2016
Academy of Marketing Science ®

19th World Marketing Congress

Marketing at the Confluence between Entertainment and Analytics


Paris

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Hosted by

IESEG
School of Management
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-François 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**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>02:00 – 05:00 pm</td>
<td>Registration, La Grande Arche Reception</td>
</tr>
<tr>
<td>05:00 – 06:30 pm</td>
<td>Pre-Conference Reception, Room: PBlue45</td>
</tr>
</tbody>
</table>

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**DAILY HIGHLIGHTS • Wednesday, July 20, 2016**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00 am – 05:30 pm</td>
<td>Registration, La Grande Arche Reception</td>
</tr>
<tr>
<td>09:00 – 10:30 am</td>
<td>Sessions 1A to 1K</td>
</tr>
<tr>
<td>10:30 – 11:00 am</td>
<td>Refreshment Break, Room: PBlue45</td>
</tr>
<tr>
<td>11:00 am – 12:30 pm</td>
<td>Sessions 2A to 2J, including Meet the Editors, Room: PRed11</td>
</tr>
<tr>
<td>12:30 – 02:00 pm</td>
<td>Picnic lunch – lunchbox to be collected from PBlue45</td>
</tr>
<tr>
<td>02:00 – 03:30 pm</td>
<td>Sessions 3A to 3J</td>
</tr>
<tr>
<td>03:30 – 04:00 pm</td>
<td>Refreshment Break, Room: PBlue45</td>
</tr>
<tr>
<td>04:00 – 05:30 pm</td>
<td>Sessions 4A to 4K</td>
</tr>
<tr>
<td>06:00 – 07:30 pm</td>
<td>Welcome Reception, Apogé Wine Bar, Esplanade de la Défense</td>
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<tr>
<td></td>
<td>Dinner on your own</td>
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</tbody>
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**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. Davčik, *ISCTE Business School, Portugal*
  Piyush Sharma, *Curtin University, Australia*
  Nicholas Grigoriou, *Monash University Malaysia, Malaysia*
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: Gwarlann 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 Punjaishi, Brunel University London, UK
David Hamness, 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'Olmo 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
Norchen 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 1. 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
Liili 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

- 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  
Fredrik Meyer, Johannes Gutenberg University Mainz, Germany  
Eva Appelmann, Johannes Gutenberg University Mainz, Germany  
Cecile Czarnowski, Johannes Gutenberg University Mainz, Germany

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**  
Triparna 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 Davcik, 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
Gwarlann De Kervilier, 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 Armanndottir, Nottingham Trent University, UK

Creating and Developing Local Political Brand Identity: A Constituency Focus
Christopher Pich, Nottingham Trent University, UK
Guja Armanndottir, 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 Urkmez, 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-Garcia, 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
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

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 Retailers Patronage
Julien Troiville, Université de Rennes, France
Gerard Cliquet, Université de Rennes, 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


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
Patricio 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 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

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

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

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.
Thursday, July 21

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, *IÉSEG 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 Satornino, Northeastern University, USA

Session 5E. Organizational Perspectives in Supply Chain and Distribution Management
Room: PBlue16
Session Chair: Gilles Pache, Aix Marseille Universite, 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 Schol 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 â€“ An Empirical Study on Future Development and Selected Concepts**
Montz 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: PRen07
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 â€“ 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 Herzig, 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: PR08
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 Martinent, Université Claude Bernard Lyon-1, France
Guillaume Bodel, 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-Ilodo, 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 Sullivan 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
Abhirarm 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 Dézécot, Université du Maine, France
Nathalie Fleck, Université 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 Cases 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
François 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.
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 Berniche, *LEM Research Center, UMR CNRS 9221, IAE-University of Lille 1, France*
Dominique Créé, *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 Mourre, *Institut Supérieur de Gestion, France*
Patricia Gurviez, *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, IÉSEG 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
Ipkin 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 â€“ The Role of Independent Test Results and Predesposition 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-Francès, 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 Quinalt, 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, LARGECIA, LEMNA, France
Marie-Christine Lichte, 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 Loraine, France
Christian Dianoux, University of Loraine, 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

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: Pre07
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: PRRed03
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*

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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*

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 Briegue, 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 Rabbanee, 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-François 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

Marcos Inácio Severo De Almeida, Federal University of Goiás / University of Brasília, Brazil
Rafael Barreiros Porto, University of Brasilia, 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

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 Cauberghe, Ghent University, Belgium
Emotions in Luxury Consumption: An Exploratory Comparison between Two Cultures
Wendy H.C. Chou, UNCG, USA
Byoungho 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 Sugiarto, 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
Costin 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
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

Aboulناسر, خليد 4K, 6C
Abri, Carmen 8B
Adil, Safaa 2J
Agnoni, Lara 11D
Aksatan, Manolya 4E
Alam, Intekhab 9F
Albertini, Elisabeth 1B
Alexander, Matthew 4D
Alexander, Nicholas 7B
Alexiou, Kostas 2G
Alhozail, Saad 8K
Aliyev, Farhad 3C
Aljafari, Abdullah 9B
Allen, Alexis 5D
Allman-Farinelli, Margaret 1F
Almeida, Marcos Inácio 1J
Severo 11F
Al-Neama, Nasser 10H
Amaro, Suzanne 1E
Amatulli, Cesare 9A
Amyx, Doug 3B, 9B, 10B
Andreu, Luisa 1E, 7J
Andriuzzi, Andria 3J
Anesa, Mattia 1I
Anokhin, Sergey 3G
Anthony, Moussa 7B
Antonetti, Paolo 1I, 2E
Appelmann, Eva 2D, 4I
Arcand, Manon 7G
Arkadan, Farah 4K
Armanassdottr, Guja 3B
Aroen, Lukman 10J
Ashraf, Abdul 8C
Assaf, Cynthia 4J
Asseraf, Yoel 10G
Atadil, Hilmi 6F
Athaida, Gerard A 3D
Atinc, Yasmín Ocal 11K
Audrezet, Alice 7G
Aurier, Philippe 6B, 8B
Aykol, Bilge 1C, 4E
Babin, Barry2A, 3A, 7A, 10B, 11K
Babin, Laurie 8E, 9E
Baccino, Thierry 11A
Bachrach, Daniel 5D
Badrinarayanan, Vishag A. 7H
Baecke, Philippe 4A
Baghdasaryan, Lilit 1J
Bailly, Adrien 5J
Balbo, Laurie 8A
Ballantine, Paul W. 3I, 8C
Bambauer-Sachse, Silke 4G, 9E
Barthel, Patrick 11E
Basmanova, Oksana 7C
Bastien, Christian 11A
Batat, Wided 1I, 10G, 11E
Beard, Fred 10A
Bebek, Gaye 6A
Becerra, Enrique P. 7H
Becheur, Imene 4F
Becker, Jan-Michael 5F
Begalli, Diego 11D
Beitelspacher, Laurent 8D
Belaud, Lydie 11A
Beldad, Ardion 4I, 10C
Ben Dahmane Mouelhi, Norchene 1H
Ben Mraad, Selima 11J
Ben Yahia, Imene 10H
Benavenet, Christophe 7C
Benito, Cédric 11C
Bennett, Delancy 1I
Benoit, Dries F. 4A
Berdahl, Loreen 2E
Berger-Remy, Fabienne 1B, 6B
Berriche, Amira 8A
Berthom, Pierre 4G
Bettnay, Prof Shona 1J
Bicen, Pelin 3G
Bigne, Denise 11J
Bisis, Dipayan 1D
Black, Iain 5B
Blankson, Charles 2G, 4B, 6B
Boatswain, Marvyn 1G
Bodet, Guillaume 6I
Beouf, Benjamin 11H
Bovin, Caroline 5I
Bolander, Willy 5D, 8D
Bonsu, Samuel K. 4G
Borges, Adilson 8A, 10D
Borgia, Daniel 7F
Bourassa, Maureen 2I
Bourdeau, Brian 6D
Bourdeau, Colleen 4D
Bove, Liliana 2D, 6J
Brancosillo, Ines 6I
Brandstätter, Marion 4H, 6J
Braun, Corina 5H
Breazale, Mike 6A
Bré, Joël 9C, 10E
Briegue, David 11A
Brock, Christian 4D
Brockett, Patrick 6F
Brown, Stephen 3F
Buratti, Nicoletta 9A
Burmann, Christoph 5B, 8E
Burnaz, Šebnem 7I
Cadario, Romain 9C
Cagodan, John W. 1C
Campbell, Marine 2B
Camarbe, Fanny 5F
Canhoto, Ana 6A
Cantone, Luigi 4B
Cantú, Chiara 9A
Capitello, Roberta 11D
Caruana, Albert 10G
Casalinho, Gilmar 9C
Casidy, Riza 2E
Caste, Renart, 8H
Caubergh, Verolien 11G
Cepeda, Gabriel 5F
Cesar Machado, Joana 4C
Challita, Sandra 6B
Champniss, Guy 10I
Chandrasen, Abhiram 7B
Chang, Ah-hwa 9I
Chang, Chia-Ming 8H
Chang, Shing-Wan 11G
Chao, Mike Chen-Ho 5G, 7H
Charters, Steve 11D
Chelariu, Cristian 4G
Chen, Chun 8H
Chen, I-Chun 9C
Chen, Kuan-Yang 7J
Chen, Mei-Fang 11D
Cheng, Julian Ming-Sung 9F
Cheng, Zhao-Hong 6I
Cherif, Emma 2H, 11A
Chiang, Lanlung Luke 4K
Cho, Yoon-Na 5I, 7C
Chow, Wayde H.C. 11G
Chow, Yunshin 4K
Chour, Mohamad 11E
Christodoulides, Paul 1C
Chu, Chih-Ying 4D, 1K
Chu, Hsunchi 6K
Chung, Christina 2C
Claus, Bart 7I, 8K, 9K
Clignet, Gerard 3H
Coelho, Ricardo Limongi França 1F
Cohen, Corine 9G
Colin, Cécile 9E
Comino, Loïc 5Ja
Conroy, Denise 11J
Cornwell, Bettina 7E
<table>
<thead>
<tr>
<th>Name</th>
<th>Gender</th>
<th>Initials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Katsikeas, Costas</td>
<td></td>
<td>K</td>
</tr>
<tr>
<td>Hofer, Katharina</td>
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<td>H</td>
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<td>Hofmann, Verena</td>
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<td>Holm, Signe Elisabeth</td>
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<td>Holmes, Vyette</td>
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<td>Holthaus, Christian</td>
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<td>Hsiao, Cheng-Chieh</td>
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<td>Hsia, Ming-Hsiung</td>
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<td>Hsieh, Huey-Hong</td>
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<td>Huang, Yu-Ting</td>
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<td>Hudders, Liselot</td>
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<td>Huiszoon, Paul</td>
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<td>Hwang, Jiyoung</td>
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<td>Hwang, San Young</td>
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<td>Hynes, Niki</td>
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<td>ileva, Marco</td>
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<td>Ipeik, Ilayda</td>
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<td>Ireland, Michael</td>
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<td>Iyer, Gopalkrishnan R.</td>
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<td>Jain, Tinu</td>
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<td>Japutra, Arnold</td>
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<td>J</td>
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<td>Janssen, Catherine</td>
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<td>Jayaratne, Menuka</td>
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<td>Jeannot, Florence</td>
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<td>Jimenez, Fernandez</td>
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