Nagpal, *The University of Melbourne, Australia*

Session 9D. Behavioral Aspects of Selling

Room: PBlue20

Session Chair: Mark Johnston, *Crummer Graduate School of Business Rollins College, USA*

The Accidental Salesperson: Can Inexperienced Sales Professionals Get Lucky Without Working Smart or Hard?

Joel Le Bon, *University of Houston, USA*

Do Mobile Technology Tools Reduce Job Stress Among Salespeople?

Rocio Rodriguez, *Murcia University, Spain*
Sergio Román, *Murcia University, Spain*

The Effects of Subjective Well-being on Salesperson's Positive-Selling Behaviours: Exploring the Moderating Role of Organisational Identification

Teidorlang Lyngdoh, *Indian Institute of Management Khozikode, India*
Sridhar Guda, *IIM Kozhikode, India*

Session 9E. The Inbetweeners: Mixed Emotions, Reactance, and Advertising Scepticism in Advertising

Room: PBlue16

Session Chair: Laurie Babin, *University of Louisiana - Monroe, USA*

Consumer Reactance after Contact with Comparative Advertising – The Role of Independent Test Results and Pre disposition to Show State Reactance

Silke Bambauer-Sachse, *University of Fribourg, Switzerland*
Priska Heinzle, *University of Fribourg, Switzerland*

The Mediating Role of Third-Person Perceptions in Consumers' Response to Celebrity Endorsed Advertising

Po-Lin Pan, *Arkansas State University, USA*

Juan Meng, *University of Georgia, USA*

Anssi Tarkiainen, *Lappeenranta University of Technology, Finland*

Mixed Emotions in TV Advertisements Are not so Bad

Cécile Colin, *University of Rennes 1, France*

Olivier Droulers, *University of Rennes 1, France*

Session 9F. Consumption Affected by Cultural Transformation

Room: PBlue18

Session Chair: Gregory Kivenzor, *University of Connecticut, USA*

Hedonic Motivations vs. Economic Pains: Consumption Choices in Emerging Markets

Gregory Kivenzor, *University of Connecticut, USA*

Dual personal culture values, dual attitudes towards purchase consequences, and green consumption commitment: Evidence from Vietnam

Angelina Nhat Hanh Le, *University of Economics HCMC, Vietnam*

Julian Ming-Sung Cheng, *National Central University, Taiwan*

Fernando Jimenez, *University of Texas at El Paso, USA*

The Cultural Transformation of Emerging Markets

Intekhab Alam, *State University of New York, USA*

Session 9G. Branding Strategies in Fashion and Luxury

Room: PRed03

Session Chair: Anwar Sadat Shimul, *Curtin University, Australia*

Luxury Brand Attachment: Conceptualisation and Research Propositions

Anwar Sadat Shimul, *Curtin University, Australia*

Michael Lwin, *Curtin University, Australia*

Ian Phau, *Curtin University, Australia*

The Roles of Brand Addiction in Achieving Appearance Esteem and Life Happiness in Fashion Consumption

Mona Mrad, *Lebanese American University, Lebanon*

Charles Chi Cui, *The University of Manchester, UK*

What Are the Y-Generation Consumers' Motivations for Consuming and Purchasing Luxury Goods?

Corine Cohen, *IUM, Monaco*

Anna Luostarinen, *IUM, Monaco*

David Servera-Francés, *Catholic University of Valencia, Spain*

Irene Gil-Saura, *University of Valencia, Spain*

Purchase Intention toward Luxury Fashion Brands from the Social Comparison Perspective

Hyo Jin Eom, *University of Georgia, USA*

Yoo-Kyoung Seock, *University of Georgia, USA*

Session 9H. **Electronic Word-of-Mouth (e-WOM) and Consumer Influence in Social Media**

Room: PBlue19

Session Chair: Andrew Rohm, *Loyola Marymount University, USA*

Understanding the Effect of Visualized Stories in Consumer Photos on Word-of-mouth on Social Media Sites

Stefania Farace, *Maastricht University, Netherlands*

Tom van Laer, *Cass Business School, UK*

Ko de Ruyter, *Maastricht University, Netherlands*

Martin Wetzels, *Maastricht University, Netherlands*

Word of Photo: An Experimental Investigation of the Relationship between Sharing Product-Related Photo and Communicators' Loyalty

Cheng-Hsi Fang, *Chien Hsin University of Science and Technology, Taiwan*

Yu Hsiang Lin, *Chinese Culture University, Taiwan*

Cultural Values and Their Impact on Electronic Word-of-Mouth (eWOM) Behavior

Anh Dang, *Old Dominion University, USA*

Girish Sreevatsan Nandakumar, *Old Dominion University, USA*

Haw-Yi Liang, *National Taiwan University, Taiwan*

Using Social Media to Create Customer Value through Immersive and Satisfying Interactions

Andrew Rohm, *Loyola Marymount University, USA*

Velitchka Kaltcheva, *Loyola Marymount University, USA*

Mitchell Hamilton, *Loyola Marymount University, USA*

Session 9I. **CSR and Corporate Social Irresponsibility**

Room: PRed08

Session Chair: Jean-François Toti, *Aix-Marseille University - Cret-Log, France*

Corporate Social Responsibility and Irresponsibility: How Do Consumers React to Ambivalent CSR Information? Application in the Retailing Sector

Valérie Swaen, *Université Catholique de Louvain, Belgium and IÉSEG School of Management (LEM-CNRS), France*

Nathalie Demoulin, *IÉSEG School of Management (LEM-CNRS), France*

Véronique Pauwels- Delassus, *IÉSEG School of Management (LEM-CNRS), France*

Consumers' Response to Negative Corporate Social Responsibility Event: The Perspective of Construal Level Theory

Aihwa Chang, *National Chengchi University, Taiwan*

Timmy Tseng, *National Chengchi University, Taiwan*

Antecedents and Consequences of Ambivalence Attitudes toward Green Product - The Moderating Role of Green Advertisement

Hsin-Hui Sunny Hu, *Ming Chuan University, Taiwan*

Hsin-Yi Hu, *National Cheng-Chi University, Taiwan*

H.G. Parsa, *University of Denver, USA*

Session 9J. **Branding and Destination Image**

Room: PBlue15

Session Chair: Catherine Prentice, *Swinburne University, Australia*

Developing the Food Product Indexical-iconic Authenticity Scale

Sean Lee, *Curtin University, Australia*

Vanessa Quintal, *Curtin University, Australia*

Ian Phau, *Curtin University, Australia*

Not Just Incredible, Positioning India as a “House of Brands”

Gurpreet Kour, *MICA, India*
Tinu Jain, *IIM Calcutta, India*

A Multilevel Investigation on Casino Service, Branding, and Impulsive Gambling

Catherine Prentice, *Swinburne University, Australia*
Anthony Wong, *Institute for Tourism Studies, China*

Session 9K. Decision Making and the Self

Room: PBlue17

Session Chair: Patrice Cottet, *Reims University - REGARDS, France*

Consumers' Regulatory Orientation Scale: A Preliminary Test of its Validity

Patrice Cottet, *Reims University - REGARDS, France*
Jean-Marc Ferrandi, *Oniris, LARGEZIA, LEMNA, France*
Marie-Christine Lichtle, *Montpellier 1 University - MRM, France*
Véronique Plichon, *François-Rabelais Tours University, VALLOREM, CRESCEM, France*

The Tree is Mine, the Forest isn't: The Construal Level of Possessions

Bart Claus, *IÉSEG School of Management, France*
Luk Warlop, *KU Leuven, Belgium*

Conformity to sex-typed Design in Modern Society

Frank Huber, *Chair of Marketing 1, Johannes Gutenberg-University Mainz, Germany*
Kerstin Strieder, *Chair of Marketing 1, Johannes Gutenberg-University Mainz, Germany*

Friday, July 22, 12:30 – 02:00 pm

Picnic lunch – Lunchbox to be collected from PBlue45.

Consult the ‘picnic spots’ map in your delegate bag for picnic areas around the Grande Arche.

Friday, July 22, 02:00 – 03:30 pm

Session 10A. Special Session. The Effectiveness of Comparative Advertising

Room: PRed01

Session Chair: Dan Petrovici, *University of Kent, UK*

The Effectiveness of Comparative Advertising: The Role of Consumer Motivation and Familiarity

Dan A. Petrovici, *University of Kent, UK*
John Ford, *University of Old Dominion University, USA*
Jeryl Whitelock, *University of Bradford, UK*
Jean-Luc Herrmann, *University of Lorraine, France*
Christian Dianoux, *University of Lorraine, France*

The Effectiveness of Comparative Advertising

Fred Beard, *University of Oklahoma, USA*

A Cross-cultural Analysis of How Comparative Advertising Works in Online Media Delivery

Salvador Del Barrio Garcia, *University of Granada, Spain*
Linda L. Golden, *University of Texas at Austin, USA*

Session 10B. **Business to Business Buyer-Seller Interface**

Room: PBlue41

Session Chair: Michael Obal, *University of Massachusetts Lowell, USA*

Individual Characteristics Influencing B2B Salesperson Deviance: A Structured Abstract

Mahmoud Darrat, *Auburn University, USA*

Doug Amyx, *Louisiana Tech University, USA*

Barry Babin, *Louisiana Tech University, USA*

Customer as an Initiator in Business-to-Business Service Networks: Value Co-Creation/Co-Destruction

Xia Zhu, *Sheffield Business School, UK*

Chavi C-Y Fletcher-Chen, *IÉSEG School of Management, France*

Loic Ple, *IÉSEG School of Management, France*

Preserving the Supplier-OEM Relationship under Price Pressure

R. Mohan Pisharodi, *Oakland University, USA*

John Henke Jr, *Oakland University, USA*

Ravi Parameswaran, *Oakland University, USA*

Session 10C. **Social Media and Online Communities**

Room: PRed07

Session Chair: Cheng-Chieh Hsiao, *Shih Hsin University, Taiwan, Taiwan*

Creating Brand Performance with Social Media

Wolfgang Weitzl, *University of Vienna, Austria*

Ardion Beldad, *University of Twente, Netherlands*

Sabine Einwiller, *University of Vienna, Austria*

Robert Zniva, *WU Vienna, Austria*

Co-creation in Social Media Marketing Strategy: Re-evaluating the Agency-client Relationship

Brendan Keegan, *Manchester Metropolitan University, UK*

Jenny Rowley, *Manchester Metropolitan University, UK*

Structural Influences on Online Contribution Behaviours

Qunying Huo, *Open University ESCR, France*

Adrian Palmer, *Keele Management School, UK*

Session 10D. **Consumer Perceptions in the Food and Beverage Industries**

Room: PBlue20

Session Chair: Dipayan Biswas, *University of South Florida, USA*

Champagne and Sensory Cues: The Influence of Haptic Sensations on Alcohol Induced Hedonic Feelings

Dipayan Biswas, *University of South Florida, USA*

Adilson Borges, *NEOMA, France*

Courtney Szocs, *Portland State University, USA*

The Sensory Features of Packaging and its Effects on Product Perception

Bruno Ferreira, *Instituto Politécnico de Viseu, Portugal*

Organic Products in Food Retailing: Explaining Consumer Behaviour with Household Panel Data

Michael Hundt, *University of Hagen, Chair of Marketing, Germany*

Session 10E. **Children and Consumption**

Room: PBlue16

Session Chair: Claude Pecheux, *Catholic University of Louvain, Belgium*

Young Children's Digital Socialization: Which Stakes, which Motives and Barriers for the Family?

Pascale Ezan, *NIMEC - Havre University, France*

Mathilde Gollety, *Largepa - Paris II University, France*

Valérie Hemar-Nicolas, *RITM – Paris Sud University, France*

The Influence of Sport Practice in Federal French Sports Clubs on the Sensibility of Children to Values and Healthy Lifestyle: A Qualitative Exploratory Study

Ghada Khaled Ahmad Ibrahim, *IAE of Caen, University of Caen lower Normandy, France*

Joel Bree, *IAE of Caen, University of Caen Lower Normandy, France*

Maya Naja, *Lebanese University, Faculty of Business Administration, Lebanon*

Visual Cues on Products to Induce Healthy Food Choices among Children from 8 to 12

Claude Pecheux, *Université Catholique de Louvain, Belgium*

Coralie Damay, *ISC Paris Business School, France*

Product Placement in Family TV Shows: Impact on Children from 8 To 12 - A Need for more Legal Constraints

Claude Pecheux, *Université Catholique de Louvain, Belgium*

Muriel Hanot, *CSA, Belgium*

Session 10F. **Acculturation and Culture-of-Origin Effect on Marketing**

Room: PBlue18

Session Chair: Iryna Pentina, *University of Toledo, USA*

Consumer Acculturation of Indigenous Minority Community to a Multicultural Expatriate Population

Amro Maher, *Qatar University, Qatar*

Tamer Elsharnouby, *Qatar University, Qatar*

Differential Consumer Adoption of Imported Products: Process, Purchase Intention, Market Development Level

Miguel Sahagun, *High Point University, USA*

Arturo Vasquez-Parraga, *The University of Texas Rio Grande Valley, USA*

Is there a Shortcut for Upgrading from OEM to OBM? Lessons from Furniture Manufacturers in China

Kenneth Kwong, *Hang Seng Management College, China*

Session 10G. **Inter-Firm Relationships and International Marketing Strategy**

Room: PRed03

Session Chair: Wided Batat, *University of Lyon 2, France*

Towards an Alternative Conceptualisation of the Self-reference Criterion

Adam Mills, *Simon Fraser University, Canada*

Albert Caruana, *Faculty of Media and Knowledge Sciences, University of Malta, Malta*

Karen Robson, *Simon Fraser University, Canada*

Leyland Pitt, *Simon Fraser University, Canada*

The 'Marketing Flexibility-Marketing Planning' Paradox and New Product's Performance

Yoel Asseraf, *Ruppin Academic Center, Israel*

Session 10H. **Social Media Engagement and Brand Relationship**

Room: PBlue19

Session Chair: Karine Raïes, *INSEEC Business School, France*

Drivers of Consumer Engagement with Sports Clubs on Facebook

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

Leonor Vale, *Faculty of Economics - University of Porto, Portugal*

Stephanie Slater, *Cardiff Business School, UK*

John Ford, *Old Dominion University, USA*

Catherine Frethey-Bentham, *University of Auckland, New Zealand*

What are the Combinations of Patterns of Brand Engagement Leading to High Brand Loyalty Intentions in Social Media?

Agnès Helme-Guizon, *Université Grenoble Alpes / CERAG UMR CNRS 5820, France*

Fanny Magnoni, *Université Grenoble Alpes / CERAG UMR CNRS 5820, France*

Key Drivers of Customer Loyalty to Web 2.0 Accommodation Services

Enrique Bigne, *University of Valencia, Spain*

Carla Ruiz Mafe, *University of Valencia, Spain*

Jose Tronch, *University of Valencia, Spain*

Silvia Sanz Blas, *University of Valencia, Spain*

Investigating Efficient Use of Instagram by Businesses

Nasser Al-Neama, *HEC, Qatar*

Imene Ben Yahia, *ARBRE Research Centre, Tunisia*

Session 10I. **Consumer (Un)Ethical Decisions**

Room: PRed08

Session Chair: Catur Sugiarto, *IAE Aix Provence, Aix-Marseille Université, CERGAM (EA 4225), France*

Consumers' Legitimate and Opportunistic Product Return Behavior

Zhi Pei, *Texas A&M University-Commerce, USA*

Audhesh Paswan, *University of North Texas, USA*

U.S. Consumers' Environmentally Sustainable Apparel Purchase Intention: Investigating the Role of Social Influence of Peers to Use Social Networking Sites Applied to the Theory of Reasoned Action

Lauren Reiter, *Indiana University, USA*

Ethical Decision-making: Relation between Consumer Ethical Sensitivity, Ethical Judgment and Ethical Consumption Behavior

Jean-François Toti, *Aix-Marseille University - Cret-Log, France*

Jean-Louis Moulins, *Aix-Marseille University, Cret-Log, France*

Bypassing the Attitude-behavior Gap: Using Social Identity and Norm Effects to Engender Sustainable Consumer Behaviors

Guy Champniss, *Cranfield School of Management, UK*

Hugh Wilson, *Cranfield School of Management, UK*

Emma Macdonald, *Cranfield School of Management, UK*

Radu Dimitriu, *Cranfield School of Management, UK*

Session 10J. **Information Processing and Consumer Evaluation**

Room: PBlue15

Session Chair: Patricia Rossi, *IÉSEG School of Management, CNRS-LEM 9221, France*

Are Innovative Consumers Prone to Imitation Perception? Developing a Constructivist Innovativeness Model of Imitation perception

Lukman Aroean, *Norwich Business School, University of East Anglia, UK*

Label Perceptions and Consumer Decision Making: An Empirical Investigation

Kavita Sharma, *University of Delhi, India*

Paying More to Save Less: The Effect of Conditional Price Bundling on Willingness to Pay

Yi Li, *IÉSEG School of Management, France*

Tatiana Sokolova, *University of Michigan, USA*

Friday, July 22, 03:30 – 04:00 pm

Refreshment Break

Room: PBlue45

Friday, July 22, 04:00 – 05:30 pm

Session 11A. **Special Session. Eye Tracking Insights in Consumers' Visual Processing of Various Communication Media**

Room: PRed01

Session Chair: Olivier Droulers, *University of Rennes 1, France*

The influence of intrusive advertisements on reading and attention on web sites

Thierry Baccino, *University of Paris VIII, France*

Emna Cherif, *University of Auvergne, France*

Eye-tracking: its use and mis(use) in Web marketing and Web site usability

Lydie Belaud, *University of Lorraine, France*

Christian Bastien, *University of Lorraine, France*

The influence of brand repetition and consumer product evaluations on attention to product catalog on search engine result page

David Briegne, *HEC Montréal, Canada*,

Sylvain Senecal, *HEC Montréal, Canada*

Pierre-Majorique Leger, *HEC Montréal, Canada*

Marc Fredette, *HEC Montréal, Canada*

The effect of (smiling) faces on attention to advertisements in older adults

Sophie Lacoste-Badie, *University of Rennes 1, France*

Choose more! Influence of packaging complexity on choice and the mediating role of attention: an eye-tracking study

Morgane Minvielle, *University of Rennes 1, France*

Session 11B. **Pricing and Customer Behaviors**

Room: PBlue41

Session Chair: Emmanuelle Le Nagard-Assayag, *ESSEC Business School, France*

Suggested Approach to Estimating the Value of Services: The Hedonic Pricing and Discrete Choice Models
Ming-Hsiung Hsiao, *Department of Information Management, Shu-Te University, Taiwan*

Exploring the Moderating Role of Price Consciousness in Pay-What-You-Want Pricing

Rajat Roy, *Curtin University, Australia*
Fazlul Rabbane, *Curtin University, Australia*
Piyush Sharma, *Curtin University, Australia*

An Applied, Combined View of Impulse Shopping

Don Schultz, *Northwestern University, USA*
Martin Block, *Northwestern University, USA*
Vijay Viswanathan, *Northwestern University, USA*

Session 11C. **Online Services and Apps**

Room: PRed07

Session Chair: Jean-Francois Lemoine, *Université de Paris 1 Panthéon Sorbonne, France*

Performance Implications of E-lancers' Market Signals in Service Clouds: Insights from a Study on Precommitment Signals

Ruth Maria Stock, *Technische Universität Darmstadt, Germany*
Christian Holthaus, *Technische Universität Darmstadt, Germany*

Freeloaders to Spending Players: How do Free-to-Play Gamers Truly Perceive the In-App Purchases?

Aina Ravoniarison, *Université Panthéon-Assas Paris II - LARGEPA, France*
Cédric Benito, *Groupe IFC, France*

Does Color Matter? -- An Experimental Study on Icon Design for Mobile Gaming Apps

Sascha Steinmann, *University of Siegen, Germany*
Robér Rollin, *University of Siegen, Germany*
Hanna Schramm-Klein, *University of Siegen, Germany*

Exploring the Determinants of Continuance Usage of Online Video Streaming Service

Shing-Wan Chang, *Middlesex University, UK*
Arisa Murai, *Middlesex University, UK*

Session 11D. **Firm Issues/considerations when Marketing Food and Wine Products**

Room: PBlue20

Session Chair: Kenneth Deans, *La Rochelle Business School, France*

Applying Social Representations to Explain Public Willingness to Use GM Foods in Taiwan: The Moderating Impact of Food Technology Neophobia

Mei-Fang Chen, *Tatung University, Taiwan*

Exploring the UK Micro-Brewing Industry: Factors Facilitating and Hindering Micro-firms' Growth and Internationalisation Efforts

Maria Karampela, *University of Strathclyde, UK*
Nadine Waehning, *York St John University, UK*

Exploring the Role of Wine in Destination Marketing: The Case of Verona

Roberta Capitello, *Department of Business Administration, University of Verona, Italy*
Lara Agnoli, *Department of Business Administration, University of Verona, Italy*
Steve Charters, *Groupe ESC Dijon Bourgogne, France*
Diego Begalli, *Department of Business Administration, University of Verona, Italy*

Why Wine Club Members Defect -- An Exploratory Study

Sandra Newton, *Sonoma State University, USA*

Linda Nowak, *California State University, Stanislaus, USA*

Session 11E. Marketing and Generations

Room: PBlue17

Session Chair: Bertrand Urien, *Université de Bretagne Occidentale, France*

A Model of Life Satisfaction: Similarities and Differences between the 50+ and the 18-29-year old Consumers in Germany

Tatjana Koenig, *HTW Business School, Germany*

Val Larsen, *James Madison University, USA*

Beatrix Dietz, *HWR Berlin, Germany*

Patrick Barthel, *Université de Lorraine, France*

Anna Gitin, *HTW Business School, Germany*

Speaking of Arts and Exhibitions with Generation Y Consumers

Wided Batat, *University Lyon 2, France*

Construction of Fatherhood within the Domestic Sphere: A Focus on Single Fathers

Mohamad Chour, *Lille 2 University, France*

Marie-Helene Fosse-Gomez, *Lille 2 University, France*

Session 11F. Marketing in an Extraordinary and Dynamic Marketplace

Room: PBlue18

Session Chair: Tamer Elsharnouby, *Qatar University, Qatar*

How Service Differentiation at the Store Level Impacts B2B Performance? Product-service Interplay Implications for Sales and Market Share in an Emerging Market

Marcos Inácio Severo De Almeida, *Federal University of Goiás / University of Brasília, Brazil*

Rafael Barreiros Porto, *University of Brasília, Brazil*

Ricardo Limongi França Coelho, *Federal University of Goiás, Brazil*

Factors Influencing Arab-origin Brands to Go Global

Dalia Abdelrahman Farrag, *Qatar University, Qatar*

Sahar Mohammed Raafat, *Northumbria University & Arab Academy for Science, Technology & Maritime Transport, Egypt*

Session 11G. Luxury Across Culture

Room: PRed03

Session Chair: Joy Kozar, *Kansas State University, USA*

Factors affecting Consumer's Purchase Intention of Luxury South Sea Pearls

Brian T Hart, *Curtin University, Australia*

Min Teah, *Curtin University, Australia*

Michael Lwin, *Curtin University, Australia*

Ian Phau, *Curtin University, Australia*

Tracking the Luxury Consumer Online: An Experimental Study on the Effectiveness of Site and Search Retargeting for Luxury Brands in China and The Netherlands

Shubin Yu, *Ghent University, Belgium*

Liselot Hudders, *Ghent University, Belgium*

Verolien Caubergh, *Ghent University, Belgium*

Emotions in Luxury Consumption: An Exploratory Comparison between Two Cultures

Wendy H.C. Chou, *UNCG, USA*

Byoungjo Jin, *UNCG, USA*

Session 11H. Social media: The Place To Be For New and "Dead" Products

Room: PBlue19

Session Chair: Agnes Helme-Guizon, *Grenoble IAE / CERAG UMR CNRS 5820, France*

Motives of Consumers who Participate in Social Media-based New Product Idea Contests

Fabian A. Geise, *Hochschule Niederrhein, Germany*

User-Generated Content in Product Customization: Taxonomies of Signs and Meanings and their Influence on Evaluations of Customized Products

Maria Antonietta Raimondo, *Department of Business Administration and Law, University of Calabria, Italy*

Stefania Farace, *Department of Marketing & Supply Chain Management, Maastricht University, Netherlands*

Gaetano Miceli, *Department of Business Administration and Law, University of Calabria, Italy*

Death Becomes Them: Examining Advertising Effects in Digital Bereavement Communities

Benjamin Boeuf, *Montpellier Business School, France*

Jessica Darveau, *HEC Montreal, Canada*

Session 11I. Social Identity, Culture, and Religion

Room: PRed08

Session Chair: Maud Damperat, *Grenoble Institute of Technology, CERAG CNRS UMR 5820, France*

An Exploration of Factors Influencing Chinese Consumers Expectations of Corporate Social Responsibility

Jinglu Zhang, *The University of Auckland, New Zealand*

Biljana Juric, *The University of Auckland, New Zealand*

Denise Conroy, *The University of Auckland, New Zealand*

Does one really fit all? Cultural Differences Experiencing E-Mobility

Marc Kuhn, *Cooperative State University Stuttgart, Germany*

Natalie de Jong, *Cooperative State University Stuttgart, Germany*

Do Religious Customers Skeptic Toward Sex Appeals in Ads?

Catur Sugianto, *IAE Aix Provence, Aix-Marseille Université, CERGAM (EA 4225), France*

Virginie de Barnier, *IAE Aix en Provence, Aix-Marseille Université, CERGAM (EA 4225), France*

Session 11J. Consumer Happiness, Variety-Seeking, and Confidence

Room: PBlue15

Session Chair: Jenni Sipila, *Lappeenranta University of Technology, Finland*

High Temperature Accelerates Variety-seeking Behavior?

Hung-Ming Lin, *Department of Business Administration, Minghsin University of Science and Technology, Taiwan*

Assessing Consumer Confidence from Online Sources

Maria Petrescu, *Nova Southeastern University, USA*

Costinel Dobre, *West University of Timisoara, Romania*

Selima Ben Mrad, *Nova Southeastern University, USA*

Imbalanced Spending and Happiness

I-Ling Ling, *Kaohsiung Medical University, Taiwan*

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

Jacob Y. H. Jou, *Kaohsiung Medical University, Taiwan*

Session 11K. **Special session: Best Practices in Marketing Research Today – A Q&A Session**

Room: PRed11

Session Chairs: Barry J. Babin, *Louisiana Tech University, USA*
Joe Hair, Jr., *Kennesaw State University, USA*

Best Practices and Trends in Academic Publishing Today

Barry J. Babin, *Louisiana Tech University, USA*

Best Practices in Marketing Research: Data Quality

David J. Ortinau, *USF, USA*

Best Practices in Marketing Research: Respondent/Sample Quality

Yasemin Atinc, *Texas A&M Commerce, USA*

Best Practices and Trends in Marketing Analytics

Joe Hair, Jr., *Kennesaw State University, USA*

Friday, July 22, 07:45 pm – midnight

Gala Dinner: Cruise on the Seine

Make own way to Quai de Javel (metro Javel-André Citroën station, line 10) for 07:45 pm boarding

INDEX

Aboulnasr, Khaled	4K, 6C	Barthel, Patrick	11E	Buratti, Nicoletta	9A
Abril, Carmen	8B	Basmanova, Oksana	7C	Burmans, Christoph	5B, 8E
Adil, Safaa	2J	Bastien, Christian	11A	Burnaz, Şebnem	7I
Agnoli, Lara	11D	Batat, Wided	1I, 10G, 11E	Cadario, Romain	5A
Aime, Isabelle	6B	Beard, Fred	10A	Cadogan, John W.	1C
Aksatan, Manolya	4E	Bebek, Gaye	6A	Caemmerer, Barbara	3G, 4D
Alam, Intekhab	9F	Becerra, Enrique P.	7H	Cambefort, Marine	2B
Albertini, Elisabeth	1B	Becheur, Imene	4F	Cambier, Fanny	2J
Alexander, Matthew	4D	Becker, Jan-Michael	5F	Canhoto, Ana	6A
Alexander, Nicholas	7B	Begalli, Diego	11D	Cantone, Luigi	4B
Alexiou, Kostas	2G	Beitelspacher, Lauren	8D	Cantù, Chiara	9A
Alhoqail, Saad	8K	Belaud, Lydie	11A	Capitello, Roberta	11D
Aliyev, Farhad	3C	Beldad, Ardion	4I, 10C	Caruana, Albert	10G
Aljafari, Abdullah	9B	Ben Dahmane Mouelhi, Norchene	1H	Casalinho, Gilmar	9C
Allen, Alexis	5D	Ben Mrad, Selima	11J	Casidy, Riza	2E
Allman-Farinelli, Margaret	1F	Ben Yahia, Imene	10H	Castéran, Herbert	8H
Almeida, Marcos Inácio Severo	11F	Benavent, Christophe	7C	Cauberghe, Verolien	11G
Al-Neama, Nasser	10H	Benito, Cédric	11C	Cepeda, Gabriel	5F
Amaro, Suzanne	1E	Bennett, Delancy	1I	Cesar Machado, Joana	4C
Amatulli, Cesare	9A	Benoit, Dries F.	4A	Challita, Sandra	6B
Amyx, Doug	3B, 9B, 10B	Berdahl, Loleen	2E	Champniss, Guy	10I
Andreu, Luisa	1E, 7J	Berger-Remy, Fabienne	1B, 6B	Chandrasen, Abhiram	7B
Andriuzzi, Andria	3J	Berriche, Amira	8A	Chang, Aihwa	9I
Anesa, Mattia	1I	Berthon, Pierre	4G	Chang, Chia-Ming	8H
Anokhin, Sergey	3G	Bettany, Prof Shona	1J	Chang, Shing-Wan	11C
Anthony, Moussa	7B	Bicen, Pelin	3G	Chao, Mike Chen-Ho	5G, 7H
Antonetti, Paolo	1I, 2E	Bigne, Enrique	7J, 10H	Charters, Steve	11D
Appelmann, Eva	2D, 4I	Biswas, Dipayan	10D	Chelariu, Cristian	4G
Arcand, Manon	7G	Black, Iain	5B	Chen, Chun	8H
Arkadan, Farah	4K	Blankson, Charles	2G, 4B, 6B	Chen, I-Chun	9C
Armansdottir, Guja	3B	Block, Martin	11B	Chen, Kuan-Yang	7J
Aroean, Lukman	10J	Boatswain, Marvyn	1G	Chen, Mei-Fang	11D
Ashraf, Abdul	8C	Bodet, Guillaume	6I	Cheng, Julian Ming-Sung	9F
Assaf, Cynthia	4J	Boeuf, Benjamin	11H	Cheng, Zhao-Hong	6I
Asseraf, Yoel	10G	Boivin, Caroline	5I	Cherif, Emna	2H, 11A
Atadil, Hilmi	6F	Bolander, Willy	5D, 8D	Chiang, Lanlung Luke	4K
Athaide, Gerard A	3D	Bonsu, Samuel K.	4G	Cho, Yoon-Na	5I, 7C
Atinc, Yasemin Ocal	11K	Borges, Adilson	8A, 10D	Chou, Wendy H.C.	11G
Audrezet, Alice	7G	Borgia, Daniel	7F	Chou, Yunhsin	4K
Aurier, Philippe	6B, 8B	Bourassa, Maureen	2I	Chour, Mohamad	11E
Aykol, Bilge	1C, 4E	Bourdeau, Brian	4D	Christodoulides, Paul	1C
Babin, Barry	2A, 3A, 7A, 10B, 11K	Bourdeau, Colleen	4D	Chu, Chih-Ying	4D, 1K
Babin, Laurie	8E, 9E	Bove, Liliana	2D, 6D	Chu, Hsunchi	6K
Baccino, Thierry	11A	Branco-Illo, Ines	6I	Chung, Christina	2C
Bachrach, Daniel	5D	Brandstaetter, Marion	4H, 6I	Claus, Bart	7I, 8K, 9K
Badrinarayanan, Vishag A.	7H	Braun, Corina	5H	Cliquet, Gerard	3H
Baecke, Philippe	4A	Breazeale, Mike	6A	Coelho, Ricardo Limongi França	11F
Baghdasaryan, Lilit	1J	Brée, Joël	9C, 10E	Cohen, Corine	9G
Bailly, Adrien	5J	Briegne, David	11A	Colin, Cécile	9E
Balbo, Laurie	8A	Brock, Christian	4D	Comino, Loïc	5J
Ballantine, Paul W.	3I, 8C	Brockett, Patrick	6F	Conroy, Denise	11I
Bambauer-Sachse, Silke	4G, 9E	Brown, Abraham	3F	Cornwell, Bettina	7E

Costa, Patricio	4C	Du, Shuili	2I	Germelmann, Claas Christian	
Costabile, Michele	9A	Durif, Fabien	5I		3J, 7E
Cottet, Patrice	9K	Ehrlich, Tsipora	1C	Geuens, Stijn	4A
Coussement, Kristof	4A	Einwiller, Sabine	10C	Ghanem, Shereen	1J
Cova, Bernard	4B	Ekinci, Yuksel	6A	Gilboa, Shaked	1G
Crié, Dominique	4E, 8A	El Amri, Dhouha	3D	Gil-Saura, Irene	3H, 5I, 9G
Crisafulli, Benedetta	6C	El-Aref, Nadia	1J	Gitin, Anna	11E
Cronin, J. Joseph	4D	Elgaaied, Leila	3I	Gnizy, Itzhak	1C
Cross, Samantha	5A	Elsharnouby, Tamer		Godefroit-Winkel, Delphine	4G
Cui, Charles Chi	5C, 9G		5C, 10F, 11F	Golden, Linda	6F, 10A
Czarnowski, Cecile	2D, 4I	Emontspool, Julie	5A	Goldring, Deborah	7C
Da Silveira, Catherine	5B	Eom, Hyo Jin	9G	Gollety, Mathilde	6C, 10E
Dahan, Gavriel	3G	Erasmus, Alet	3I	Gonzalez, Christine4K,	6I
Dai, Bo	6B	Ertz, Myriam	5I	Gonzalez-Jimenez, Hector	4C
Dalli, Daniele	9A	Esch, Dennis T.	5F	Gountas, Sandra	2B
Dall'Olmo Riley, Francesca	1H	Esper, Terry	5E	Graumans, Raissa	2I
Daly, Timothy	2F, 6G, 7H	Evanschitzky, Heiner	4D	Greyser, Stephen A	6E
Damay, Coralie	10E	Evers, Uwana	6G	Gricenko Wells, Ludmilla	7F
Damperat, Maud	8I, 11I	Ezan, Pascale	10E	Grier, Sonia	5A
Dang, Anh	9H	Fang, Cheng-Hsi	9H	Griffin, Mitch	7A
Darrat, Mahmoud	10B	Farace, Stefania	9H, 11H	Grigoriou, Nicholas	1B
Darveau, Jessica	11H	Farrag, Dalia Abdelrahman	11F	Grohs, Reinhard	7E, 8B
Daryanto, Ahmad	7B	Fastoso, Fernando	4C	Guda, Sridhar	9D
Davcik, Nebojsa S.	1B, 2G	Fay, Bradley	9C	Guizani, Haithem	4F
De Angelis, Matteo	9A	Federspiel, Esther	8C	Gupta, Aditya	8F
De Barnier, Virginie	1G, 5B, 11I	Feng, Shan	5G, 7H	Gurviez, Patricia	8A
De Bock, Koen W.	4A	Fernandes, Filipa	6G	Haas, Alexander	9B
De Canio, Francesca	9A	Fernandes, Teresa	6G, 10H	Hair Jr., Joe	5F, 11K
de Jong, Natalie	11I	Ferrandi, Jean-Marc	9K	Hamilton, Mitchell	1I, 9H
de Kerviler, Gwarlann		Ferreira, Bruno	10D	Hammedi, Wafa	2D
	1D, 2H, 4I, 7G	Ferrell, Linda	2A	Hammerschmidt, Maik	6F
de Ruyter, Ko	5E, 9H	Ferrell, Oc	2A	Hand, Chris	1H
Deans, Kenneth	11D	Flacandji, Michael	1A, 6H	Hanine, Salwa	2D
Decorps, Charlotte	4J	Fleck, Nathalie	7B, 8B	Hanot, Muriel	10E
Decrop, Alain	6F	Fletcher-Chen, Chavi C-Y	10B	Hardie, Timothy	6D
Del Barrio Garcia, Salvador		Fonseca, Ana	1E	Harms, Mackenzie	6A
	3E, 10A	Ford, John B.		Harness, David	1F
Demangeot, Catherine	5A		1J, 2A, 3A, 4J, 5J, 10A, 10H	Harrigan, Paul	6G
Demir, Pinar	2J	Foscht, Thomas	4H, 6I	Harris, Patricia	1H
Demoulin, Nathalie	2H, 8I, 9I	Fosse-Gomez, Marie-Helene	11E	Harrison, Robert	5A
Denis, Etienne	1J, 2F	Fotiadis, Thomas	1C	Hart, Brian T.	11G
Dent, Kendall	2F	Frankwick, Gary	7D, 9B	Hartmann, Nathaniel6D,	7D
Dézécot, Jonathan	7B	Frazer, Renaud	6J	Hasan, Md Rajibul	8F
Diallo, Mbaye Fall	8A	Fredette, Marc	11A	Hassan, Louise	3F, 4F
Dianoux, Christian	10A	Frethey-Bentham, Catherine		Hatton-Jones, Siobhan	6H
Dibb, Sally	6A		3A, 10H	Heath, Teresa	6I
Diehl, Sandra	8E	Fuentes-Blasco, Maria	2H, 3H	Hegner, Sabrina	4I
Diekmann, Larissa	4J	Fukukawa, Kyoko	4C	Heigl, Julia	7J
Dietz, Beatrix	11E	Galalae, Cristina	5A	Heinzle, Priska	9E
Dimitriu, Radu	10I	Gallin, Steffie	4J	Heitz-Spahn, Sandrine	3H
Diop-Sall, Fatou	8A	Gandhi, Triparna	2D	Helme-Guizon, Agnes	10H, 11H
Dobre, Costinel	11J	Gavard-Perret, Marie-Laure	8A	Hemar-Nicolas, Valérie	10E
Dodds, Rachel	8H	Geise, Fabian A.	11H	Henderson, Conor	6E
Droulers, Olivier	4F, 9E, 11A	Georgi, Dominik	8C	Henderson, Katie	7G
D'Souza, Clare	6K			Henke Jr, John	10B

Herrmann, Jean-Luc	10A	Keegan, Brendan	10C	Lin, Hung-Ming	11J
Herzog, Walter	6F	Kelly, Sarah	7E	Lin, Jiun-Sheng Chris	1K, 4D
Hochstein, Bryan	5D, 8D	Kemper, Joya A.	3I	Lin, Yu Hsiang	9H
Hoek, Janet	1F, 3F	Khaled Ahmad Ibrahim, Ghada		Ling, I-Ling	5H, 11J
Hofer, Katharina	7E		10E	Ling, Pamela	3F
Hofmann, Verena	1K, 3E	Kim, Jonghoon	2I	Liu, Annie H	7D
Holm, Signe Elisabeth	2B	Kim, Jung-Hwan	7G	Liu, Yifen	11J
Holmes, Yvette	8D	Kim, Minjeong	7G	Liu, Yi-Fen	5H
Holthaus, Christian	11C	Kipnis, Eva	4C, 5A, 6A	Lo Presti, Letizia	9C
Horbel, Chris	7E	Kirchner, Theresa A.	6F	Locander, William	8D
Hsiao, Cheng-Chieh	10C	Kivenzor, Gregory	9F	Lopes, Evandro	8J
Hsiao, Ming-Hsiung	11B	Klink, Richard R	3D	Lowe, Ben	8F
Hsieh, Huey-Hong	8H	Kodua, Prince	1G	Lubrano, Sabine	3B
Hsu, Hsuan-Yu	4K	Koenig, Tatjana	11E	Lund, Ragnar	6E
Hu, Hsin-Hui Sunny	9I	Koinig, Isabell	8E	Luostarinen, Anna	9G
Hu, Hsin-Yi	9I	Koku, Paul Sergius	2G	Lussier, Bruno	7D
Huang, Hsiu-Chin	8H	Koll, Oliver	8B	Lwin, Michael	9G, 11G
Huang, Min-Hsin	6I	Koo, Min Jung	3D	Lyngdoh, Teidorlang	9D
Huang, Shenhua	1E	Kour, Gurpreet	9J	Maar, Daniel G.	8J
Huang, Yu-Ting	4K	Kozar, Joy	3C, 11G	Macada, Antonio	9C
Huber, Frank	2D, 4I, 9K	Kraesgenberg, Anne-Lotte	4I	Macdonald, Emma K.	
Hudders, Liselot	11G	Krey, Nina	6J		4K, 5F, 6F, 10I
Huiszoon, Paul	6I	Krystallis, Athanasios	8I	Madhavaram, Sreedhar	3G
Hundt, Michael	10D	Kuehnl, Christina	1A	Magnoni, Fanny	10H
Hunt, Shelby D.	3G	Kuhn, Marc	11I	Maher, Amro	5C, 10F
Huo, Qunying	10C	Kwan, Ho Yan	4E	Mangan, John	7E
Hwang, Jiyoung	5I, 7C	Kwong, Kenneth	10F	Manika, Danae	6F
Hwang, San Young	3D	Lacoste-Badie, Sophie	6C, 11A	Manzur, Enrique	7I
Hynes, Niki	3G	Lam, Desmond	4E	Mardumyan, Anna	5J
Iazzolino, Gianpaolo	2H	Lanseng, Even	7I	Marino, Vittoria	9C
Ieva, Marco	9A	Laporte, Marie-Eve	1F, 4F, 6B	Marshall, Greg	2A
Ipek, Ilayda	4E	Larsen, Val	11E	Martin, Annabel	8A
Ireland, Michael	7E	Lavorata, Laure	8K	Martinent, Guillaume	6I
Iyer, Gopalkrishnan R.	8F	Le, Angelina Nhat Hanh	9F	Martínez Medina, Cinta	7C
Jain, Tinu	9J	Le Bon, Joel	9D	Masduki, Faranita Mustikasari	3J
Japutra, Arnold	6A	Le Nagard-Assayag, Emmanuelle		Massa, Charlotte	1A
Janssen, Catherine	2I, 4I		3D, 11B	Massarini, Monia	1H
Jayarathne, Menuka	6K	Leach, Mark P	7D	Massera, Laura	4G
Jeannot, Florence	8I	Leclercq, Thomas	2D, 5J	Mathieu, Anne	5D
Jimenez, Fernando	9F	Lee, Christopher	6H, 9C	Matthews, Lucy	5F
Jin, ByoungHo	11G	Lee, Joseph L.M.	2E	Matthews, Ryan	5F
Joerling, Moritz	5J	Lee, Julie	2H, 7H	Mau, Gunnar	1H, 6H
Johnson, Guillaume	5A	Lee, Sean	9J	Mazodier, Marc	6E
Johnston, Mark	5D, 9D	Lee, Zoe	2B	McKechnie, Sally	8G
Jolibert, Alain	8I	Leger, Pierre-Majorique	11A	Mejia, Victor	8B
Jones, Sandra	3F, 4F	Lei, Ping	8I	Meng, Juan	5I, 9E
Jongmans, Eline	8I	Leitold, Heike	4H, 6I	Mensah, Priscilla	1G
Jou, Jacob Y. H.	11J	Lemoine, Jean-François	2H, 11C	Merminod, Nathalie	5E
Juric, Biljana	11I	Leonidou, Leonidas	1C	Mesquita, José Marcos	7F
Kacha, Mathieu	2J	Leroux, Erick	8A	Meyer, Frederik	2D, 4I
Kalafatis, Stavros	1G, 4B	Li, Yi	10J	Miceli, Gaetano	11H
Kaltcheva, Velitchka	9H	Liang, Hawyi	1K, 4D, 9H	Michel, Geraldine	4B
Karampela, Maria	11D	Lichtle, Marie-Christine	9K	Miles, Morgan	6G
Kashyap, Rajiv	5G, 7H	Licsandru, Tana Cristina	5C	Mills, Adam	10G
Katsikeas, Costas	2A	Ligon, Gina	6A	Mimouni, Aida	4D

Min, Teah	6H	Paluch, Stefanie	5J	Raafat, Sahar Mohammed	11F
Minvielle, Morgane	11A	Pan, Po-Lin	5I, 9E	Rabbanee, Fazlul	11B
Mir, Raza	5G	Pantano, Eleonora	2H, 3D	Raimondo, Maria Antonietta	11H
Mishra, Prashant	1H	Pantoja, Felipe	6J	Rapp, Adam	5D
Mo, Ce	5E	Paquier, Marie-Catherine	8C	Rasmi, Sarah	7H
Moliner-Velázquez, Beatriz		Parameswaran, Ravi	10B	Ravoniarison, Aina	6C, 11C
	2H, 3H	Parente, Juracy	8J	Rebolledo, Claudia	5E
Mollen, Anne	6F	Parguel, Béatrice	3I	Regany, Fatima	5A
Monnot, Elisa	3I	Paris, Fanny	6K	Rehman, Varisha	7F
Morgan, Todd	2G, 3G	Parkinson, Joy	1F	Reiter, Lauren	3C, 10I
Morin-Delerm, Sophie	8C	Parry, Sara	3F	Renault-Bourgeon, Dominique	4E
Morrish, Sussie	7G	Parsa, H.G.	9I	Reniou, Fanny	3I
Moulard, Julie	7B	Paswan, Audhesh	10I	Rieple, Prof Alison	1J
Moulins, Jean-Louis	10I	Pauwels- Delassus, Véronique		Ringle, Christian M.	5F
Mourad, Siham	3C		9I, 4I	Ritchie, William	7F
Mourre, Marie-Laure	8A	Pauzé, David	7G	Ritz, Wendy	6D
Mrad, Mona	9G	Pecheux, Claude	2F, 10E	Robinson, Helen	1H
Mugel, Ophelie	8K	Pecot, Fabien	1G	Robson, Karen	10G
Muhlbacher, Hans	8B	Pei, Zhi	8I, 10I	Rocha, Gabriel	1E
Muk, Alexander	2C	Peinkofer, Simone	5E	Rodier, Francine	5I
Mullins, Ryan	5D	Pelet, Jean-Eric	1H	Rodriguez, Rocio	9D
Munten, Pauline	2I	Pentina, Iryna	7C, 10F	Rodriguez Valdez, Adriana	8G
Murai, Arisa	11C	Perry, Patsy	8G	Rodriguez-Canovas, Belen	8B
Myers, Chris	8I	Petrescu, Maria	7C, 11J	Roederer, Claire	1A, 8H
Nagpal, Anish	9C	Petrovici, Dan	8F, 10A	Roelens, Iris	4A
Naja, Maya	10E	Pez, Virginie	4D	Rohm, Andrew	9H
Nandakumar, Girish Sreevatsan		Phau, Ian	4H, 6H, 9G, 9J, 11G	Roldán, José L.	5F
	9H	Pich, Christopher	3B	Rollin, Robér	11C
Nemes, Mariann	5I	Picot-Coupey, Karine	4F	Román, Sergio	9D
Newell, Sue	4G	Piehler, Rico	5B, 8E	Rossi, Patricia	10J
Newton, Sandra	11D	Pin, Anne-Claire	4F	Roux, Elyette	2B
Nguyen, Bang	6A	Pisharodi, R. Mohan	10B	Rowley, Jenny	10C
Nguyen, Dong Phong	6G	Pitt, Leyland	10G	Roy, Rajat	11B
Nicholson, Michael	8F	Pitts, Robert	8H	Rufaidah, Popy	1B
Nitzl, Christian	5F	Plangger, Kirk	2B	Ruiz Mafe, Carla	10H
Nizam, Asmat	1C	Ple, Loic	10B	Ruiz-Molina, Maria-Eugenia	5I
Nollet, Jean	5E	Pleggenkuhle-Miles, Erin	6A	Rundle-Thiele, Sharyn	1F
Nowak, Linda	11D	Plichon, Véronique	9K	Sahagun, Miguel	10F
O'Leary, Kathleen	7C	Polo Peña, Ana Isabel	7C	Saint Clair, Julian	1I
Obaidalahe, Zakia	4E	Poncin, Ingrid	1H, 2D	Salerno, Francis	4E, 8A
Obal, Michael	9B, 10B	Popp, Bastian	7E	Salunke, Sandeep	5G
Obeidat, Zaid Mohammad	1H	Porcu, Lucia	3E	Sanz Blas, Silvia	10H
Ogbechie, Chris	8D	Porto, Rafael Barreiros	11F	Sarstedt, Marko	5F, 6F
Oliveira, João	1C	Pousa, Claudio	5D, 6D	Sarstedt, Marko	6F
Oltra, Enrique	7J	Prayag, Girish	7G	Satornino, Cinthia	5D
Ong, Derek Lai Teik	6C	Prentice, Catherine	8J, 9J	Schade, Michael	5B, 8E
Opare, Gertrude	4B	Prentovic, Sonja	1I	Schaffner, Dorothea	8C
Ortinau, David		Priporas, Constantinos	2H, 4H	Schatz, Lisa	3E
	2A, 3A, 6J, 7A, 11K	Profumo, Giorgia	9A	Schlittgen, Rainer	5F
Özçaglar-Toulouse, Nil	2A	Pullig, Chris	2C, 6A	Schmidt, Kristina	6F
Pache, Gilles	5E	Punjaisri, Khanyapuss	1F	Schramm-Klein, Hanna	
Padin, Carmen	7J	Quamina, La Toya	4B		1H, 6H, 11C
Palmer, Adrian	10C	Quester, Pascale	6E	Schreuder, Adré	3I
		Quintal, Vanessa	9J	Schröder, Frederik	7J
		Raies, Karine	8B, 10H	Schultz, Don	11B

Schwabe, Maria	3H	Swaen, Valérie	2I, 9I	Waebling, Nadine	11D
Schweizer, Markus	6H	Szocs, Courtney	10D	Wagner, Gerhard	1H
Seabra, Cláudia	1E	Taieb, Basma	1H	Wagner, Ralf	3C
Seger Guttman, Tali	1G	Tam, Leona	2H	Waiguny, Martin K.J.	8E
Sembada, Agung	2E	Tarjan, Tamas	7I	Waite, Kathryn	8G
Senecal, Sylvain	11A	Tarkiainen, Anssi	9E	Walsh, Gianfranco	3H
Senel, Meltem	7I	Tassiello, Vito	9A	Wang, Emma	4G
Sentis, Patrick	6B	Taylor, David	6G	Wang, Weisha	8B
Seock, Yoo-Kyoung	9G	Teah, Min	4H, 11G	Warlop, Luk	9K
Seret, Alex	4A	Terlutter, Ralf	8E	Warwitz, Claudius	8E
Servera-FrancÉS, David	3H, 9G	Testa, Pierpaolo	4B	Weerawardena, Jay	5G
Sharma, Kavita	10J	Thomas, Kevin	5A	Weitzl, Wolfgang	10C
Sharma, Piyush	1B, 2G, 11B	Thongpapanl, Narongsak	8C	Wetzels, Martin	9H
Shi, Fanjuan	1H	Tojib, Dewi	2E	Whitelock, Jeryl	10A
Shimul, Anwar Sadat	9G	Torres, Anna	4C	Wieland, Heiko	6D
Shin, Hyunju	2E	Toti, Jean-François	9I, 10I	Williams, Brent	5E
Shiu, Edward	4F	Totzek, Dirk	8J	Williamson, Harley	7E
Shoham, Aviv	1C, 3G, 7A	Tran, Mai Dong	6G	Wilson, Hugh N.	4K, 5F, 6F, 10I
Siadou, Beatrice	4K	Trepanier, Carole	5D	Wincent, Joakim	3G
Silva, Carla	1E	Trinh, Giang	4E, 5H	Wong, Anthony	9J
Silva, Cristina	7F	Trizzulla, Caterina	1J	Wong, Huen	4E
Simkin, Lyndon	6A	Troiville, Julien	3H	Wong, Ipkin Anthony	8J
Simoes, Claudia	5B	Tronch, Jose	10H	Woodroof, Parker	2F
Simon, Françoise	1A, 7H	Tsarenko, Yelena	2E	Woracek, Samantha	6A
Singh, Jaywant	4B, 4G, 6C	Tseng, Timmy	9I	Wu, Hinyung	4K
Sipila, Jenni	6K, 11J	Tsou, Hung-Tai	4K	Wu, Laurie	6H
Sirakaya-Turk, Ercan	6F	Tu, Lingjiang	2C	Xiao, Sarah Hong	8F
Siu, Noel Y.M.	2E, 4E	Tung, Pei-Ju	9K	Yacout, Omneya	1J
Slater, Stephanie	3A, 5C, 10H	Tuzovic, Sven	5H	Yan, Ruiliang	8I
Smith, Ronn	5E	Tynan, Caroline	6I	Yang, Xin	2C
Smith, Wayne	8H	Tzannis, Alessandra	9A	Yani-De-Soriano, Mirella	8F
Sneddon, Joanne	2F	Ulubaşođlu, Gonca	7I	Yap, Wei Xin	6C
Sohi, Ravipreet	8F	Umemura, Maki	5C	Yildiz, Héléne	3H
Sohier, Romain	9C	Uribe, Rodrigo	7I	You, Ya-Ting	7J
Sokolova, Tatiana	10J	Urien, Bertrand	11E	Youn, Nara	3D
Song, Chanho	2G	Ürkmez, Taylan	3C	Youness, Chebli	4H
Sonnenberg, Nadine	3I	Urrutikoetxea Arrieta, Beñat	7C	Yu, Shubin	11G
Sorace, Stefano	2H	Uzo, Uchenna	8D	Yu, Ting	5E
Soutar, Geoffrey	2H, 7H	Vacas de Carvalho, Leonor	4C	Yu, Ui-Jeen	8G
Spahn, Sandrine	3H	Vale, Leonor	10H	Zainuddin, Nadia	2F
Spielmann, Nathalie	5C	Valette-Florence, Pierre	3C, 4H, 8A	Zeitoun, Valerie	3J
Spry, Louise	3B	Van Auken, Stuart	7F	Zhang, Jinglu	11I
Steils, Nadia	2D, 4E	van Laer, Tom	9H	Zhang, Tracy Jun-Feng	4E
Steinmann, Sascha	1H, 6H, 11C	Vargo, Stephen	6D	Zhang, Xiaodi	2I
Stock, Ruth Maria	11C	Varotto, Luis	8J	Zhu, Xia	10B
Stokburger-Sauer, Nicola	1K, 3E	Vasquez-Parraga, Arturo	10F	Zidda, Pietro	2H
Strieder, Kerstin	9K	Veloutsou, Cleopatra	2A, 5B	Ziliani, Cristina	9A
Stuebiger, Nina	9B	Veres, Zoltan	7I	Zniva, Robert	10C
Sugiarto, Catur	10I, 11I	Virginie, De Barnier	7B	Zukowska, Joanna	1H
Sulliavan Mort, Gillian	6K	Viswanathan, Vijay	11B		
Sundqvist, Sanna	6K	Vlachos, Ilias	5E		
Suprin, Emmanuelle	7G	Vlad, Zaharia	8I		
Suri, Rajneesh	7H	Vlahos, Aphrodite	6D		
Sutrisna, Elaine	4H	Voss, Glen	5G		
Svensson, Goran	7J				