



11th EMAC

regional conference

Challenging
the status quo
in marketing
research

September 16-19, 2020
Zagreb, Croatia



University of Zagreb
Faculty of
Economics & Business

Conference Program and Book of Abstracts



TABLE OF CONTENTS

1.	Welcome by the conference chairs	4
2.	Conference overview	5
2.1.	Conference history	5
2.2.	Organizing institutions (FEB & EMAC)	6
2.3.	Organizing Committee	7
2.4.	Program Committee	8
2.5.	Reviewers	9
2.6.	Session chairs	12
2.7.	General information	13
3.	Early researcher symposium	14
4.	Conference Program	15
5.	Keynote speakers	32
6.	Social events	35
7.	Abstracts of competitive papers	36
8.	Abstracts of poster session papers	73
9.	Acknowledgments	78
10.	List of participants	79

1. WELCOME BY THE CONFERENCE CHAIRS

Dear colleagues,

Welcome to the 11th EMAC Regional Conference 2020, the first EMAC conference held online. We are sorry we could not physically welcome you in our beautiful city of Zagreb but we did our best to provide opportunities to experience Zagreb and Croatia through pictures, videos, music and online hospitality.

In a sense, this is the second time that the Faculty of Economics & Business Zagreb is organizing this conference. We were the first ones to accept the initiative from the University of Maribor to bring together researchers from the CEE region in one conference and organized the 2nd Marketing Theory Challenges in Transitional Economies Conference in Zagreb in 2008. We are proud that in the past 12 years, the conference has grown considerably and that EMAC decided to support this initiative. The goal of this year's conference is to additionally empower researchers from developing countries all over the world by presenting new research opportunities that are, with the development of technology, available to use in marketing research and hopefully foster new insights and collaborations.

For us, 2020 is the year when our faculty is celebrating a big anniversary – 100 years of its existence, knowledge generation, inspiration and education of experts in Croatia and abroad. Unfortunately, so far, it has also been a year of the global pandemic and shattering earthquake in Zagreb, which has caused a lot of damage to the city and our faculty premises. However, we have decided to look at this year and all the challenges as a new opportunity and focus all our efforts on adapting to the "new normal". In a sense, the theme of the conference - "Challenging the status quo in marketing research" - is appropriate and can be extended to challenging the status quo in organizing conferences. However, we all hope that online conferences will not become the dominant model of the future because we like to travel and socialize but for now let us make the most of it.

Having said that, the 11th EMAC Regional Conference 2020 is a conference of many "firsts", to name a few:

- The first online conference organized by EMAC
- The first (and hopefully the last) EMAC conference organized during a global pandemic
- The first conference to host a Pre-conference Early Researcher Symposium in collaboration with Vesna Žabkar and Luk Warlop to help early-career researchers gain additional knowledge on doing great research (and publishing it)
- The first conference with Conference Proceedings to be indexed in Web of Science – a practice we hope will continue in the future.

The 11th EMAC Regional Conference will last four days and will cover many interesting topics that are focused on challenging the status quo in marketing research. The conference kicks off with the Early Researcher Symposium, followed by two days of competitive paper presentations on a wide variety of topics organized in 28 sessions and five parallel tracks, and two poster sessions. Each day we offer exciting and inspirational keynote speeches that will explore different and current topics in marketing research. Finally, since all researchers want to publish, on the last day of the conference we offer a Meet-the-editors session with four experienced editors who will share their views and advice on publishing in their journals. On Thursday evening, we offer a stand-up comedy session because we must not forget to laugh. ☺

We hope you will enjoy all the activities we have prepared and that your participation in the conference will be intellectually stimulating and impactful.

The Organizing Committee of the 11th EMAC Regional Conference welcomes you to the "new normal" online conference!

Morana Fudurić & Sandra Horvat
Organizing Committee Chairs

2. CONFERENCE OVERVIEW

2.1. CONFERENCE HISTORY

The history of the EMAC Regional conference dates back to 2007 when a group of scholars from the University of Maribor decided to launch a conference series under the name "Marketing Theory Challenges in Transition Economies – MTC". The goal of the conference was to gather scholars from CEE countries that face similar challenges when it comes to scientific research and to enhance discussion on marketing issues in emerging economies.

The idea was welcomed by the Faculty of Economics & Business, University of Zagreb where the 2nd MTC conference was held in 2008. The third and the last conference under the original name was organized by the Faculty of Economics and Business, University of Maribor in 2009. Due to its growth and success in 2010 the MTC conference was embraced by EMAC and gained the present name "EMAC Regional Conference – Marketing Theory Challenges in Emerging Markets". The first conference under the EMAC name was organized in Budapest (Hungary), followed by Iași (Romania) in 2011, Belgrade (Serbia) in 2012, St. Petersburg (Russia) in 2013 and Katowice (Poland) in 2014. The 6th EMAC Regional Conference in 2015 was held in Vienna and it was the first and so far the only conference organized in non-transitional country. Following years the EMAC Regional conference was organized in Sarajevo (Bosnia and Herzegovina) in 2016, Timisoara (Romania) in 2017, Prague (Czech Republic) in 2018 and St. Petersburg (Russia) in 2019.

2.2. ORGANIZING INSTITUTIONS (FEB & EMAC)

University of Zagreb was founded in 1669, among the first of universities in Europe.

The Faculty of Economics & Business Zagreb was founded in 1920; hence, it represents the oldest institution of higher education in economics in this part of Europe as a part of the University of Zagreb.

The Faculty offers undergraduate and graduate degree programs, as well as the postgraduate doctoral and specialist studies in the field of economics and business. The Faculty hosts many conferences and publishes scientific journals. It is also an important factor in Croatian economy. Today, the Faculty of Economics & Business Zagreb is the leading and the largest institution of higher education for entrepreneurial education in the Region. It is the only higher-education



institution in Croatia that has been awarded both the **AACSB and EPAS accreditation**.

The European Marketing Academy (EMAC) is a professional society for people involved or interested in marketing theory and research established in 1975. The purpose of the European Marketing Academy is to provide a society for persons professionally concerned with or interested in marketing theory and research. Its aims are to serve as the core of a communication network for disseminating information and promoting international exchange in the field of marketing.

At present, the Academy has over 1000 members from more than 57 different countries in all five continents.

EMAC Events:

- **Annual Conference:** Hosted by major universities or scientific institutes all over Europe, the Annual Conference provides a yearly forum for the presentation and discussion of research projects in various stages of development.
- **Doctoral Colloquium:** Held during the same week and at the same place as the Annual Conference, the Doctoral colloquium provides outstanding doctoral students in marketing who want to pursue a career in academics with an opportunity to discuss their dissertation research with other doctoral students and leading academics in the field of marketing.
- **Regional Conference:** The conference is aimed to attract researchers interested in marketing issues in changing and growing markets, and issues regarding a regional perspective. All types of research approaches are welcome. Further it wants to serve the marketing communities of transition societies and interested researchers, as a natural event of communication and meeting point.

2.3. ORGANIZING COMMITTEE



Assistant professor **Morana Fudurić**, Ph.D.
(Organizing committee chair)



Assistant professor **Sandra Horvat**, Ph.D.
(Organizing committee chair)



Postdoctoral researcher **Tanja Komarac**, Ph.D.



Associate professor **Vatroslav Škare**, Ph.D.



Anne-Laure Marteaux, EMAC executive secretary

2.4. PROGRAM COMMITTEE

Arslanagić-Kalajdžić Maja	School of Economics and Business, University of Sarajevo, Bosnia and Herzegovina
Babić-Hodović Vesna	School of Economics and Business, University of Sarajevo, Bosnia and Herzegovina
Bauer András	Corvinus, University of Budapest, Hungary
Bijmolt Tammo	University of Groningen, Netherlands
Brakus Joško	Leeds University Business School, United Kingdom
Brzovska Ezeni	Ss. Cyril and Methodius University in Skopje Faculty of Economics-Skopje, Republic of North Macedonia
Diamantopoulos Adamantios	Faculty of Business, Economics & Statistics, University of Vienna
Fudurić Morana	University of Zagreb, Faculty of Economics & Business, Croatia
Horvat Sandra	University of Zagreb, Faculty of Economics & Business, Croatia
Kadić-Maglajlić Selma	Copenhagen Business School, Denmark
Kenesei Zsófia	Corvinus University of Budapest, Hungary
Keszei Tamara	Corvinus University of Budapest, Hungary
Mandelli Andreina	SDA Bocconi School of Management, Italy
Marinov Marin A.	University of Gloucestershire, United Kingdom
Marinova Svetla	Aalborg University, Denmark
Mastowska Ewa	University of Illinois at Urbana-Champaign, USA
Ognjanov Galjina	Faculty of Economics, University of Belgrade, Serbia
Orzan Mihai	Faculty of Marketing, Bucharest University of Economic Studies, Romania
Ozretić Došen Đurđana	University of Zagreb, Faculty of Economics & Business, Croatia
Pavičić Jurica	University of Zagreb, Faculty of Economics & Business, Croatia
Rebiazina Vera	School of Business Administration, National Research University Higher School of Economics, Russia
Schuh Arnold	Vienna University of Economics and Business, Austria
Šerić Maja	University of Valencia, Spain
Smirnova Maria M.	Graduate School of Management, St. Petersburg State University, Russia
Szymura-Tyc Maja	University of Economics in Katowice, Poland
Troilo Gabriele	SDA Bocconi School of Management, Italy
Urbonavičius Sigitas	Faculty of Economics, Vilnius University, Lithuania
van Bruggen Gerrit	Rotterdam School of Management, Erasmus University, Netherlands
Wagner Udo	Faculty of Business, Economics and Statistics, University of Vienna
Warlop Luk	Norwegian Business School, Norway
Žabkar Vesna	School of Economics and Business, University of Ljubljana, Slovenia
Honorable Programme Committee Members (in alphabetical order):	
Berács József	University of Applied Sciences Kecskemét and Corvinus, University of Budapest, Hungary
Mumel Damijan	University of Maribor, Faculty of Economics and Business, Slovenia
Snoj Boris	University of Maribor, Faculty of Economics and Business, Slovenia

2.5. REVIEWERS

Reviewer Lastname	Reviewer Firstname	Reviewer Affiliation
Ahmed	Faheem	Université Grenoble Alpes
Al-Ababneh	Mukhles	Al-Hussein Bin Talal University
Alen	Elisa	University Of Vigo
Alvino	Letizia	Nyenrode University
Arslanagic-Kalajdzic	Maja	University Of Sarajevo
Ashill	Nick	American University Of Sharjah
Aw	Eugene	Universiti Putra Malaysia
Azer	Jaylan	University Of Glasgow
Bellion	Amélie	Université Rennes 2
Bhardwaj	Neha	School Of Business Studies, Sharda University, India
Bravo	Rafael	Universidad De Zaragoza
Brecic	Ruzica	University Of Zagreb, Faculty Of Economics And Business
Budzanowska-Drzewiecka	Matgorzata	Jagiellonian University
Candemir	Aykan	Ege University/Faculty Of Economics And Administrative Sciences
Chang	Shing-Wan	Middlesex University London
Claus	Bart	Iseeg School Of Management
Csordás	Tamás	Corvinus University Of Budapest
Cutura	Marija	University Of Mostar
Dairo	Adeolu	Faculty Of Business And Economics, University Of Pecs
Díaz	Estela	Comillas Pontifical University
Didonet	Simone	Federal University Of Paraná
Dirsehan	Taşkin	Marmara University/Faculty Of Business Administration
Dizdarevic	Amela	Aston Business School
Dominique-Ferreira	Sergio	Polytechnic Institute Of Cavado And Ave
Drašković	Nikola	University Of Rijeka, Faculty Of Economics
El Shamandi Ahmed	Khaled	University Of Reading
Estima	Ana	University Of Aveiro
Frau	Moreno	Corvinus University Of Budapest
Fuduric	Morana	University Of Zagreb, Faculty Of Economics & Business Zagreb
Galvão	Susana	College Of Business Administration/Polytechnic Institute Of Setubal
Gao	Lily(Xuehui)	University Of Zaragoza
Gáti	Mirkó	Corvinus University Of Budapest
Gheorghe	Iuliana	Carol Davila University Of Medicine And Pharmacy, Bucharest
Gidaković	Petar	Faculty Of Economics, University Of Ljubljana

2.5. REVIEWERS

Grigorian	Narek	Cass Business School, University Of London
Hakala	Ulla	Turku School Of Economics, University Of Turku
Hofmann	Julian	Normandie Business School
Horvat	Sandra	University Of Zagreb, Faculty Of Economics & Business
Hunjet	Anica	University North
Hwang	Eun	Indiana University Of Pennsylvania
Ibáñez-Sánchez	Sergio	Universidad De Zaragoza
Ieva	Marco	University Of Parma
Jamal	Ahmad	Cardiff University Uk
Jung	Minah	New York University
Ketelaar	Paul	Radboud University
Khoa	Do	University Of Houston
Komarac	Tanja	University Of Zagreb, Faculty Of Economics & Business
Konnikova	Olga	Saint-Petersburg State University Of Economics
Kottika	Efthymia	University Of Economics, Prague
Kriegl	Bettina	University Of Applied Sciences Ingolstadt
Krupka	Zoran	University Of Zagreb, Faculty Of Economics & Business
Kursan Milaković	Ivana	University Of Split, Faculty Of Economics, Business And Tourism
Kwiatek	Piotr	American University Of The Middle East
Li	Changxu	Peking University Hsbc Business School
Lopez Sanchez	Jose Angel	Universidad De Extremadura
Lučić	Andrea	Faculty Of Economics And Business
Makienko	Igor	University Of Nevada Reno
Mandler	Timo	Toulouse Business School
Martinelli	Elisa	University Of Modena And Reggio Emilia - Department Of Economics Marco Biagi
Masłowska	Ewa	University Of Illinois At Urbana Champaign
Mayer	Stefan	University Of Tübingen
Menidjel	Choukri	University Of Larbi Tebessi, Tebessa, Algeria
Micevski	Milena	University Of Vienna
Misra	Shekhar	Grenoble Ecole De Management
Mujkić	Alisa	School Of Economics And Business Sarajevo
Nasa	Jayant	Indian Institute Of Management Udaipur
Naumov	Nick	University Of Northampton
Omar	Suha	De Montfort University
Ozcan	Basar	Ozyegin University
Özhan	Şeniz	Namık Kemal University Çorlu Vocational School
Ozretic-Dosen	Durdana	University Of Zagreb, Faculty Of Economics & Business, Marketing Department

2.5. REVIEWERS

Paetz	Friederike	Clausthal University Of Technology
Pandža Bajs	Irena	Faculty Of Economics And Business - University Of Zagreb
Patsiotis	Athanasios	Deree College, The American College Of Greece
Petrescu	Maria	Icn Business School Artem, Cerefige Laboratoire, Nancy, France
Piri Rajh	Sunčana	University Of Zagreb, Faculty Of Economics & Business
Qiu	Chun	Wilfrid Laurier University
Rai	Krupa	Somaiya Vidyavihar University
Ramos	Célia	Esght - Universidade Do Algarve
Sahin	Fatih	Bandirma Onyedi Eylul University
Salazar	Ana	Universidade Fernando Pessoa
Sánchez-Fernández	Raquel	University Of Almería
Sancho-Esper	Franco	Department Of Marketing, University Of Alicante (Spain)
Scalabrini	Elaine	Universidade Do Minho
Schultz	Carsten	Kiel University
Seric	Maja	Unievrsity Of Valencia
Shanks	Ilana	Stony Brook University
Shuqair	Saleh	Nova Information Management School
Silveira	Paulo	Esce-Ips
Singla	Vikas	Punjabi University Patiala
Sipilä	Jenni	Lut University
Skare	Vatroslav	University Of Zagreb, Faculty Of Economics & Business
Smit	Willem	Asia School Of Business In Collaboration With Mit Sloan
Soliman	Meikel	Leuphana University Lüneburg
Spinks	Wendy	University Of The Sunshine Coast
Sredl	Katherine	Loyola University Chicago
Sunaga	Tsutomu	School Of Business Administration, Kwansei Gakuin University
Tezak Damijanac	Ana	Institute Of Agriculture And Tourism
Toon	Mark	Cardiff University
Tsougkou	Eleni	University Of Strathclyde
Valor	Carmen	Universidad Pontificia Comillas
Warlop	Luk	Bi Norwegian Business School
Wieluch	Marina	Bundeswehr University Munich
Xara-Brasil	Duarte	Instituto Politécnico De Setúbal
Yu Kerguignas	Jie	Université De Fribourg
Yumurtacı Hüseyinoğlu	Işık Özge	Izmir University Of Economics
Zhu	Xia	Lecturer In Marketing, Faculty Of Business And Law, The Open University
Žmuk	Berislav	Faculty Of Economics & Business, University Of Zagreb

2.6. SESSION CHAIRS

Lastname	Firstname	Affiliation
Awdziej	Marcin	Kozminski University
Bijmolt	Tammo	University of Groningen
Bourdin	David	FHWien der WKW
Brakus	J. Joško	University of Leeds
Brecic	Ruzica	University of Zagreb, Faculty of Economics and Business
do Carmo Stangherlin	Isadora	Aarhus University, Department of Management, Denmark
Dehmamy	Keyvan	University of Groningen
Demoulin	Nathalie	IESEG SCHOOL OF MANAGEMENT, LEM-CNRS (UMR g221)
Diamantopoulos	Adamantios	University of Vienna
Fricke	Antje	Technische Universität Braunschweig
Fuduric	Morana	University of Zagreb, Faculty of Economics & Business Zagreb
Horvat	Sandra	University of Zagreb, Faculty of Economics & Business
Huertas-Garcia	Rubén	University of Barcelona – UB
Husić-Mehmedović	Melika	University of Sarajevo, School of Economics and Business
Keszezy	Tamara	Corvinus University of Budapest
Komarac	Tanja	University of Zagreb, Faculty of Economics & Business
Kos Koklič	Mateja	University of Ljubljana, School of Economics and Business
Micevski	Milena	University of Vienna
Miocevic	Dario	University of Split, Faculty of Economics, Business and Tourism
Ohlwein	Martin	International School of Management
Ozretic-Dosen	Durdana	University of Zagreb, Faculty of Economics & Business, Marketing Department
Skare	Vatroslav	University of Zagreb, Faculty of Economics & Business
Sredl	Katherine	Loyola University Chicago
Steffl	Jonas	Bauhaus-Universität Weimar
Urbonavicius	Sigitas	Faculty of Economics and Business Administration, Vilnius University
Warlop	Luk	BI Norwegian Business School
Zabkar	Vesna	Faculty of Economics, University of Ljubljana

2.7. GENERAL INFORMATION

Conference title and theme: 2020 EMAC Regional Conference
"Challenging the status quo in marketing research"

In the advent of new technologies that have (re)shaped our world in the past several decades, doing marketing research has become more exciting, but also more challenging than ever. Today, there is no area of marketing that has not been affected by technology; from the evolving landscape of martech; the role of technology in mapping the consumer journey and the consumer decision-making process; the rise of multi-sided platforms and omnichannel marketing; big data and prescriptive analytics; artificial intelligence, virtual and augmented reality to strategic and ethical implications and challenges such developments bring.

As technological advances call for more interdisciplinarity and collaboration in marketing research, we invite papers that challenge the status quo in marketing research in the transitional markets of the New Europe. This includes papers on a wide variety of topics such as: marketing management, brand management, strategic marketing, buying behavior, digital and interactive marketing, B-2-B marketing, ethics and corporate social responsibility.

3. EARLY RESEARCHER SYMPOSIUM

Early Researcher Symposium is a half-day event for early stage researchers including young faculty, post docs and PhD students who would like to learn more about how to conduct research and publish.

The symposium will make it possible to learn from senior researchers and support professional skills development for building academic career, enable peers meeting, ideas exchange, collaborations and networking.

ERS Session 1: What is a good research idea?

Stefano Puntoni

Rotterdam School of Management, Erasmus University

"Is this a good research idea?" is the hardest question that you must answer during the entire research process. There are at least three reasons for that. First, every researcher has a different opinion of what makes a research question interesting and this can be very confusing for inexperienced scholars. Second, spotting a good research question is not a skill that can be taught like one can teach research methodology. Assessing a research question entails a lot of tacit knowledge that is difficult to communicate—and hence hard to learn. Third, because the research question is the foundation upon which the entire research project rests, a bad choice is very costly. Many rejections by academic journals are caused by the editor's belief that the research question does not hold sufficient promise. Stefano Puntoni will share some thoughts about different ways to think about the quality of a research question.

ERS Session 2: How to satisfy a reviewer?

Adamantios Diamantopoulos

University of Vienna

This session will cover some of the do's and don'ts of the reviewing process, how to recognize different reviewer types, and recommendations on how to engage with reviewers.

ERS Session 3: Writing for academics

Ajay Kohli

Georgia Tech

This session will examine what academics look for in a paper, and how authors can craft papers to deliver what academics want to see.

ERS Networking Session: Research Collaborations

Vesna Zabkar (Session Chair)

Faculty of Economics, University of Ljubljana

Luk Warlop

BI Norwegian Business School

Morana Fuduric

University of Zagreb, Faculty of Economics & Business Zagreb

The session will provide an opportunity for networking and learning from each other. For this purpose, we will form smaller groups and invite participants to exchange and present research ideas and experiences.

We will also present some opportunities for young researchers in EMAC, e.g. EMAC Junior Faculty Visiting Program.

4. CONFERENCE PROGRAMME

Day 1 **Wednesday**, September 16, 2020

Time 13:30 - 14:45	Location Zoom Room ERS
ERS Session 1: What is a good research idea?	
Stefano Puntoni , <i>Rotterdam School of Management, Erasmus University</i>	
Time 15:00 - 16:00	Location Zoom Room ERS
ERS Session 2: How to satisfy a reviewer?	
Adamantios Diamantopoulos , <i>University of Vienna</i>	
Time 16:15 - 17:15	Location Zoom Room ERS
ERS Session 3: Writing for academics	
Ajay Kohli , <i>Georgia Tech</i>	
Time 17:45 - 19:00	Location Zoom Room ERS
ERS Networking Session: Research Collaborations	
Session Chair : Vesna Zabkar , <i>Faculty of Economics, University of Ljubljana</i>	
Presentation Research collaborations 1 Vesna Zabkar , <i>Faculty of Economics, University of Ljubljana</i> Research collaborations 2 Luk Warlop , <i>BI Norwegian Business School</i> Research collaborations 3 Morana Fuduric , <i>University of Zagreb, Faculty of Economics & Business Zagreb</i>	
Time 19:05 - 19:15	Location Zoom Room 0
Opening ceremony	
Presentation Welcome to the 11th EMAC Regional online conference Morana Fuduric , <i>University of Zagreb, Faculty of Economics & Business Zagreb</i> Conference welcome from EMAC President Luk Warlop , <i>BI Norwegian Business School</i> Welcome from the Dean of Faculty of Economics & Business, University of Zagreb Jurica Pavicic , <i>University of Zagreb, Faculty of Economics & Business Zagreb</i>	
Time 19:15 - 20:15	Location Zoom Room 0
Keynote speech 1: The Customer Engagement Ecosystem: the Role of Big Data, Digital Environments and AI	
Edward C. Malthouse , <i>Northwestern University</i>	

Day 2 **Thursday, September 17, 2020**

Time 14:30 - 16:00	Location Zoom Room 0
Parallel session 01: Consumer behavior and decision-making	
Session Chair : Adamantios Diamantopoulos, <i>University of Vienna</i>	
Presentation	
Is Fast Feminine?: The Effect of Speed of Observed Hand-Motor Actions on Consumer Judgment and Behaviors (25) Sumit Malik, <i>IE Business School, IE University, Spain; Eda Sayin, IE Business School</i>	
Students' career decision-making self-efficacy: Lessons for recruitment marketing in different cultures (171) Andreas Zehetner, <i>University of Applied Sciences Upper Austria; Daniela Zehetner, Simon Kuznets Kharkiv National University of Economics; Tetyana Lepeyko, Simon Kuznets Kharkiv National University of Economics</i>	
Price fairness, consumer involvement, emotional and behavioural responses: how do goods and services compare? (172) Domen Malc, <i>University of Maribor; Borut Milfelner, University of Maribor; Aleksandra Selinšek, University of Maribor</i>	
One More Time: Does Country Image Influence Consumers' Willingness to Pay? (103) Adamantios Diamantopoulos, <i>University of Vienna; Michela Matarazzo, Università degli Studi Guglielmo Marconi; Anastasiya Petrychenko, University of Vienna</i>	
Time 14:30 - 16:00	Location Zoom Room 3
Parallel session 02: Service quality and satisfaction	
Session Chair : Durdana Ozretic-Dosen, <i>University of Zagreb, Faculty of Economics & Business, Marketing Department</i>	
Presentation	
Tactical Churn in Contractual Service Relationships: When Customers Break up Without Leaving (29) Mona Hageböling, <i>Technische Universität Braunschweig; Barbara Seegebarth, Technische Universität Braunschweig; David Woisetschlager, Technische Universität Braunschweig</i>	
Exploring the Role of Functions of Attitude toward Perceived Cultural Distance in Intercultural Service Encounters (ICSE) (78) Zahra Daneshfar, <i>Curtin University; Piyush Sharma, Curtin University; Russel Kingshott, Curtin University</i>	
Is student experience in classroom a customer experience? Linking it with satisfaction, intention to repeat, and word of mouth communication. (143) Marina Psiloutsikou, <i>Athens University of Economics & Business; George J. Siomkos, Athens University of Economics & Business</i>	
Factors Contributing to International Student Loyalty – Is It Satisfaction With The University Solely (35) Anita Kéri, <i>University of Szeged; Klára Kazár, University of Szeged; Balázs Révész, University of Szeged</i>	

Day 2 **Thursday**, September 17, 2020

Time 14:30 - 16:00	Location Zoom Room 3
Parallel session 03: Brand relationships and emotions	
Session Chair : J. Joško Brakus, <i>University of Leeds</i>	
Presentation	
The Unresolved Uncertainty Effect: Do Brands Gain or Lose Stars When Consumers Have to Wait for Resolution of Brand-Led Uncertainty? (21)	
Arash Talebi, <i>Assistant Professor, EDHEC Business School; Sonja Prokopec, Professor and LVMH Chaired Professor of Marketing; Ayse ONCULER, Professor, Marketing Department, ESSEC Business School</i>	
That's Unlike You: How Moral Expectation and Motivated Reasoning Drives Consumer Reaction to Brand Activism (59)	
Sourjo Mukherjee, <i>Audencia Business School</i>	
Understanding Brand Hate Internationally: A Validation Study from Slovenia (140)	
Sabina Ivanov, <i>School of Economics and Business, University of Ljubljana; Maja Konečnik Ruzzier, School of Economics and Business, University of Ljubljana; Marc Fetscherin, Rollins College; Mitja Ruzzier, University of Primorska, Faculty of Management</i>	
TRANSMITTING POWER OF BRAND LOVE: THE RELEVANCE OF HEDONIA-EUDAIMONIA ASPECT (167)	
Alisa Mujkić, <i>School of Economics and Business Sarajevo; Maja Arslanagic-Kalajdzic, University of Sarajevo; Vesna Babic-Hodovic, University of Sarajevo</i>	

Time 14:30 - 16:00	Location Zoom Room 4
Parallel session 04: Online, mobile and social media advertising	
Session Chair : Morana Fuduric, <i>University of Zagreb, Faculty of Economics & Business Zagreb</i>	
Presentation	
Responses to adblockers in online advertising (47)	
Gloria Aznar, <i>CEU SAN PABLO; Ignacio Redondo, Universidad Autónoma de Madrid</i>	
The Impact of Mobile Advertising on Consumers' Purchase Intention: The Role of Consumer Innovativeness (71)	
Ivan-Damir Anić, <i>The Institute of Economics, Zagreb; Ivana Kursan Milaković, University of Split, Faculty of Economics, Business and Tourism; Mirela Mihić, University of Split, Faculty of Economics, Business and Tourism, Split; Nicoletta Corrocher, ICRIOS, Bocconi University, Milan</i>	
Social Media Optimization Complexity: The Counterintuitive Strength of Passive Engagement (99)	
Satadruta Mookherjee, <i>NEOMA Business School; Sean Massey, Binghamton University SUNY</i>	
Dominant Motives and Perceptual Drivers of Social Media Advertising Response: Are Users More Receptive to Advertising on Facebook or YouTube? (132)	
Nina Michaelidou, <i>Loughborough University; Milena Micevski, University of Vienna; Georgios Halkias, University of Vienna</i>	

Day 2 **Thursday**, September 17, 2020

Time 14:30 - 16:00	Location Zoom Room 5
Parallel session 05: Consumer behavior: theory and modeling	
Session Chair : Tamara Keszey, <i>Corvinus University of Budapest</i>	
Presentation	
A Latent Allocation Model for Mindset Variables (50) pablo marshall, <i>puc</i>	
Reciprocity and Commitment in the Sharing Economy (61) Dinara Davlembayeva, <i>Newcastle University Business School</i> ; Savvas Papagiannidis, <i>Newcastle University Business School</i> ; Eleftherios Alamanos, <i>Newcastle University Business School</i>	
Deep Choice: A Deep Learning Approach to Consumer Choice (67) Gijs Overgoor, <i>University of Amsterdam</i> ; Bill Rand, <i>North Carolina State University</i>	
Customer knowledge asset: A systematic review of leading marketing journals in 1997-2019 (135) Tamara Keszey, <i>Corvinus University of Budapest</i> ; Silja Korhonen-Sande, <i>NMBU School of Economics and Business, Norwegian University of Life Sciences</i>	
Time 16:15 - 17:15	Location Zoom Room 0
Keynote speech 2: Marketing Technology: Rich Options, Tough Choices in a World of Digital Disruption	
Jonathan Copulsky, <i>Northwestern University</i>	
Time 17:45 - 19:15	Location Zoom Room 1
Parallel session 06: Consumer behavior: personal factors and outcomes	
Session Chair : Luk Warlop, <i>BI Norwegian Business School</i>	
Presentation	
Value Co-creation and Co-destruction Behaviour: Relationship with Basic Human Values (57) Olabode Emmanuel Ogunbodede, <i>Newcastle University Business School</i> ; Savvas Papagiannidis, <i>Newcastle University Business School</i> ; Eleftherios Alamanos, <i>Newcastle University Business School</i>	
What Does It Mean to Be Myself (Away From Home)? Bridging the Gap to Hedonic Consumption (158) Faheem Ahmed, <i>Université Grenoble Alpes</i> ; Pierre VALETTE-FLORENCE, <i>Université Grenoble Alpes - IAE</i>	
Positive alcohol outcome expectancies: Does personal binge drinking experience matter? (175) Marija Cutura, <i>University of Mostar</i> ; Mirna Leko Simic, <i>The Josip Juraj Strossmayer University of Osijek</i> ; Emir Agic, <i>University of Sarajevo</i>	
Consumer Identity Expressiveness in Marketing: Triggers and Outcomes (181) Dandan Zhu, <i>Loughborough University</i> ; Nina Michaelidou, <i>Loughborough University</i> ; Belinda Dewsnap, <i>Loughborough University</i> ; John W. Cadogan, <i>Loughborough University</i>	

Day 2 **Thursday**, September 17, 2020

Time 17:45 - 19:15	Location Zoom Room 2
Parallel session 07: Service innovation	
Session Chair : Rubén Huertas-García <i>University of Barcelona – UB</i>	
Presentation	
Physicians and Institutional Work: Unpacking the Black Box of Institutionalization at the Front Lines of Healthcare (66)	
Bettina Kriegl, <i>University of Applied Sciences Ingolstadt</i> ; Herbert Woratschek, <i>University of Bayreuth</i> ; Andrea Raab, <i>University of Applied Sciences Ingolstadt</i>	
So close, yet so far? A methodological investigation of the potential of and optimal sample sizes for the application of napping as rapid sensory method in marketing contexts (164)	
Kathrin Heim, <i>Austrian Marketing University of Applied Sciences, Campus Wieselburg der Fachhochschule Wiener Neustadt GmbH</i> ; Robert Fina, <i>Austrian Marketing University of Applied Sciences, Campus Wieselburg der Fachhochschule Wiener Neustadt GmbH</i> ; Roswitha Enzelberger, <i>Fachhochschule Wr. Neustadt GmbH, Campus Wieselburg</i> ; Elisabeth Steiner, <i>Austrian Marketing University of Applied Sciences, Campus Wieselburg der Fachhochschule Wiener Neustadt GmbH</i> ; Alexander Höftberger, <i>Fachhochschule Wr. Neustadt GmbH, Campus Wieselburg</i>	
The Dark Sides of FinTech: The Misuse of Online Loan Services in China (212)	
May WANG, <i>BNU-HKBU United International College</i>	
Social robot acceptance in Entertainment and Hospitality Services (86)	
Rubén Huertas-García, <i>University of Barcelona – UB</i> ; Santiago Forgas-Coll, <i>University of Barcelona</i> ; Antonio Andriella, <i>Institut de Robòtica i Informàtica Industrial CSIC-UPC</i> ; Guillem Alenyà, <i>Institut de Robòtica i Informàtica Industrial CSIC-UPC</i>	

Time 17:45 - 19:15	Location Zoom Room 3
Parallel session 08: Brand elements and private labels	
Session Chair : Sandra Horvat, <i>University of Zagreb, Faculty of Economics & Business</i>	
Presentation	
Brand representation and symbolism understanding – perceived differences among young consumers (186)	
Ezeni Brzovska, <i>Faculty of economics – Skopje</i> ; Stojan Debarliev, <i>Faculty of economics – Skopje</i> , Ss. Cyril and Methodius University in Skopje; Durdana Ozretic-Dosen, <i>University of Zagreb, Faculty of Economics & Business, Marketing Department</i>	
Fount It! Brand Familiarity Improves Visual Search Performance (176)	
Ursa Bernardic, <i>University of Geneva</i> ; Benjamin Scheibehenne, <i>University of Geneva</i>	
Investigating Perceptions of Manufacturers' Brands Versus Private Labels by Using Implicit and Explicit Measures (111)	
Morana Fuduric, <i>University of Zagreb, Faculty of Economics & Business Zagreb</i> ; Sandra Horvat, <i>University of Zagreb, Faculty of Economics & Business</i> ; Akos Varga, <i>Corvinus University of Budapest</i> ; Vatroslav Skare, <i>University of Zagreb, Faculty of Economics & Business</i>	
Model of perceived private label authenticity (113)	
Sandra Horvat, <i>University of Zagreb, Faculty of Economics & Business</i> ; Tanja Komarac, <i>University of Zagreb, Faculty of Economics & Business</i> ; Durdana Ozretic-Dosen, <i>University of Zagreb, Faculty of Economics & Business, Marketing Department</i>	

Day 2 **Thursday, September 17, 2020**

Time 17:45 - 19:15	Location Zoom Room 4
Parallel session 09: Marketing communication: Word-of-Mouth	
Session Chair : Melika Husić-Mehmedović, <i>University of Sarajevo, School of Economics and Business</i>	
Presentation	
Emotional contagion and the spread of negative eWOM on SNS (41) sarah zaraket, <i>Université Paris I Panthéon Sorbonne</i> ; Regine Vanheems, <i>IAE Lyon</i>	
Differential effect of e-WOM on consumer adoption decisions (139) Camille Lacan, <i>IAE - University of Perpignan Via Domitia</i>	
The Role of Positive and Negative eWOM for Restaurant Information Search Process and Visit Intentions (156) Melika Husić-Mehmedović, <i>University of Sarajevo, School of Economics and Business</i> ; Maja Arslanagic-Kalajdzic, <i>University of Sarajevo</i> ; Alisa Mujkić, <i>School of Economics and Business Sarajevo</i>	
Time 17:45 - 19:15	Location Zoom Room 5
Parallel session 10: Consumer behavior: relationship management	
Session Chair : Katherine Sredl, <i>Loyola University Chicago</i>	
Presentation	
The Reviewer Motivation Problem – How to Improve the Relationship with this User Group? (174) Victoria-Anne Schweigert, <i>Karlsruhe Institute of Technology</i> ; Andreas Geyer-Schulz, <i>Karlsruhe Institute of Technology</i>	
How does customer satisfaction with service elimination influence repatronage intention? (168) Ágnes Somosi, <i>John von Neumann University</i> ; Krisztina Kolos, <i>Corvinus University of Budapest</i>	
Following my heart or my head? Managing customer retention through customer experience and lock-in (17) Lily(Xuehui) Gao, <i>University of Zaragoza</i> ; Evert de Haan, <i>University of Groningen</i> ; Iguácel Melero Polo, <i>University of Zaragoza</i> ; F. Javier Sese, <i>University of Zaragoza</i>	
How do online brand communities generate customer loyalty in the fashion industry? (114) Wilson Ozuem, <i>University of Cumbria</i> ; Michelle Willis, <i>University of Cumbria</i> ; Silvia Ranfagni, <i>University of Florence</i>	

Day 2 **Thursday**, September 17, 2020

Time 19:30 - 21:00	Location Zoom Room 1
Parallel session 11: Consumer behavior in the digital environment	
Session Chair : Mateja Kos Koklic , <i>University of Ljubljana, School of Economics and Business</i>	
Presentation	
The Quantification of Mobile Phone Usage: Does Screen Time Tracking Actually Help? (9) Laura Zimmermann , <i>IE University School of Human Sciences and Technology</i>	
Impact of Interactive Recommendation Systems on Shopping Outcomes: the Moderating Role of Trust, Innovativeness and Self-expressiveness (20) Claire Deventer , <i>SkalUP & University of Namur; Pietro Zidda, University of Namur</i>	
Consumers' De-ownership as a Predictor of Dark-side Digital Acquisition and Digital Piracy Behavior (69) Monika Kukar-Kinney , <i>University of Richmond; Mateja Kos Koklic, University of Ljubljana, School of Economics and Business; Irena Vida, University of Ljubljana</i>	
Digital boycotts/buycott implications for modern marketing (85) Maria Petrescu , <i>ICN Business School Artem, CEREFIGE Laboratoire, Nancy, France; Paul Sergius Koku, Florida Atlantic University; Philip James Kitchen, ICN Business School Artem, CEREFIGE Laboratory, Nancy, France; Matthew Hawkins, ICN Business School Artem, CEREFIGE Laboratory, Nancy, France; Sheen Kachen, University of California at Berkeley</i>	
Exploring the implications of Consumer Use of Voice Search Technology on Marketing Practice (179) Janina Zarbock , <i>Griffith College Dublin; Mary Loonam, Technological University Dublin</i>	

Time 19:30 - 21:00	Location Zoom Room 2
Parallel session 12: Privacy concerns and the value of personal data	
Session Chair : Sigitas Urbonavicius , <i>Faculty of Economics and Business Administration, Vilnius University</i>	
Presentation	
Influence of national culture on complaint for personal data protection breach (151) Christelle Aubert Hassouni , <i>emlyon business school; Sandrine Macé, ESCP Business School; Béatrice Parguel, CNRS</i>	
Facing Alexa, the powerful lower their guard: anthropomorphization of smart personal assistants decreases privacy concerns for people with high sense of power (16) Ertugrul B. Uysal , <i>University of Neuchâtel; Valéry Bezençon, University of Neuchâtel; Sascha Alavi, University of Bochum</i>	
How Golden is my Silence? The Effect of Companies' Communication of Customers' Data-Use and Handling in Product Presentation (187) Tobias Roeding , <i>University of Siegen; Julian Schmitz, University of Siegen; Hanna Schramm-Klein, University of Siegen</i>	
Impact of Age on the Willingness to Disclose Personal Data in E-Shopping (122) Ignas Zimaitis , <i>Faculty of Economics and Business Administration, Vilnius University; Sigitas Urbonavicius, Faculty of Economics and Business Administration, Vilnius University; Mindaugas Degutis, Faculty of Economics and Business Administration, Vilnius University; Vaida Kaduskeviciute, Faculty of Economics and Business Administration, Vilnius University</i>	
Willingness to Disclose Personal Data as a Case of Negotiated Social Exchange (146) Sigitas Urbonavicius , <i>Faculty of Economics and Business Administration, Vilnius University; Mindaugas Degutis, Faculty of Economics and Business Administration, Vilnius University; Ignas Zimaitis, Faculty of Economics and Business Administration, Vilnius University; Vaida Kaduskeviciute, Faculty of Economics and Business Administration, Vilnius University; Vatroslav Skare, University of Zagreb, Faculty of Economics & Business</i>	

Time 19:30 - 21:00	Location Zoom Room 3
Parallel session 13: Country-of-origin of products and brands	
Session Chair : Vesna Zabkar, <i>Faculty of Economics, University of Ljubljana</i>	
Presentation	
Partitioned country of origin effect on consumer behavior: a meta-analytic review of empirical evidence (87)	
Alessandro De Nisco, <i>University of International Studies of Rome - UNINT</i> ; Stephen Oduro, <i>University of International Studies of Rome - UNINT</i>	
The Compensatory Influences of Country Stereotypes and the Global/Local Nature of Brands on Consumer Responses: An Extended Framework (89)	
David Bourdin, <i>FHWien der WKW</i> ; Georgios Halkias, <i>University of Vienna</i> ; Attila Yaprak, <i>Wayne State University</i>	
On the Interplay of Brand Origin, Brand and Brand User Stereotypes (49)	
Adamantios Diamantopoulos, <i>University of Vienna</i> ; Martin Egger, <i>University of Vienna</i> ; Arnd Florack, <i>University of Vienna</i> ; Petar Gidaković, <i>Faculty of Economics, University of Ljubljana</i> ; Živa Kolbl, <i>University of Vienna</i> ; Ilona Szöcs, <i>University of Vienna</i> ; Vesna Zabkar, <i>Faculty of Economics, University of Ljubljana</i>	
Revisiting Brand Origin Misperceptions: A Comprehensive Model with Mediating and Moderating Effects (137)	
Timo Mandler, <i>Toulouse Business School</i> ; Fabian Bartsch, <i>Iseeg School of Management</i> ; Katharina Petra Zeugner-Roth, <i>IESEG School of Management</i>	
Eyes Wide Shut? Understanding and Managing Consumers' Visual Processing of Country-of-Origin Cues (55)	
Georgios Halkias, <i>University of Vienna</i> ; Adamantios Diamantopoulos, <i>University of Vienna</i> ; Arnd Florack, <i>University of Vienna</i> ; Johanna Palcu, <i>Vienna University of Economics and Business</i>	

Time 19:30 - 21:00	Location Zoom Room 4
Parallel session 14: Contemporary challenges in marketing communication	
Session Chair : Marcin Awdziej, <i>Kozminski University</i>	
Presentation	
Employee Advocacy in Generation Y - How to Use the Young Employee's Voice in Social Media (153)	
Christina Stefanie Reich, <i>FOM - University of Applied Sciences, ifes Institute</i> ; Silvia Boßow-Thies, <i>FOM - University of Applied Science, ifes Institute</i> ; Bianca Krol, <i>FOM - University of Applied Science, ifes Institute</i>	
Opt-in or Opt-out? – Effects of Choice Architecture on Chatbot usage and Consumer Attitudes within the E-commerce (159)	
Martin Haupt, <i>Justus-Liebig-Universität Giessen</i> ; Alexander Haas, <i>Justus-Liebig-Universität Giessen</i> ; Jan Freidank, <i>Technische Hochschule Mittelhessen</i>	
Are Influencers' Causes Authentic? How Influencer-Cause Fit Shapes Followers' Attitudes (102)	
Márcia Maurer Herter, <i>Universidade Europeia, Lisboa</i> ; Raquel Reis Soares, <i>Universidade Europeia</i> ; Diego Costa Pinto, <i>NOVA Information Management School</i> ; Carlota Abreu, <i>Universidade Europeia</i> ; Maria do Carmo Leal, <i>Universidade Europeia</i>	
Real or not, doesn't matter, as long as you are hot- exploring the perceived credibility of an Instagram virtual influencer (63)	
Marcin Awdziej, <i>Kozminski University</i> ; Jolanta Traczyk, <i>Kozminski University</i> ; Dagmara Plata-Alf, <i>Kozminski University</i>	

Day 2 **Thursday**, September 17, 2020

Time 19:30 - 21:00	Location Zoom Room 5
Parallel session 15: Non-profit marketing: organizational and individual perspectives	
Session Chair : Tanja Komarac, <i>University of Zagreb, Faculty of Economics & Business</i>	
Presentation	
Volunteer emotions and motivations during mega events: the case of Rio 2016 Olympics (45) Marcos Praxedes da Silva, <i>Faculdade Instituto de Administração</i> ; Andres Rodriguez Veloso, <i>University of Sao Paulo</i> ; Marcelo Praxedes da Silva, <i>University of São Paulo</i> ; Guilherme de Farias Shiraishi, <i>Universidade de São Paulo</i>	
Predicting Behavior of Current and Future Donors: Are Geographic Profiles an Alternative to Past Donations? (6) Shameek Sinha, <i>IE Business School, IE University</i> ; Sumit Malik, <i>IE Business School, IE University, Spain</i> ; Vijay Mahajan, <i>Red McCombs School of Business, The University of Texas at Austin</i> ; Frenkel ter Hofstede, <i>Red McCombs School of Business, The University of Texas at Austin</i>	
Leveraging the resources of others: Social purpose organizations as engagement platforms (72) Franziska Kullak, <i>University of Bayreuth</i> ; Jonathan J. Baker, <i>Auckland University of Technology</i> ; Herbert Woratschek, <i>University of Bayreuth</i>	
The impact of edutainment on the perceived authenticity of museum visitor experience (58) Tanja Komarac, <i>University of Zagreb, Faculty of Economics & Business</i> ; Durdana Ozretic-Dosen, <i>University of Zagreb, Faculty of Economics & Business, Marketing Department</i> ; Vesna Zabkar, <i>Faculty of Economics, University of Ljubljana</i>	
Insights into managing marketing mix: The perspective of artist-entrepreneur (3) Tanja Komarac, <i>University of Zagreb, Faculty of Economics & Business</i> ; Braslav Bradić, <i>University of Zagreb</i>	

Time 19:30 - 21:00	Location Zoom Room 0
Poster session 1	
Presentation	
The Evolution of Virtual Trade Shows: A Literature Review from the UK Medical Device Industry (188) Matthew Tony Edge, <i>Bournemouth university</i> ; Sid Ghosh, <i>Bournemouth University</i> ; Danni Liang, <i>Bournemouth University</i>	
Factors Assisting the Use of Technology among older adults (101) Zsofia Kenesei, <i>Corvinus University Budapest</i> ; Krisztina Kolos, <i>Corvinus University of Budapest</i>	
The Influence of Marketing Communications in Social Networks on Electronic Word-of-Mouth (7) Anna Bianchi, <i>University of Warsaw / Faculty of Management</i>	
An investigation into the extent to which evolving digital marketing has enhanced manipulative marketing and the impacts on vulnerable consumers (136) Irene Garcia, <i>Glasgow Caledonian University</i> ; Chloe Alison Campbell, <i>Glasgow Caledonian University</i> ; Marián Navarro-Beltrá, <i>Universidad Católica de Murcia (UCAM)</i>	
Perception of Privacy in the light of GDPR (202) Mirkó Gáti, <i>Corvinus University of Budapest</i> ; Attila Endre Simay, <i>Corvinus University of Budapest</i>	
Gamification as a method to provide deeper insights in the CX market research (155) Michal Scibor-Rylski, <i>University of Warsaw, Faculty of Management</i>	
Matrix type product display: Its concept and effectiveness (149) Takeshi Moriguchi, <i>Waseda University</i> ; Hisashi Kawamata, <i>Graduate School of Commerce, Waseda University</i> ; Shuzo Abe, <i>Waseda University</i>	

Time 21:00 - 21:45	Location Zoom Room 0
Entertainment: Academic-themed stand-up comedy	

Day 3 **Friday**, September 18, 2020

Time 14:30 - 16:00	Location Zoom Room 1
Parallel session 16: Consumer behavior: adoption of products and services	
Session Chair : Keyvan Dehmamy, <i>University of Groningen</i>	
Presentation	
The boomerang effect of pharmaceutical treatment on the willingness to adopt healthy lifestyle (173)	
Amir Heiman, <i>The Hebrew university of Jerusalem</i> ; Eyal Ert, <i>The Hebrew University of Jerusalem</i> ; Yacov Tsur, <i>The Hebrew University of Jerusalem</i> ; Ofra Kalter Leibovich, <i>Gertner Institute</i> ; Kathleen Abu-Saad, <i>Gertner Institute</i>	
An application of means-end and extended self theories to explore enablers and inhibitors of autonomous car adoption (38)	
Radu Dimitriu, <i>Trinity Business School, Trinity College Dublin</i> ; Benedetta Crisafulli, <i>Birkbeck University</i> ; Rodrigo Guesalaga, <i>Pontificia Universidad Católica de Chile</i>	
Robots are “alive”? Effect of loneliness on the intention to adopt social robots (31)	
Ngoc Bich Dang, <i>Université Toulouse 1 Capitole, Toulouse School of Management</i> ; Laurent Bertrandias, <i>Toulouse Business School</i>	
Predicting Adoption Choices Using Choice Probability Elicitation (207)	
Keyvan Dehmamy, <i>University of Groningen</i> ; Thomas Otter, <i>Goethe University</i> ; Günter Hitsch, <i>Full Professor of Marketing at University of Chicago</i> ; Peter Kurz, <i>bms marketing research + strategy</i>	
Time 14:30 - 16:00	Location Zoom Room 2
Parallel session 17: Consumer behavior: adoption of products and services	
Session Chair : Milena Micevski, <i>University of Vienna</i>	
Presentation	
The concept and construct of salesforce agility in the insurance sector (193)	
MARKOS MARIOS TSOGAS, <i>University of Piraeus</i> ; Marina Kyriakou, <i>University of Piraeus</i> ; Gerasimos Bogris, <i>University of Piraeus</i>	
Salesperson-reported versus Customer-perceived Sales Force Adoption of Industrial Innovations: Main and Moderating Effects (68)	
Herbert Endres, <i>University of Regensburg</i> ; Christine Hofstetter, <i>University of Regensburg</i> ; Roland Helm, <i>University of Regensburg</i>	
Reading a Salesperson's Face: An Experimental Study Employing Real-Time Response Measurement (93)	
Sandra Pauser, <i>Post-doctoral researcher/University of Vienna/Chair of Marketing</i> ; Udo Wagner, <i>University of Vienna</i>	
What if high is too high: the role of regulation of emotion in sales interactions (62)	
Zoran Latinovic, <i>MIT Sloan School of Management</i> ; Milena Micevski, <i>University of Vienna</i> ; Selma Kadic-Maglajlic, <i>Copenhagen Business School</i>	

Day 3 **Friday**, September 18, 2020

Time 14:30 - 16:00	Location Zoom Room 3
Parallel session 18: Pricing and sales	
Session Chair : Martin Ohlwein, <i>International School of Management</i>	
Presentation	
Do store flyers trigger cross-category sales? The moderating role of categories' relatedness (10)	
Saeid Vafainia, <i>ESCP EUROPE</i> ; Els Breugelmans, <i>KU Leuven</i> ; Tammie Bijmolt, <i>University of Groningen</i>	
Is there a link between personality, emotions and sales performance? (60)	
Ilona Pezenka, <i>FHWien der WKW University of Applied Sciences for Management & Communication</i> ; David Bourdin, <i>FHWien der WKW</i>	
Digital books should be cheaper than printed: perceived price fairness effects on intention to purchase and willingness to buy (147)	
Gedas Kučinskas, <i>ISM University of Management and Economics</i> ; Indrė Pikturnienė, <i>ISM university of Management and Economics</i>	
Perceiving a difference when there is no difference - The impact of the reference unit on the valuation of a unit price (5)	
Martin Ohlwein, <i>International School of Management</i>	

Time 14:30 - 16:00	Location Zoom Room 4
Parallel session 19: Strategic orientations and strategy outcomes	
Session Chair : Dario Miočević, <i>University of Split, Faculty of Economics, Business and Tourism</i>	
Presentation	
Globalization Orientations and Backlashes (42)	
Mark Cleveland, <i>University of Western Ontario</i> ; Georgia McCutcheon, <i>University of Western Ontario</i>	
Reacting to market conditions, or shaping them instead? Analyzing the fundamental outcomes of market-driving strategy. (150)	
Konstantinos Kottikas, <i>Athens University of Economics and Business</i> ; Vlasios Stathakopoulos, <i>Athens University of Economics and Business</i> ; Grigorios Painesis, <i>Athens University of Economics and Business</i> ; Ioannis George Theodorakis, <i>INSEEC Grande École INSEEC U.; EFTHYMIA KOTTIKA, University of Economics, Prague</i>	
Responsive and proactive market orientation and SMEs' export venture performance: The mediating role of marketing capabilities (152)	
Mateja Bodlaj, <i>University of Ljubljana, School of Economics and Business</i> ; Barbara Čater, <i>University of Ljubljana, School of Economics and Business</i>	
DYNAMIC MARKETING CAPABILITIES AND EXPORTING SME's PROFITABILITY GROWTH: CONDITIONAL EFFECTS OF DIVERSIFICATION STRATEGIES (108)	
Dario Miočević, <i>University of Split, Faculty of Economics, Business and Tourism</i>	

Day 3 **Friday**, September 18, 2020

Time 16:15 - 17:15	Location Zoom Room 0
Keynote speech 3: Consumer Responses to Dehumanization of Employees	
J. Joško Brakus, <i>University of Leeds</i>	

Time 17:45 - 19:15	Location Zoom Room 1
Parallel session 20: Consumer behavior: services perspective	
Session Chair : Vatroslav Skare, <i>University of Zagreb, Faculty of Economics & Business</i>	
Presentation A Meta-Analysis of the Effects of Background Music on Customers of Tourism Services (52) Maria-Angeliki Trompeta, <i>Athens University of Economics and Business; Kalypso Karantinou, Athens University of Economics & Business; Christos Koritos, ALBA Graduate Business School - The American College of Greece; Tammo Bijmolt, University of Groningen</i> What Explains Credit Card Delinquency: Mental Accounts or Rational Financial Planning? (166) Håvard Huse, <i>BI Norwegian Business School; Sven Arne Haugland, NHH Norwegian School of Economics; Auke Hunneman, BI Norwegian Business School</i> What drives m-banking clients to continue using m-banking services? (177) Anita Ciunova-Shuleska, <i>Ss. Cyril and Methodius University in Skopje, Faculty of Economics - Skopje; Nikolina Palamidovska-Sterjadovski, Ss Cyril and Methodius University in Skopje, Faculty of Economics; Jana Prodanova, Universidad de Burgos</i> Customer engagement behaviour drives customer knowledge. Exploratory analysis of Polish banking industry. (195) Przemysław Tomczyk, <i>Kozminski University</i>	

Time 17:45 - 19:15	Location Zoom Room 2
Parallel session 21: Omni-channel retailing and digital marketing channels	
Session Chair : Nathalie Demoulin, <i>IESEG SCHOOL OF MANAGEMENT, LEM-CNRS (UMR 9221)</i>	
Presentation How Device Type Affects Product Returns in E-Commerce (32) Alisa Keller, <i>University of Passau; Dirk Totzek, University of Passau</i> Seamless Shopping in Omnichannel Retailing: The effect of Channel Integration on Consumers' Responses (184) Helen Cocco, <i>IESEG School of Management LEM-CNRS (UMR 92.21); Nathalie Demoulin, IESEG SCHOOL OF MANAGEMENT, LEM-CNRS (UMR 9221)</i> Buying a Ton of Bricks Online: Opportunities and Challenges of Digitalizing Complex Marketing Channels (213) Anna Magdalena Hepp, <i>Technical University of Munich</i> Shopping benefits of the digitalization of physical stores and the moderating role of product type (75) Nathalie Demoulin, <i>IESEG SCHOOL OF MANAGEMENT, LEM-CNRS (UMR 9221); Gwralann De Kerviler, IESEG SCHOOL OF MANAGEMENT LEM-CNRS (UMR 9221)</i>	

Day 3 **Friday**, September 18, 2020

Time 17:45 - 19:15	Location Zoom Room 3
Parallel session 22: Product innovation	
Session Chair : Antje Fricke, Technische Universität Braunschweig	
Presentation	
The Antecedents of the Value Co-Destruction – A Holistic Perspective (73)	
Hao Zheng, University of Nottingham Ningbo China; Chenchen Weng, Nottingham University Business School China; Jun Luo, University of Nottingham Ningbo China; Martin Liu, University of Nottingham Ningbo China	
The impact of packaging transparency and product texture on perceived healthiness and product trust (77)	
SOFIA LARAICHI, universit� angers; Ga�lle Pantin-Sohier, universit� angers	
'Responsible Co-Development': The Dual Potential of Involving Customers in Innovation (120)	
Lisa Welzenbach, Ludwig-Maximilians-University Munich, Institute for Innovation Management; Jelena Spanjol, Ludwig-Maximilians-Universit�t (LMU) Munich	
How (differently) are smart products perceived? – An empirical investigation (28)	
Antje Fricke, Technische Universit�t Braunschweig; Nadine Pieper, Technisch; David Woisetschl�ger, Technische Universit�t Braunschweig	

Time 17:45 - 19:15	Location Zoom Room 4
Parallel session 23: Marketing strategy: new frameworks and perspectives	
Session Chair : Jonas Steffl, Bauhaus-Universit�t Weimar	
Presentation	
Research Scotomata in Firm and Brand Internationalization A Meta-Analytic Review of Empirical Settings in Internationalization Research (88)	
Willem Smit, Asia School of Business in collaboration with MIT Sloan	
Developing and Testing a new Framework for Targeting Strategies: An Exploratory Research (24)	
Marina Kyriakou, University of Piraeus; MARKOS MARIOS TSOGAS, University of Piraeus	
Facing turbulences with organizational slacks in a corporate scandal: Firm value and risks (208)	
Dimitri Simonin, UTS Business School; Jan Hohberger, ESADE Business School	
What is Business Development? – Possible Ways Forward in Theory Building, Methods and Future Research (134)	
Jonas Steffl, Bauhaus-Universit�t Weimar; Jutta Emes, Bauhaus-Universit�t Weimar	

Time 17:45 - 19:15	Location Zoom Room 5
Parallel session 24: Consumer behavior and social responsibility	
Session Chair : Tanja Komarac, University of Zagreb, Faculty of Economics & Business	
Presentation	
Does your Cause Fit my Heart? Self-expansion, Self-Concept, and Brand Engagement in Cause Related Marketing (4)	
Carlos M. Rodriguez, College of Business Delaware State University; Shalini Bariar, VESIM Business School	
Using controversial values in CSR communication – analysing the Coca-Cola #loveislove campaign (33)	
Lilla Lipt�k, University of Szeged Faculty of Economics and Business Administration; Szabolcs Pr�nay, University of Szeged Faculty of Economics and Business Administration	

Time 19:30 - 21:00	Location Zoom Room 1
Parallel session 25: Consumer behavior and sustainability	
Session Chair : Isadora do Carmo Stangherlin, Aarhus University, Department of Management	
Presentation	
The role of communities in sustainable consumption and well-being: literature review (170)	
Tamás Veress, Corvinus University of Budapest; Orsolya Lazányi, Corvinus University of Budapest; Gabriella Kiss, Corvinus University of Budapest; Kata Kasza-Kelemen , Marketing Institute / Corvinus University of Budapest; Agnes Neulinger, Marketing Institute/ Corvinus University of Budapest	
Disposing of an object: how choosing between redistribution or garbage (74)	
Eva Cerio, Université Gustave Eiffel	
Consumer reaction to products with reused materials: examining different routes of contamination (165)	
Isadora do Carmo Stangherlin, Aarhus University, Department of Management; Klaus G. Grunert, Aarhus University, MAPP Centre, Department of Management; Marcia Dutra De Barcellos, Universidade Federal do Rio Grande do Sul / PPGA	
YOUNG ADULTS' CAUSE RELATED BEHAVIOR ACROSS COUNTRIES: THE ROLE OF INDIVIDUAL CHARACTERISTICS (128)	
Maja Arslanagic-Kalajdzic, University of Sarajevo; Selma Kadic-Magljalic, Copenhagen Business School; Jasmina Dlacic, University of Rijeka, Faculty of Economics and business; Vesna Zabkar, Faculty of Economics, University of Ljubljana	
Time 19:30 - 21:00	Location Zoom Room 2
Parallel session 26: Food marketing	
Session Chair : Ruzica Brecic, University of Zagreb, Faculty of Economics and Business	
Presentation	
CHILDREN'S FOOD WELL-BEING: THE INFLUENCE OF PARENTS AND SCHOOL ON FOOD LITERACY (44)	
Andres Rodriguez Veloso, University of Sao Paulo; Rodolfo Rodrigues Rocha, University of Sao Paulo; Roberto Flores Falcao, UNIALFA; Daniel Chaim, University of Sao Paulo	
Analysing the parent-child differences in evaluating the eating behaviour of primary school pupils (37)	
Dalma Peto, University of Szeged Faculty of Economics and Business Administration; Norbert Buzás, University of Szeged Faculty of Medicine; Szabolcs Prónay, University of Szeged Faculty of Economics and Business Administration; Lilla Lipták, University of Szeged Faculty of Economics and Business Administration	
How providing personal information about the producer on food packaging affects consumer responses (65)	
Dennis Gawlik, University of Hohenheim; Verena Hüttel-Maack, University of Hohenheim	
Overcoming consumption barriers for conscious food products: The relevance of measures encouraging individual sensory imagery (178)	
Thomas Poscher, Austrian Marketing University of Applied Sciences, Campus Wieselburg der FH Wiener Neustadt GmbH; Roswitha Enzelberger, Fachhochschule Wr. Neustadt GmbH, Campus Wieselburg; Kathrin Heim, Austrian Marketing University of Applied Sciences, Campus Wieselburg der Fachhochschule Wiener Neustadt GmbH; Robert Fina, Austrian Marketing University of Applied Sciences, Campus Wieselburg der Fachhochschule Wiener Neustadt GmbH; Elisabeth Steiner, Austrian Marketing University of Applied Sciences, Campus Wieselburg der Fachhochschule Wiener Neustadt GmbH; Udo Wagner, University of Vienna	
Schools, TV and Children's Implicit and Explicit Attitudes to Food (70)	
Ruzica Brecic, University of Zagreb, Faculty of Economics and Business; Dario Cvenček, University of Washington/ Institute for Learning and Brain Sciences; Matthew Gorton, Newcastle University Business School; Suncana Piri Rajh, Faculty of Economic and Business - University of Zagreb; Miroslav Mandić, Faculty of Economic and Business - University of Zagreb; Irena Pandža Bajs, Faculty of Economics and Business - University of Zagreb; Tanja Komarac, University of Zagreb, Faculty of Economics & Business	

Day 3 **Friday**, September 18, 2020

Time 19:30 - 21:00	Location Zoom Room 3
Parallel session 27: Internal and external brand endorsements	
Session Chair : Tammo Bijmolt, <i>University of Groningen</i>	
Presentation	
"United We Brand": Internal brand orientation, interdepartmental conflict and performance implications (83)	
Lamprini Piha, <i>University of Athens</i> ; Vasileios Davvetas, <i>University of Leeds</i> ; Karolos Papadas, <i>University of York</i>	
Internal brand communication for transforming employees into brand champions: The role of knowledge and value congruence (82)	
Maja Konečnik Ruzzier, <i>School of Economics and Business, University of Ljubljana</i> ; Katja Tergrag, <i>X LAB</i> ; Robert Kaše, <i>School of Economics and Business, University of Ljubljana</i>	
Perfectly Imperfect – The Moderating Role of Product Type and Power Distance Beliefs in Consumers' Evaluation of Brands Using Atypical Endorsers (26)	
Svenja Hünies, <i>Chair of Marketing, RWTH Aachen University</i> ; Daniel Wentzel, <i>Chair of Marketing, RWTH Aachen University</i>	
On the Evolution of Pre-Release Consumer Buzz and New Product Success (39)	
Carolin Haiduk, <i>University of Hamburg</i> ; Thomas Schreiner, <i>University of Hamburg</i> ; Timo Mandler, <i>Toulouse Business School</i>	
The Effects of Brand Endorsements in YouTube-videos on Young Viewers: The Role of Sponsorship Disclosure and Parental Mediation (27)	
Bianca Harms, <i>University of Groningen</i> ; Tammo Bijmolt, <i>University of Groningen</i> ; Janny Hoekstra, <i>University of Groningen</i>	

Time 19:30 - 21:00	Location Zoom Room 4
Parallel session 28: B2B marketing	
Session Chair : David Bourdin, <i>FHWien der WKW</i>	
Presentation	
Individual level of the business tourism: different perceptions of the people involved in the industry (209)	
Kitti Boros, <i>Corvinus University of Budapest</i>	
Profiling digital marketing professionals – a study on demanded skills (162)	
Zsuzsa Săplăcan, <i>Babeş-Bolyai University</i> ; Mónica Anetta Alt, <i>Babeş-Bolyai University</i>	
Too Much of a Good Thing? Customer Participation and Supplier Commitment in a Project Business Context (46)	
Vishal Kashyap, <i>University of Graz, Institute of Marketing</i> ; Stefan Hurtak, <i>University of Graz, Institute of Marketing</i> ; Michael Ehret, <i>Nottingham Trent University/ Nottingham Business School</i>	
The role of trust in online B2B information gathering Are decision-makers in the B2B sector giving up information gathering for partnerships? (180)	
Zsófia Gyulai, <i>University of Szeged - Faculty of Economics and Business Administration, Department of Business Studies</i>	
The Relationship between Service Staff Accents and Customer Participation: An Examination of Mediators (80)	
Christina Sichtmann, <i>University of Vienna</i> ; David Bourdin, <i>FHWien der WKW</i>	

Time 19:30 - 21:00

Location Zoom Room 3

Poster session 2

Presentation

Electric car purchase as a response to climate change - How green are European consumers? (98)

Ljiljana Božić, *The Institute of Economics, Zagreb*

Adaptive Choice-Based Conjoint Analysis of Marketing Master Student's Job Preferences (161)

Zsuzsanna Kun, *Corvinus University of Budapest*; Judit Simon, *Corvinus University of Budapest*; Tamás Pusztai, *Corvinus University of Budapest*

Basic and Secondary Emotions in Country of Origin Effects: When Happiness Backfires (182)

Lorena Gomez-Diaz, *University of Vienna*

Customer Lifetime Value in the Context of Classical Music: Scenarios Testing Based on Musical Genre and Artists' Popularity (190)

Marie Vítová Dušková, *University of Economics, Prague*; Lubomír Štěpánek, *Department of Statistics and Probability, Faculty of Informatics and Statistics, University of Economics, Prague*; Lucie Šperková, *University of Economics, Prague*; Martin Vita, *University of Economics, Prague*; Miroslav Karlíček, *University of Economics, Prague*

An experimental approach to analyzing gender, sex appeal and idealized bodies in advertising (201)

Willian Ramalho Feitosa, *IFSP*; Susana Costa e Silva, *Universidade Católica Portuguesa*; Carlos Eduardo Lourenco, *Fundacao Getulio Vargas*; Noemi Sunago, *FGV*; Ligia Resende, *FGV*

The Necessary and Sufficient Conditions of Customer Loyalty: The Role of Broad-Scope Trust (210)

Ksenia Golovacheva, *Saint Petersburg State University, Graduate School of Management*; Maria M. Smirnova, *Saint Petersburg State University, Graduate School of Management*

The Role of Sound in Brand Perception: a MixedMethodology Approach (144)

Elizaveta P. Zotova, *Lomonosov Moscow State University*; Alexander M. Pakhalov, *Lomonosov Moscow State University*

An empirical investigation into the influence of Emotional Intelligence on Consumer Behavior (116)

Altani Panagiotopoulou, *Athens University of Economics and Business*

Understanding online and offline customer experience of shared vs. public mobility services – A semiautomated content analysis of user reviews (196)

Jana Staudt, *Technische Hochschule Mittelhessen*; Martin Haupt, *Justus-Liebig-Universität Giessen*; Stefanie Wannow, *Technische Hochschule Mittelhessen*

Day 4 **Saturday**, September 19, 2020

Time 15:00 - 16:00	Location Zoom Room 0
Keynote speech 4: Affective Computing: How Companies and Brands are Leveraging Insights	
Josipa Majic, <i>ID Guardian</i>	
Time 16:15 - 17:15	Location Zoom Room 0
Meet the Editors	
Session Chair : Durdana Ozretic-Dosen, <i>University of Zagreb, Faculty of Economics & Business, Marketing Department</i>	
Presentation	
Journal of Interactive Marketing (227) Edward C. Malthouse, <i>Northwestern University</i>	
International Journal of Research in Marketing (224) PK Kannan, <i>Robert H. Smith School of Business, University of Maryland</i>	
Organizations and Markets in Emerging Economies (225) Sigitas Urbonavicius, <i>Faculty of Economics and Business Administration, Vilnius University</i>	
Market - Tržište (226) Durdana Ozretic-Dosen, <i>University of Zagreb, Faculty of Economics & Business, Marketing Department</i>	
Time 17:15- 18:00	Location Zoom Room 0
Meet the Editors	
Session Chair : Durdana Ozretic-Dosen, <i>University of Zagreb, Faculty of Economics & Business, Marketing Department</i>	
Presentation	
Looking back and looking forward to EMAC Regional conferences (228) Morana Fuduric, <i>University of Zagreb, Faculty of Economics & Business Zagreb</i>	
Presenting the 2021 EMAC Regional conference in Warsaw, Poland (229) Marcin Awdziej, <i>Kozminski University</i>	

5. KEYNOTE SPEAKERS



Edward C. Malthouse is the Erastus Otis Haven Professor of Integrated Marketing Communications and Professor of Industrial Engineering and Management Science at Northwestern University. He is also the research director of the Medill IMC Spiegel Research Center. His research interests center on media marketing, database marketing, advertising, new media and integrated marketing communications. He develops statistical models and applies them to large data sets of consumer information to help managers make marketing decisions.

He was the co-editor of the Journal of Interactive Marketing from 2005-2011, and now acts as Editor Emeritus for the journal. He also served as a guest editor for two special issues at the Journal of Advertising. His professional experience includes software engineering for AT&T Laboratories, corporate analytics training for Accenture, BNSF, Digitas, Nuoqi and Capital One, and developing segmentations for Cohorts and Financial Cohorts and Motorola.

Topic: The Customer Engagement Ecosystem: the Role of Big Data, Digital Environments and AI

Description: The purpose of this talk is to anticipate the future of customer engagement (CE) research as more marketing touchpoints occur in digital environments such as social and mobile, where customer actions are monitored, creating large databases, and touchpoints are better targeted and personalized with automated marketing systems and algorithms. I will do this by sketching the history of how digital environments have contributed to the development of CE as it is practiced today. Understanding this trajectory will enable us to see where CE is going. I will also summarize how to define and think about CE, illustrating some key components with studies from the Spiegel Research Center, whose research focus is on using big data to understand how CE drives financial outcomes for organizations. These insights about CE will guide the deployment of AI in future marketing systems.



Joško Brakus is a Professor in Marketing at Leeds University Business School. He earned his Ph.D. at Columbia University. His teaching interests focus on marketing management, marketing research and marketing communications.

Joško conducts experimental research in consumer behavior. He studies experiential marketing and branding practices as well as managerial and consumer judgment and decision processes, with specific emphasis in the areas of selective information processing and

biased processing. He also investigates how individual differences (e.g., self-regulation) affect adoption of new products and responses to marketing stimuli in general. His work has been published in leading academic marketing journals such as the Journal of Marketing Research and the Journal of Marketing.

Joško has also been involved in consultancy work for ExGroup, a branding consultant based in New York City. He consulted VW and Skoda among other clients.

Topic: Consumer Responses to Dehumanization of Employees: The Role of Political Ideology

Description: Dehumanization—a failure to perceive human-like capacities of other people, including a capacity to think, plan, and have emotions and feelings (Gray, Gray, and Wegner 2007)—in its subtle forms is widespread in everyday social interactions (Haslam and Loughnan 2014). Although sociologists have exposed dehumanization of employees (i.e., firms asking employees to behave like robots/machines) as an inevitable consequence of capitalism (Marx 1988; Weber 1930), consumers' responses to this type of dehumanization have been unexplored. During his keynote, Josko will answer the question how do consumers respond to dehumanization of employees (i.e., firms asking employees to behave with limited human-like capacities)? His research shows that liberal consumers respond to dehumanization negatively, unlike conservative consumers. This negative effect is stronger for firms less associated with capitalism. Capitalism stereotypes and perceived surface acting mediate the results. Finally, Josko will discuss the implications of his research for the use of AI in services.

Jonathan Copulsky teaches Customer Value Innovation and Introduction to Marketing Technology in Medill's graduate program in Integrated Marketing Communications and serves as a member of the advisory boards of Applied Marketing Analytics and the Medill Spiegel Research Center at Northwestern University. He is an innovative marketing leader, growth strategist and thought leader with over 35 years of experience working at the intersection of brand, marketing strategy, content marketing and marketing technology.




He co-authored "The Technology Fallacy: How People Are the Real Key to Digital Transformation" in collaboration with MIT Sloan Management Review. Jonathan is a charter member of the Board of Editors for the Journal of Applied Marketing.

Topic: Marketing Technology: Rich Options, Tough Choices in a World of Digital Disruption

Description: This session discusses how technology changes the way that marketers operate and the challenges of harnessing technology to create responsive customer journeys and scalable marketing processes. The presentation draws from research conducted in conjunction with Copulsky's critically-acclaimed best-seller, "The Technology Fallacy" and research currently underway for the follow-up book, "The Transformation Myth."

Josipa Majić is a University of Zagreb Alumnae, and Founder and CEO of ID Guardian, a biometric research company founded in London in 2013 with offices in Zagreb and Palo Alto. The company focuses on using biometric data analysis and creation of smart devices with biosensors. More recently the company developed Tacit Tech that uses affective computing to monitor 20 key e-commerce elements to analyze online sales performance. Aside from developing proprietary products, her team has designed, developed and implemented products for a range of Fortune 100 brands such as: Pedigree, Hasbro, NIH, Vodafone, UN, etc.





She was a panelist at the Global Entrepreneurship Summit in Kenya with former US President Barack Obama and Kenyan President Uhuru Kenyatta. She often gives invited speeches at renowned business, entrepreneurial, healthcare and MedTech conferences such as Chicago Ideas Week.

Topic: Affective Computing: How Companies and Brands are Leveraging Insights

Description: With AI gaining traction across industries, there is increasing interest in how we can deploy that technology to better understand our consumers. Affective computing suggests collecting and analyzing objective physical and physiological signals, such as EEG, ECG, speech sentiment, facial coding etc. that may give us a precise and quantifiable method to gauge sentiment. We will be doing a deep dive in the most interesting use-cases and insights derived from Affective Computing at a multinational consumer conglomerate that has used this technology to optimize everything from product formulas and packaging all the way to the final advertisement and point of sale material. Although these insights are both exciting and actionable, we are still in the early innings - so questions such as accuracy, data privacy and biases still need to be addressed - both by academia and practitioners.

6. SOCIAL EVENTS

To help our participants navigate through the challenges of today's „new normal“ we offer several online social events:

1. Experience Croatia Virtually

While we would certainly be happier to meet you in person and take you on a trip to Plitvice Lakes as we initially planned, we still want to do our best to enable you to experience Croatia (albeit) virtually. We have carefully selected several ways to experience Croatia, available on the conference website:

- Virtual tours of arts and heritage attractions
- Experience Croatian nature and music virtually
- See the Croatian national folk dance Lado

2. Online academic-themed stand-up comedy session

Even academics need a good laugh every once in a while, so we are happy to invite you to our online stand-up comedy session on Thursday evening. A 30-minute live stand-up comedy inspired by the lives of Ph.D. students, postdocs, and professors around the globe, pre and post COVID-19 will be delivered by our own Goran Vugrinec - Goc.

3. Meet the Editors Session

One of the key goals of every researcher is to publish top quality, meaningful and impactful research that makes a difference. For that reason, we invited journal editors from four distinguished regional and global journals to share their views and insight into the publication process, what they expect from the authors and their work, and what research topics excite them most and show the greatest potential. The journals and editors representing them are:

Edward C. Malthouse (Northwestern University) for Journal of Interactive Marketing

PK Kannan (Robert H. Smith School of Business, University of Maryland) for International Journal of Research in Marketing

Sigitas Urbonavicius (Faculty of Economics and Business Administration, Vilnius University) for Organizations and Markets in Emerging Economies

Durdana Ozretic-Dosen (University of Zagreb, Faculty of Economics & Business) for Market - Tržište

7. ABSTRACTS OF COMPETITIVE PAPERS

ID	158	Abstract
Authors	Ahmed Faheem , <i>Université Grenoble Alpes, France</i> ; Valette-Florence Pierre , <i>Université Grenoble Alpes - IAE, France</i>	The current research attempts to answer questions about differing motivations (hedonic, utilitarian) for consumption of products and experiences, working on how individuals adapt their perceptions with varying mental construals surrounding these experiences. The research method relies on an innovative data collection approach, Album On-Line (AOL), to analyze individuals' projective representations and assess their consensus through an INDSCAL approach. These representations help in framing a consumer-centric representation of the affective and cognitive motivations for consumption, based on thought processing (distant, proximal) and language (English/French), in line with contemporary globalized communications.
Title	What Does It Mean to Be Myself (Away From Home)? Bridging the Gap to Hedonic Consumption	
Keywords		
1	hedonic consumption	
2	psychological proximity	
3	consumer journeys	
ID	71	Abstract
Authors	Anić Ivan-Damir , <i>The Institute of Economics, Zagreb, Croatia</i> ; Kursan Milaković Ivana , <i>University of Split, Faculty of Economics, Business and Tourism, Croatia</i> ; Mihic Mirela , <i>University of Split, Faculty of Economics, Business and Tourism, Split, Croatia</i> ; Corrocher Nicoletta , <i>ICRIOS, Bocconi University, Milan, Italy</i>	This paper examines the impact of m-advertising on consumer purchases, considering consumer innovativeness as a moderator. The data collected from real shoppers and users of mobile devices in Croatia were analysed using structural equation modelling (SEM). The findings indicate that personalisation, safety and privacy m-experiences positively influence purchase intention. The attitudes towards m-advertising do not influence purchase intention directly, but consumer innovativeness moderates this relationship, indicating its importance. In their m-advertising campaigns, marketers might target innovative consumers, provide clear privacy policies, follow consumers' preferences, and design mobile-friendly webpages, pleasing and entertaining advertisements to increase the chances of m-purchases.
Title	The Impact of Mobile Advertising on Consumers' Purchase Intention: The Role of Consumer Innovativeness	
Keywords		
1	mobile advertising	
2	mobile shopping	
3	consumer innovativeness	
ID	128	Abstract
Authors	Arslanagic-Kalajdzic Maja , <i>University of Sarajevo, Bosnia and Herzegovina</i> ; Kadic-Maglajlic Selma , <i>Copenhagen Business School, Denmark</i> ; Dlacic Jasmina , <i>University of Rijeka, Faculty of Economics and business, Croatia</i> ; Zabkar Vesna , <i>Faculty of Economics, University of Ljubljana, Slovenia</i>	This study contributes to enhanced understanding of cause-related purchase intentions by examining the role of social connections and regulation of emotions, according to emotional regulation theory. We focus on young adults, who are often active in solving societal problems, from three countries with different levels of development and familiarity with cause-related marketing activities. Results of multi-group structural equation modeling indicate the overall importance of social connections, however the enhancement role of regulation of emotions only in more developed countries. With segmentation of young adults, the study has both theoretical and policy implications for multiple stakeholders related to cause-related marketing activities.
Title	YOUNG ADULTS' CAUSE RELATED BEHAVIOR ACROSS COUNTRIES: THE ROLE OF INDIVIDUAL CHARACTERISTICS	
Keywords		
1	social connection	
2	regulation of emotions	
3	cause related behavior	

ID	151	Abstract
Authors	Aubert Hassouni Christelle , <i>Emlyon Business School, France</i> ; Macé Sandrine , <i>ESCP Business School, France</i> ; Parguel Béatrice , <i>CNRS, France</i>	Recognizing importance of personal data protection, Europe has adopted the General Data Protection Regulation in May 2018. Eight months later, a large variance in data protection breach complaints made to regulators has been reported across European countries. This paper examines the influence of national culture on those complaints, hence contributing to the privacy concern literature. Relying on the literature developed on national culture influence on privacy concern and on a revised Hofstede's model reduced to two main dimensions in a European context, we show that European countries valuing more individualism tend to complain more conversely to countries valuing more masculinity.
Title	Influence of national culture on complaint for personal data protection breach	
Keywords		
1	Culture	
2	Personal data protection	
3	Consumer complaint	
ID	63	Abstract
Authors	Awdziej Marcin , <i>Kozminski University, Poland</i> ; Tkaczyk Jolanta , <i>Kozminski University, Poland</i> ; Plata-Alf Dagmara , <i>Kozminski University, Poland</i>	The aim of the following study was to check whether or not the knowledge regarding the fact that an influencer is a fictional/ virtual character affects their perceived credibility. The research is of a pioneering nature as the virtual influencer phenomenon is just developing. When conducting the study, we wanted to find out whether or not the knowledge regarding the virtual influencer differentiates the assessment of their credibility in relation to its three dimensions: attractiveness, trust towards them and their expertise. In order to meet the objectives of the study, own experimental research was conducted (246 management students have been recruited for the study). The research findings have confirmed that when it comes to assessing the source credibility it is irrelevant whether recipients know if the character they have to do with is virtual or real.
Title	Real or not, doesn't matter, as long as you are hot- exploring the perceived credibility of an Instagram virtual influencer	
Keywords		
1	influencer	
2	Instagram	
3	credibility	
ID	47	Abstract
Authors	Aznar Gloria , <i>CEU SAN PABLO, Spain</i> ; Redondo Ignacio , <i>Universidad Autónoma de Madrid, Spain</i>	The web faces an increasing loss of ad impressions and decrease of advertising revenues due to the rise of adblockers. Adblockers prevent the display of online advertising. Online publishers react by using anti-adblock filters, they detect the adblocker and deny access to the web. Users have three choices: disable the adblocker, leave the website or try to bypass the anti-adblocker. The reactions are conditioned by four factors: (a) more favourable attitudes toward online ads foment the deactivation of the adblocker; (b) a longer experience with adblocker enables bypassing the anti-adblock; (c) a greater breadth of online activities stimulates bypassing the anti-adblocker; and (d) higher concerns about privacy discourage disabling the adblocker. Our findings suggest the importance of improving attitudes toward online advertising, reduce concerns about online privacy, and search for alternative ways to monetize the website visits by the growing group of anti-adblocker bypassers.
Title	Responses to adblockers in online advertising	
Keywords		
1	Anti-adblocker	
2	Online	
3	Adblocker	

ID	176	Abstract
Authors	Bernardic Ursa , <i>University of Geneva, Switzerland</i> ; Scheibehenne Benjamin , <i>University of Geneva, Switzerland</i>	One of the key elements of brand equity models is brand familiarity and a well-designed logo's. Because past research on the impact of brand familiarity and design has mainly advanced in parallel, little is known about their interaction. Our research helps fill this gap, by examining when and how logo familiarity can affect consumer search and visual attention. Evidence from 3 preregistered experiments using a search task shows that target familiarity, but not distractors familiarity, improves visual search efficiency, even when controlling for logo-design effects. These findings add to theories of visual attention and offer actionable insights to marketing practitioners.
Title	Fount It! Brand Familiarity Improves Visual Search Performance	
Keywords		
1	brand familiarity	
2	logo design	
3	visual search task	
ID	152	Abstract
Authors	Bodlaj Mateja , <i>University of Ljubljana, School of Economics and Business, Slovenia</i> ; Čater Barbara , <i>University of Ljubljana, School of Economics and Business, Slovenia</i>	This study aims to improve our understanding of how export market orientation and marketing capabilities relate to export venture performance. Results are reported on a sample of 342 Slovenian exporting SMEs. Findings show that responsive and proactive market orientation have different effects on pricing and product development capabilities, which in turn are both positively related to differentiation advantage. Differentiation advantage mediates the effect of both product development and pricing capabilities on export venture performance. These findings may help exporting SMEs to decide how to allocate their limited resources into the improvements of export market orientation, product development and pricing capabilities
Title	Responsive and proactive market orientation and SMEs' export venture performance: The mediating role of marketing capabilities	
Keywords		
1	market orientation	
2	marketing capabilities	
3	export venture performance	
ID	209	Abstract
Authors	Boros Kitti , <i>Corvinus University of Budapest, Hungary</i>	Before the pandemic COVID-19 business tourism was characterised with increase and high competition among destination for the opportunity to organise an event. As a result, quality changes and new participants have appeared on the demand side of business tourism and new event types (digital or hybrid meetings) on the supplier side. Although it is called MICE tourism in the segment in academic literature, there is no consensus in naming the branch. The aim of this study is to present a systematic review of the current international terminology of business tourism and the process of choosing destinations from event organiser aspect.
Title	Individual level of the business tourism: different perceptions of the people involved in the industry	
Keywords		
1	MICE tourism	
2	Meetings Industry	
3	destination selection criteria	
ID	89	Abstract
Authors	Bourdin David , <i>FHWien der WKW, Austria</i> ; Halkias Georgios , <i>University of Vienna, Austria</i> ; Yaprak Attila , <i>Wayne State University, United States</i>	Both the globalness/localness of a brand and the image of its origin country influence consumer attitudes, but most research has examined these factors in isolation. This two-country study extends previous work by showing the independent as well as interactive effects of branding decisions and country stereotypes. Importantly, we shed light on how the stereotypes may substitute or complement brand globalness and localness perceptions. Furthermore, we control for the effects of brand-, product-, and consumer-specific characteristics, and thus test our hypotheses in a stricter nomological network than extant studies. Our findings partially confirm the existence of a compensatory mechanism between (a) brand globalness and country warmth, and (b) brand localness and country competence, leading to new implications regarding brand positioning strategies under different conditions.
Title	The Compensatory Influences of Country Stereotypes and the Global/Local Nature of Brands on Consumer Responses: An Extended Framework	
Keywords		
1	PBG	
2	PBL	
3	COO	

ID	70	Abstract
Authors	Brecic Ruzica , <i>University of Zagreb, Faculty of Economics and Business, Croatia</i> ; Cvenček Dario , <i>University of Washington/ Institute for Learning and Brain Sciences, United States</i> ; Gorton Matthew , <i>Newcastle University Business School, United Kingdom</i> ; Piri Rajh Sunčana , <i>Faculty of Economic and Business - University of Zagreb, Croatia</i> ; Mandić Miroslav , <i>Faculty of Economic and Business - University of Zagreb, Croatia</i> ; Pandža Bajs Irena , <i>Faculty of Economics and Business - University of Zagreb, Croatia</i> ; Komarac Tanja , <i>University of Zagreb, Faculty of Economics & Business, Croatia</i>	This paper considers the nature and interrelationships between primary school children's implicit and explicit attitudes to food. Data were collected in 15 Croatian schools (n=1356 children; ages 5-10). Measurement of implicit attitudes occurred using a child-friendly adaptation of the Implicit Association Test (Ch-IAT). The analysis identifies the determinants of these attitudes, considering the impact of television viewing and school gardens. Children self-report they like unhealthy foods more than healthy foods (explicit attitude), but implicitly children overall associate healthy food with being tasty, an association which was stronger with older children. Regarding determinants, we find that television viewing increases the appeal
Title	Schools, TV and Children's Implicit and Explicit Attitudes to Food	
Keywords		
	1 Explicit attitude 2 Implicit attitude 3 Children	
ID	186	Abstract
Authors	Brzovska Ezeni , <i>Faculty of economics - Skopje, Macedonia</i> ; Debarliev Stojan , <i>Faculty of economics - Skopje, Ss. Cyril and Methodius University in Skopje, Macedonia</i> ; Ozretic-Dosen Durdana , <i>University of Zagreb, Faculty of Economics & Business, Croatia</i>	The purpose of the paper is to understand whether children of different ethnicity, age and gender relate to brand logos in different ways in term of brand representation and brand symbolism. Children begin to understand symbolic aspects of consumption at early age, enhancing the importance to observe and explain certain pattern of behavior in very young children. The paper extends existing research by including more diverse sample of children with different ethnic background and the research was administered across three testing sessions, assessing level of brand representation and symbolism in children aged 3 to 5 years. The findings indicated that
Title	Brand representation and symbolism understanding – perceived differences among young consumers	
Keywords		
	1 brand symbolism 2 young children 3 brand representation	
ID	74	Abstract
Authors	Cerio Eva , <i>Université Gustave Eiffel, France</i>	Based on a 6-months-ethnography research, we study how consumers choose between giving, selling or throwing away. We show that this decision depends on three dimensions: product-related factors, consumers' skills and habits, and practices' goals. These results constitute strong managerial implications for charities, C2C platforms and redistributions' actors.
Title	Disposing of an object: how choosing between redistribution or garbage	
Keywords		
	1 disposition behavior 2 redistribution practices 3 detachment	

ID	177	Abstract
Authors	Ciunova-Shuleska Anita , <i>Ss. Cyril and Methodius University in Skopje, Faculty of Economics - Skopje, Macedonia</i> ; Palamidovska-Sterjadovski Nikolina , <i>Ss Cyril and Methodius University in Skopje, Faculty of Economics, Macedonia</i> ; Prodanova Jana , <i>Universidad de Burgos, Spain</i>	The purpose of this study is to analyse the drivers of m-banking perceived value and its influence on clients' intentions to continue using m-banking, based on the Elaboration Likelihood Model. A survey with 252 respondents was conducted, using PLS-SEM to test the model. The findings indicate that m-banking perceived value is significantly influenced by contact and communication (central route) and entertainment and gamification (peripheral route), enhancing the intentions to continue using m-banking. This is the first study in the m-banking context offering evidence-based insights on the incitements of m-banking perceived value and actual clients' intentions to continue using m-banking.
Title	What drives m-banking clients to continue using m-banking services?	
Keywords		
1	m-banking	
2	perceived value	
3	intentions	
ID	42	Abstract
Authors	Cleveland Mark , <i>University of Western Ontario, Canada</i> ; McCutcheon Georgia , <i>University of Western Ontario, Canada</i>	People vary in the degree and manner that they have been affected by globalization. This research details the development of a scale capturing consumers' backlashes against various aspects of globalization. Building on Appadurai's (1990) theoretical typology of five global cultural flows—which he labelled as ethnoscapas, mediascapas, technoscapas, finanscapas, and ideoscapas—we operationalize antiglobalscapes according to trepidations about these transnational exchanges. Using SEM and multigroup analysis, the novel scale is validated with data from consumers in Canada (n=267) and the United States (n=426), and embedded within a nomological net of three orientations regarding cultural ingroups and outgroups: self-identification with global consumer culture, cosmopolitanism, and consumer ethnocentrism. This study offers insights for theory and practice, as well as direction for further inquiries relating to consumers' backlashes against globalization.
Title	Globalization Orientations and Backlashes	
Keywords		
1	Globalization	
2	Attitudes	
3	Scale	
ID	184	Abstract
Authors	Cocco Helen , <i>IESEG School of Management LEM-CNRS (UMR 9221), France</i> ; Demoulin Nathalie , <i>IESEG SCHOOL OF MANAGEMENT, LEM-CNRS (UMR 9221), France</i>	Increasing competition in the retailing sector prompts retailers to implement omnichannel strategies to achieve seamless customer shopping experience. Retailers seek to integrate channels so that customers can seamlessly switch amongst them during the shopping journey. However, despite its prominence in practice, there is limited omnichannel research regarding how retailers can create seamless shopping and the beneficial consequences that can be gained from it. The purpose of this study is to establish the drivers and outcomes of seamless shopping experience. To achieve this goal, we find that seamless shopping leads to more loyalty, customer engagement, higher basket size, and a lower
Title	Seamless Shopping in Omnichannel Retailing: The effect of Channel Integration on Consumers' Responses	
Keywords		
1	channel integration	
2	seamless shopping	
3	omnichannel	

ID	175	Abstract
Authors	Cutura Marija , <i>University of Mostar, Bosnia and Herzegovina</i> ; Leko Simic Mirna , <i>The Josip Juraj Strossmayer University of Osijek, Croatia</i> ; Agic Emir , <i>University of Sarajevo, Bosnia and Herzegovina</i>	The main purpose of this study was to understand behavioral drinking patterns in accordance with positive alcohol outcome expectations. The data were collected on a sample of students from Bosnia and Herzegovina. Several regression models were used to observe alcohol consumption continuum in interaction with binge drinking. Results have shown the existence of marginal point where binge drinking behavior doesn't affect positive outcome expectancies, but the non-binge drinkers believe that intensive drinking leads to positive outcomes. This study contributes to deeper understanding of relation among drinking patterns and positive alcohol expectancies as a starting points for social marketing strategies.
Title	Positive alcohol outcome expectancies: Does personal binge drinking experience matter?	
Keywords		
1	Motivational theory	
2	Binge drinking behavior	
3	Alcohol outcome expectancies	
ID	78	Abstract
Authors	Daneshfar , <i>Curtin University, Australia</i> ; Sharma Piyush , <i>Curtin University, Australia</i> ; Kingshott Russel , <i>Curtin University, Australia</i>	"As immigration and international tourism are increasing exponentially, it is important to study factors affecting intercultural service encounters (ICSE). This research extends ICSE framework by developing a conceptual model using the functional theory of attitude and service-dominant logic. We propose functions serve by attitude toward perceived cultural distance (i.e. value-expressive, social-adjustive, ego-defensive, knowledge, and utilitarian) affects interaction comfort and inter-role congruence. We also raise argument about predictors of one's willingness to co-create in ICSE as well as the role of intercultural competence. Findings from a qualitative study support the proposed linkages. These findings help managers understand how customers' and employees' attitudes in ICSE is shaped and how they can manage it in order to improve service outcomes."
Title	Exploring the Role of Functions of Attitude toward Perceived Cultural Distance in Intercultural Service Encounters (ICSE)	
Keywords		
1	Attitude	
2	Culture	
3	Services	
ID	31	Abstract
Authors	Dang Ngoc Bich , <i>Université Toulouse 1 Capitole, Toulouse School of Management, France</i> ; Bertrandias Laurent , <i>Toulouse Business School, France</i>	"Loneliness is aversive, and it leads to compensatory consumption behaviour to restore one's sense of belonging. Recently, social robots are designed to socially interact with people and evoke emotional connection. These robots are seductive as they seem "alive" and potentially offer solutions to resolve human vulnerabilities. In this conceptual paper, we propose the psychological mechanisms underlying the effect of loneliness typology (emotional and social loneliness) on the intention to adopt social robots by integrating existing theories. Consumers who feel lonely might attribute social robots the ability to provide various types of social supports typically provided by other humans and expected to alleviate loneliness. Our research makes important contributions to the literature regarding human-robot interaction as well as loneliness and compensatory consumption literature."
Title	Robots are "alive"? Effect of loneliness on the intention to adopt social robots	
Keywords		
1	loneliness	
2	well-being	
3	well-being	

ID	61	Abstract
Authors	Davlembayeva Dinara , <i>Newcastle University Business School, United Kingdom</i> ; Papagiannidis Savvas , <i>Newcastle University Business School, United Kingdom</i> ; Alamanos Eleftherios , <i>Newcastle University Business School, United Kingdom</i>	A sharing economy is a form of social exchange relationship that is driven by the reciprocity of exchange. Despite the importance of reciprocity in collective relations, the literature has little evidence about the underpinnings of mutual reciprocation and relationship commitment in the sharing economy. To address this gap, the study adopts the equity theory perspective to explore the factors affecting perceived reciprocity and cognitive and behavioural outcomes of reciprocal relations. The data were collected from 403 users of sharing economy platforms located in the United States. As a result of structural equation modelling, the study found that the reciprocity of relations is predicted by fair procedures of transactions, a strong feeling of social identity and the tendency to compare personal outcomes of relations with the outcomes of other members of sharing economy communities. Also, the findings of the study indicate a direct effect of reciprocity on relationship commitment and emotion-focused coping, as well as an indirect effect through problem-focused coping. The theoretical and practical contributions of the findings are discussed
Title	Reciprocity and Commitment in the Sharing Economy	
Keywords		
	1 sharing economy 2 equity theory 3 reciprocity	
ID	87	Abstract
Authors	De Nisco Alessandro , <i>University of International Studies of Rome - UNINT, Italy</i> ; Oduro Stephen , <i>University of International Studies of Rome - UNINT, Italy</i>	This study proposes a quantitative assessment of the results of research on partitioned country of origin using a meta-analysis. The authors systematically reviewed a total of 81 independent samples in 64 empirical papers published in the last 30 years, involving 25,483 respondents and 1,239 effect sizes, to assess: a) the overall effect of selected COO sub-components (country of assembly, country of brand, country of design, country of manufacture, and country of parts) on product evaluation, brand evaluation, and purchase intentions; and b) the effect of selected methodological and theoretical characteristics of the studies (e.g., number of cues, sampling procedure, product type, study design, etc.) on the variance of the results. Findings reveal that partitioned country of origin dimensions have a positive, significant influence on consumer behavior in terms of product evaluation, brand evaluation, and purchase decision. The study contributes to the advancement of COO research by facilitating empirical and quantitative assessments of the theoretical and methodological shortcomings that affect the relevance and generalizability of this field of study, identifying and proposing potential avenues for further research.
Title	Partitioned country of origin effect on consumer behavior: a meta-analytic review of empirical evidence	
Keywords		
	1 country of origin 2 partitioned country of origin 3 meta-analysis	
ID	207	Abstract
Authors	Dehmamy Keyvan , <i>University of Groningen, Netherlands</i> ; Otter Thomas , <i>Goethe University, Germany</i> ; Hitsch Günter , <i>Full Professor of Marketing at University of Chicago, United States</i> ; Kurz Peter , <i>bms marketing research + strategy, Germany</i>	Choice-based conjoint analysis is a widely used method to estimate consumer preferences for products and services that are not currently available in the market place from survey responses. In a standard conjoint design consumer report the preferred choice among a set of alternatives. This approach assumes that consumers face no uncertainty about their preferred choice even though the product choice does not occur at the time when the survey is taken but at some future point in time. We propose an alternative design that asks the subjects to state the choice probabilities for each possible product choice.
Title	Predicting Adoption Choices Using Choice Probability Elicitation	
Keywords		
	1 Conjoint 2 probability elicitation 3 hierarchical Bayes	

ID	75	Abstract
Authors	Demoulin Nathalie , IESEG SCHOOL OF MANAGEMENT, LEM-CNRS (UMR 9221), France ; De Kerviler Gwarlann , IESEG SCHOOL OF MANAGEMENT LEM-CNRS (UMR 9221), France	This research contributes to a better understanding of of-line-online asymmetrical integration, defined as access to a larger online assortment in-store by enabling customers to order online while being in-store via kiosks or mobile devices. Even though channels integration is a key challenge for re-tailers, the effects of offline-online integration is still unclear. Through a series of three studies, we test and demonstrate that offline-online asymmetrical integration creates cross-channel synergies by increasing purchase intentions and by retaining customers at the focal retailer. In addition, we show that this effect is mediated through perceived service quality, convenience and assortment variety and is moderated by the type of goods (search versus experience good). As such, we contribute to the literature on channel integration by highlighting an effect of asymmetrical integration, which was lacking in this stream of research.
Title	Shopping benefits of the digitalization of physical stores and the moderating role of product type	
Keywords		
	1 omni-channel retailing 2 channels integration 3 retail store digitalization	
ID	20	Abstract
Authors	Deventer Claire , SkalUP & University of Namur, Belgium ; Zidda Pietro , University of Namur, Belgium	Interactive recommendation systems (IRS) help shoppers decide about what to buy based upon an interactive dialog. Despite their growing popularity, there is a lack of research on the impacts of IRS on final shopping outcomes such as positive word-of-mouth, store revisit and purchase intention in the product category. This study aims at filling the gap. A field experiment with customers of a Belgian grocery retailer allows us to observe high increases in purchase intentions not only for the recommended product but also for the whole product category. Moreover, levels of trust, perceived innovativeness and perceived self-expressiveness customers experience with IRS either reinforce or deteriorate positive word-of-mouth and store revisit intention. This warns retailers about the opportunities but also the threats of using IRS in their customer service strategy.
Title	Impact of Interactive Recommendation Systems on Shopping Outcomes: the Moderating Role of Trust, Innovativeness and Self-expressiveness	
Keywords		
	1 interactive recommendation system 2 consumer behavior 3 purchase intention	
ID	49	Abstract
Authors	Diamantopoulos Adamantios , University of Vienna, Austria ; Egger Martin , University of Vienna, Austria ; Florack Arnd , University of Vienna, Austria; Gidaković Petar , Faculty of Economics, University of Ljubljana, Slovenia; Kolbl Živa , University of Vienna, Austria ; Szőcs Ilona , University of Vienna, Austria ; Žabkar Vesna , Faculty of Economics, University of Ljubljana, Slovenia	Although stereotypes are playing an important role in international marketing, their interplay has been overlooked so far. We draw on Stereotype Content Model, country image transfer, and brand trait transference literature to investigate relationships between brand origin, brand, and brand user stereotypes and link them to perceived value and purchase intentions. Three alternative theoretical models are tested in two complementary studies (UK: NStudy1 = 396; Slovenia: NStudy2 = 939). Study 1 shows that the best fitting model predicts stereotype content transfer in terms of warmth and competence from brand origin to the brand and, though it, to the brand user. Study 2 shows that the brand user stereotypes are not significant predictors of consumer outcomes. We conclude that while the stereotype transfer from country to brand is stable, the transfer from brand to brand user lends itself to additional investigation.
Title	On the Interplay of Brand Origin, Brand and Brand User Stereotypes	
Keywords		
	1 stereotypes 2 warmth 3 competence	

ID	103	Abstract
Authors	Diamantopoulos Adamantios , <i>University of Vienna, Austria</i> ; Matarazzo Michela , <i>Università degli Studi Guglielmo Marconi, Italy</i> ; Petrychenko Anastasiya , <i>University of Vienna, Austria</i>	Drawing on equity theory and applying van Westendorp's price sensitivity meter (PSM), we investigate the impact of country image assessments on consumers' willingness-to-pay (WTP) while controlling for several consumer traits (consumer ethnocentrism, cosmopolitanism, xenocentrism, price sensitivity and product involvement). We find that country image positively impacts WTP but this relationship is non-linear, indicating diminishing returns. We also find that consumer xenocentrism and price sensitivity partly counteract the positive effects of country image by lowering consumers' WTP. Implication for research and practice are considered and suggestions for future research made.
Title	One More Time: Does Country Image Influence Consumers' Willingness to Pay?	
Keywords		
	1 Willingness-to-Pay 2 Country-Image 3 Consumer-Traits	
ID	38	Abstract
Authors	Dimitriu Radu , <i>Trinity Business School, Trinity College Dublin, Ireland</i> ; Crisafulli Benedetta , <i>Birkbeck University, United Kingdom</i> ; Guesalaga Rodrigo , <i>Pontificia Universidad Católica de Chile, Chile</i>	Investments in autonomous cars (ACs) are growing, yet there is scant evidence on the likely adoption of such cars. Integrating the means-end and extended self theories, we explore the holistic drivers behind adopting or not ACs and their linkage with human values and wellbeing, as well as the self-expression considerations of prospective adopters. Data from 54 interviews suggests that consumers perceive AC adoption can both facilitate and hinder the achievement of human values. For example, ACs can enhance life comfort and lower stress by creating convenience and extra time to rest and socialize; equally, they can lower life excitement by eliminating the joy of driving. The autonomy in ACs can mean freedom given the flexibility allowed by driverless technology, but can also hamper freedom and security given the perceived risk of accidents which comes with a novel technology. Importantly, we find ACs' pondered adoption is linked to identity-related and self-image concerns.
Title	An application of means-end and extended self theories to explore enablers and inhibitors of autonomous car adoption	
Keywords		
	1 adoption 2 laddering 3 autonomous	
ID	165	Abstract
Authors	do Carmo Stangherlin Isadora , <i>Aarhus University, Department of Management, Denmark</i> ; Grunert Klaus , <i>Aarhus University, MAPP Centre, Department of Management, Denmark</i> ; De Barcellos Marcia , <i>Universidade Federal do Rio Grande do Sul/PPGA, Brazil</i>	We explore consumers' acceptance of products made with reused materials. Using the law of contagion, we analyze how contamination affects consumers' acceptance of these products. First, we confirm a boundary condition of contamination: the difference in products with high (vs. low) degree of physical contact. Results show that consumers perceive products with high degree of physical contact as more contaminated than products with low degree. Also, we explore how contamination influences product acceptance by two different routes: one cognitive (quality), and an emotive (disgust). Results show that the effect of contamination on product acceptance is mediated by these two routes.
Title	Consumer reaction to products with reused materials: examining different routes of contamination	
Keywords		
	1 contamination 2 disgust 3 quality	

ID	68	Abstract
Authors	Endres Herbert , <i>University of Regensburg, Germany</i> ; Hofstetter Christine , <i>University of Regensburg, Germany</i> ; Helm Roland , <i>University of Regensburg, Germany</i>	One main reason for the failure of innovations is the fact that potential customers perceive salespeople as not convinced of the new product. Prior research is limited to the self-reported sales force adoption of the salespeople and thereby failed to address how (potential) customers perceive the sales force adoption. Our research develops a theoretical framework and explores the discrepancies between the salesperson-reported and the customer-perceived sales force adoption. Beyond, we hypothesize contingencies with job satisfaction moderators. We base our analysis on a dyadic survey sample with salespeople and their visited (potential) business customers of a real offered industrial innovation. Our findings indicate that the relationship between salesperson-reported and customer-perceived sales force adoption is contingent on salesperson's pay satisfaction, job autonomy, and organizational support. Surprisingly, a salesperson's payment satisfaction negatively moderates the relationship between salesperson-reported and customer-perceived sales force adoption. Thus, sales managers may think of using common job satisfaction factors differently.
Title	Salesperson-reported versus Customer-perceived Sales Force Adoption of Industrial Innovations: Main and Moderating Effects	
Keywords		
1	sales force adoption	
2	customer perception	
3	job satisfaction	
ID	28	Abstract
Authors	Fricke Antje , <i>Technische Universität Braunschweig, Germany</i> ; Pieper Nadine , <i>Technische Universität Braunschweig, Germany</i> ; Woissetschlänger David , <i>Technische Universität Braunschweig, Germany</i>	Smart products enjoy increasing popularity both economically and academically. However, literature on smart products focuses on specific smart products or examines smart products as a whole. To gain a deeper understanding of how consumer perceive product smartness, we conducted an online-survey assessing seven smartness dimensions of 36 smart products (n=1,661). By examining product smartness in depth, we identify six distinct clusters exhibiting similar smartness characteristics. Our objective is to utilize these clusters to explain psychological consequences of smart product usage. Based on our findings, we provide research propositions that not only the application context or the fact that a product is considered a smart product need to be taken into account, but also the different smartness characteristics.
Title	How (differently) are smart products perceived? – An empirical investigation	
Keywords		
1	smart products	
2	smartness dimensions	
3	cluster analysis	
ID	111	Abstract
Authors	Fuduric Morana , <i>University of Zagreb, Faculty of Economics & Business Zagreb, Croatia</i> ; Horvat Sandra , <i>University of Zagreb, Faculty of Economics & Business, Croatia</i> ; Varga Akos , <i>Corvinus University of Budapest, Hungary</i> ; Skare Vatroslav , <i>University of Zagreb, Faculty of Economics & Business, Croatia</i>	Continuous growth of private labels has become a serious threat to manufacturers' brands. According to research insights, consumers increasingly believe that the quality of private labels has improved and that the perceived quality gap between private labels and manufacturers' brands may not be sustainable in the long run. However, despite the fact that perception of private labels is increasingly more favourable, consumers are prone to using manufacturers' brands as symbols, often at a subconscious level. In order to test this notion, we conducted a study which explores the differences between implicit and explicit attitudes towards private labels and manufacturers' brands by using the implicit association test (IAT) and explicit scales.
Title	Investigating Perceptions of Manufacturers' Brands Versus Private Labels by Using Implicit and Explicit Measures	
Keywords		
1	private labels	
2	manufacturers' brands	
3	implicit association test (IAT)	

ID	17	Abstract
Authors	Gao Lily(Xuehui) , <i>University of Zaragoza, Spain</i> ; de Haan Evert , <i>University of Groningen, Netherlands</i> ; Melero Polo Iguácel , <i>University of Zaragoza, Spain</i> ; Sese F. Javier , <i>University of Zaragoza, Spain</i>	This study investigates how customer experience with focal firm or its competitors impacts retention, how experience spills over from one category to another, and the moderating role of lock-in mechanisms. For this objective, building on experiential learning theory, we establish an integrated framework. Using panel data which combines perceptual and transactional information for a sample of 13,761 customers, covering all firms in the industry in one European country for two major telecommunication service categories (mobile and broadband), we test empirically the proposed framework. The results reveal the central role of customer experience with one category and its spillover effect to another category. It furthermore shows a strong competitive effect in shaping customers' choices across firms, and offers novel insights into the moderating role of lock-in mechanisms, through which might strengthen, weaken or neutralize the impact of customer experience within and between categories.
Title	Following my heart or my head? Managing customer retention through customer experience and lock-in	
Keywords		
	1 Customer experience 2 Lock-in 3 Spillover effects	
ID	65	Abstract
Authors	Gawlik Dennis , <i>University of Hohenheim, Germany</i> ; Hüttl-Maack Verena , <i>University of Hohenheim, Germany</i>	Food supply chains without any connection between producers and consumers characterize today's food systems. However, consumers show a growing interest in who produces their food and some producers react to this by providing personal producer information on packaging. We assume that personal producer information such as a picture or the name will improve consumer evaluations of products. We present an experimental study, in which we vary the amount of visual and textual producer information provided on the packaging of unprocessed food. A picture of the producer improves the attitude towards the product, perceived food quality and authenticity. This effect is mediated by enhanced levels of trust in the product, while the perceived amount of information does not increase. The opposite occurs for textual information. To practitioners, we can recommend providing visual producer information.
Title	How providing personal information about the producer on food packaging affects consumer responses	
Keywords		
	1 producer information 2 picture of producer 3 food packaging	
ID	180	Abstract
Authors	Gyulai Zsófia , <i>University of Szeged - Faculty of Economics and Business Administration, Department of Business Studies, Hungary</i>	Trust plays a significant role in business relationships. This role in the online space is only growing due to the asymmetric information of partner companies. Conscious information seekers attach less importance to the communication coming from the company, they are informed based on indirect touchpoints. I was looking for the answer to the question: How can companies build trust in conscious information seekers like B2B sector decision-makers? I was able to identify four trust-building factors related to the (1) information content and (2) design of the corporate website, the (3) monitoring of indirect touchpoints, and the (4) confidential partnership.
Title	The role of trust in online B2B information gathering Are decision-makers in the B2B sector giving up information gathering for partnerships?	
Keywords		
	1 online trust 2 B2B partnerships 3 online information gathering	

ID	29	Abstract
Authors	Hagebölling Mona , <i>Technische Universität Braunschweig, Germany</i> ; Seegebarth Barbara , <i>Technische Universität Braunschweig, Germany</i> ; Woisetschläger David , <i>Technische Universität Braunschweig, Germany</i>	Targeting policy of service providers leads some customer groups like new customers receiving better contractual conditions compared to existing customers. Existing customers perceive this but do not receive any benefits for their loyalty. They react with a 'tactical churn' in order to obtain better offers from their current provider without any intention to switch. This study investigates the phenomenon of 'tactical churn' by taking into account four different sources of price comparisons: new customers, customers at the same provider, competitor offers, and intertemporal comparisons. The effects of these price comparisons are tested in a field study of 1,069 consumers. The results show price comparisons are the strongest predictor for perceived price fairness. Also, they have a significant negative influence on appreciation, moral obligation and a positive on subjective norms, which in turn drive 'tactical churn' intention.
Title	Tactical Churn in Contractual Service Relationships: When Customers Break up Without Leaving	
Keywords		
	1 customer loyalty 2 fairness 3 contractual services	
ID	39	Abstract
Authors	Haiduk Carolin , <i>University of Hamburg, Germany</i> ; Schreiner Thomas , <i>University of Hamburg, Germany</i> ; Mandler Timo , <i>Toulouse Business School, France</i>	Despite recent advances regarding the conceptualization and consequences of pre-release consumer buzz (e.g., Divakaran et al. 2017; Houston et al. 2018), little is known about its evolution over time. Using social media data related to 208 movies released in 2016 and 2017 in the US, we investigate the evolutionary patterns of three distinct buzz dimensions (anticipatory communication, search, and participation) and their impact on new products' market success. The results of our empirical study suggest that buzz dimensions affect market performance in different ways. While communication and search have a positive impact on total box office sales, participation appears to affect the way consumers adopt the product over time (i.e., diffusion patterns). These findings have important implications for the way new products should be promoted online prior to their release.
Title	On the Evolution of Pre-Release Consumer Buzz and New Product Success	
Keywords		
	1 Pre-release consumer buzz 2 New product launch 3 Social media	
ID	55	Abstract
Authors	Halkias Georgios , <i>University of Vienna, Austria</i> ; Diamantopoulos Adamantios , <i>University of Vienna, Austria</i> ; Florack Arnd , <i>University of Vienna, Austria</i> ; Palcu Johanna , <i>Vienna University of Economics and Business, Austria</i>	Marketing literature has been marked by several lively debates regarding the theoretical and practical relevance of the country of origin (COO) phenomenon. Over-reliance on self-reporting and heavy-handed research designs have been repeatedly criticized for failing to reveal the true COO influence. Drawing from visual attention and decision-making theories, we conduct three eye-tracking experiments that implicitly assess whether and how consumers attend to COO cues in inconspicuous exposure settings. Results show that consumers generally notice COO labels on product packages, but do so relatively late. COO effects on purchase intentions are conditional on the duration of attention, with dwell times on COO cues being, on average, sufficient to allow such influences. Importantly, whether and for how long COO labels are attended to can be motivated by differentially priming consumers' competence- (vs. warmth-) based judgment goals. Implications of these findings for international marketing research are discussed.
Title	Eyes Wide Shut? Understanding and Managing Consumers' Visual Processing of Country-of-Origin Cues	
Keywords		
	1 country of origin 2 visual attention 3 judgment goals	

ID	27	Abstract
Authors	Harms Bianca , <i>University of Groningen, Netherlands</i> ; Bijmolt Tammo , <i>University of Groningen, Netherlands</i> ; Hoekstra Janny , <i>University of Groningen, Netherlands</i>	Children frequently watch YouTube-videos of social influencers with commercial motives. Lack of transparency in such brand endorsements may inhibit recognition of the content as advertising. We study two pivotal antecedents of the effect of YouTube videos on young viewers: sponsorship disclosure (written or/and spoken) and parental mediation style (active or restrictive). Both may activate the child's persuasion knowledge, which may stimulate defense strategies and affect the attitude towards the video and the advertised brand. We collected data among 609 parent-daughter dyads in an online experiment, in which the children watched a vlogger video. Data are analyzed with PLS-SEM. Our findings provide important insights for practitioners in the field of advertising and contribute to more effective online advertising.
Title	The Effects of Brand Endorsements in YouTube-videos on Young Viewers: The Role of Sponsorship Disclosure and Parental Mediation	
Keywords		
1	Influencer marketing	
2	sponsorship disclosure types	
3	parental mediation	
ID	159	Abstract
Authors	Haupt Martin , <i>Justus-Liebig-Universität Giessen, Germany</i> ; Haas Alexander , <i>Justus-Liebig-Universität Giessen, Germany</i> ; Freidank Jan , <i>Technische Hochschule Mittelhessen, Germany</i>	Firms are rapidly investing into chatbots to reach higher productivity in sales and service. As first examples exerted positive effects compared to website offers, firms might try to guide customers to this chatbot interaction. Applying "choice architecture", firms could design an opt-out or opt-in strategy, reflecting presumed consent or actively requested consent. This study investigates differential effects of this strategy on consumer's choice and attitude towards the firm. Furthermore, the moderating effect of customer ratings is analyzed. Our study demonstrates the multilayered effects of choice architecture, showing the relevance of considering a well-suited chatbot interface design for firm's success.
Title	Opt-in or Opt-out? – Effects of Choice Architecture on Chatbot usage and Consumer Attitudes within the E-commerce	
Keywords		
1	Chatbots	
2	Choices	
3	Digital	
ID	164	Abstract
Authors	Heim Kathrin , <i>Austrian Marketing University of Applied Sciences, Campus Wieselburg der Fachhochschule Wiener Neustadt GmbH, Austria</i> ; Fina Robert , <i>Austrian Marketing University of Applied Sciences, Campus Wieselburg der Fachhochschule Wiener Neustadt GmbH, Austria</i> ; Enzelberger Roswitha , <i>Fachhochschule Wr. Neustadt GmbH, Campus Wieselburg, Austria</i> ; Steiner Elisabeth , <i>Austrian Marketing University of Applied Sciences, Campus Wieselburg der Fachhochschule Wiener Neustadt GmbH, Austria</i> ; Höftberger Alexander , <i>Fachhochschule Wr. Neustadt GmbH, Campus Wieselburg, Austria</i>	This paper introduces a large-scale Napping study, serving the purpose of identifying the optimal sample size for a scientific employment of Napping in marketing contexts. A napping with 15 yogurt samples (n = 104) for the properties appearance, taste and texture was arranged. For the evaluation of the napping data, random samples were evaluated using MFA and GPA. Tucker's congruence coefficient (rc) was used to interpret the results. In contrast to current standards recommending sample sizes of 9-15 respondents, our results suggest Napping sample sizes of at least 20, ideally 33 untrained subjects in order to get statistically sound results.
Title	So close, yet so far? A methodological investigation of the potential of and optimal sample sizes for the application of napping as rapid sensory method in marketing contexts	
Keywords		
1	Napping	
2	MFA	
3	Sensory marketing	

ID	173	Abstract
Authors	Heiman Amir , <i>The Hebrew university of Jerusalem, Israel</i> ; Ert Eyal , <i>The Hebrew University of Jerusalem, Israel</i> ; Tsur Yacov , <i>The Hebrew University of Jerusalem, Israel</i> ; Kalter Leibovich Ofra , <i>Gertner Institute, Israel</i> ; Abu-Saad Kathleen , <i>Gertner Institute, Israel</i>	This study explores whether the relationship between chronic pharmaceutical treatment and making efforts to maintain healthy lifestyle are indeed complementary or substitute means to reduce health risk. The possible tradeoff between adopting healthy life style and pharmaceutical treatment, which evolve from psychological biases and perceptions of costs, is analyzed using a medical records database of a sample of diagnosed hypertension patients. Our results suggest a dual boomerang effect when it comes to physical activity. Specifically, adhering with hypertension pharmaceutical treatment reduces the likelihood of meeting the threshold for physical activity recommendation. The reversal relationship is also significant.
Title	The boomerang effect of pharmaceutical treatment on the willingness to adopt healthy lifestyle	
Keywords		
	1 health 2 risk 3 boomerang	
ID	213	Abstract
Authors	Hepp Anna , <i>Technical University of Munich, Germany</i>	Marketing scholars have been calling for more conceptualizing research to account for the complexity of today's marketing channels. Despite a wealth of research on digital marketing channels, gaps remain concerning the digitalization of complex marketing channels, involving business-to-business and business-to-consumer interactions. In this multiple-case study of six building material manufacturers, I induct a theoretical framework of three archetypes with different opportunities and challenges in their digitalization efforts. I integrate definitions from two fields of literature, marketing channel, and information systems research, and contribute to existing literature with a nuanced view of firms' considerations in fragmented and interdependent marketing channels.
Title	Buying a Ton of Bricks Online: Opportunities and Challenges of Digitalizing Complex Marketing Channels	
Keywords		
	1 Channels 2 Digitalization 3 Business-to-Business	
ID	102	Abstract
Authors	Herter Márcia , <i>Universidade Europeia, Lisboa, Portugal</i> ; Soares Raquel , <i>Universidade Europeia, Portugal</i> ; Costa Pinto Diego , <i>NOVA Information Management School, Portugal</i> ; Abreu Carlota , <i>Universidade Europeia, Portugal</i> ; Leal Maria do Carmo , <i>Universidade Europeia, Portugal</i>	Although influencer marketing has grown significantly in recent years for products and brands, little is known about how the association between influencers and social causes would work. The present study aims to understand how the association of influencers with social causes (influencer-cause fit) shapes followers' attitudes and perceived authenticity. An experimental study with social media consumers shows the importance of authentic social content shared by the influencers, and the association to consistent social causes to improve followers' attitudes. The findings present important theoretical and practical implications for influencer marketing and social causes.
Title	Are Influencers' Causes Authentic? How Influencer-Cause Fit Shapes Followers' Attitudes	
Keywords		
	1 social media influencers 2 social causes 3 authenticity	

ID	113	Abstract
Authors	Horvat Sandra , <i>University of Zagreb, Faculty of Economics & Business, Croatia</i> ; Komarac Tanja , <i>University of Zagreb, Faculty of Economics & Business, Croatia</i> ; Ozretic-Dosen Durdana , <i>University of Zagreb, Faculty of Economics & Business, Croatia</i>	This paper explores the perceived authenticity of private labels as specific brands whose market presence is continuously growing. Retailers have implemented marketing practice in private label management, so consumers often do not perceive the difference in quality between private labels and manufacturer brands. Perceived authenticity is believed to become cornerstone of marketing practice in the future, so it is crucial to direct more scientific research into the area of perceived private label authenticity. There are different models of perceived brand authenticity in the literature however these models do not distinguish between private labels and manufacturer brands. Therefore, we propose a model of private label perceived authenticity consisting of six dimensions: (1) credibility, (2) symbolism, (3) originality, (4) brand commercialization, (5) trust in a retailer and (6) employees' passion. The theoretical model was verified empirically through confirmatory factor analysis.
Title	Model of perceived private label authenticity	
Keywords		
1	private labels	
2	perceived authenticity	
3	CFA	
ID	86	Abstract
Authors	Huertas-Garcia Rubén , <i>University of Barcelona – UB, Spain</i> ; Forgas-Coll Santiago , <i>University of Barcelona, Spain</i> ; Andriella Antonio , <i>Institut de Robòtica i Informàtica Industrial CSIC-UPC, Spain</i> ; Alenyà Guillem , <i>Institut de Robòtica i Informàtica Industrial CSIC-UPC, Spain</i>	Although the increasing deployment of social robots in hospitality services, there is a need to understand to what extent customers accept this technology. Based on theories of technology acceptance, this study validates an adaptation of the Almere model in an entertainment environment. In addition, it examines the effect that a robot playing a gender role (male vs. female) combined with personality (collaborative vs. competitive) has on the degree of acceptance. 113 participants played a game with a TIAGo robot while it took on each of the four roles. Findings show the Almere model adapts in six of ten constructs to
Title	Social robot acceptance in Entertainment and Hospitality Services	
Keywords		
1	Social-robot	
2	Stereotypes	
3	Personalities	
ID	26	Abstract
Authors	Hünies Svenja , <i>RWTH Aachen University, Germany</i> ; Wentzel Daniel , <i>RWTH Aachen University, Germany</i>	In this paper, we investigate how product type (utilitarian vs. hedonic) and national culture (i.e. power distance beliefs) influence consumers' brand valuation after exposure to advertisements featuring typical or atypical endorsers. Drawing on social comparison theory and past research on assimilation-contrast effects, we hypothesize that atypical endorsers induce higher brand valuations than typical endorsers for utilitarian, but not for hedonic products. Moreover, we predict an attenuation in countries scoring high on power distance. In three experimental studies, we find partial support for our hypotheses. Finally, implications for research and practice are outlined.
Title	Perfectly Imperfect – The Moderating Role of Product Type and Power Distance Beliefs in Consumers' Evaluation of Brands Using Atypical Endorsers	
Keywords		
1	atypicality	
2	endorsements	
3	brand valuation	

ID	166	Abstract
Authors	Huse Håvard , <i>BI Norwegian Business School, Norway</i> ; Haugland Sven , <i>NHH Norwegian School of Economics, Norway</i> ; Hunneman Auke , <i>BI Norwegian Business School, Norway</i>	This study proposes a model of credit card delinquency based on advances in mental accounting. Using a comprehensive dataset combining credit and debit transactions, three hypotheses are supported. First, higher payment decoupling increases probability of delinquency, when continued borrowing is promoted by reduced salience of past expenses. Second, behavior consistent with decision-making ineptitude also increases probability of delinquency; some cardholders habitually spend in excess. Third, a lower concern for future consequences also increases probability of delinquency; present-biased individuals discount future repayments at a higher rate. The proposed model approximates behavior realistically, while inspecting the validity of the theoretical concepts.
Title	What Explains Credit Card Delinquency: Mental Accounts or Rational Financial Planning?	
Keywords		
	1 mental accounting 2 credit cards 3 hierarchical Bayesian logit	
ID	156	Abstract
Authors	Husić-Mehmedović Melika , <i>University of Sarajevo, School of Economics and Business, Bosnia and Herzegovina</i> ; Arslanagic-Kalajdzic Maja , <i>University of Sarajevo, Bosnia and Herzegovina</i> ; Mujkić Alisa , <i>School of Economics and Business Sarajevo, Bosnia and Herzegovina</i>	This study examines the effect of positive and negative effects of eWOM in the context of restaurant services. We use information search processing theory in the consumers' decision-making process, theory of reasoned action, as well as the role of reference groups as a background. Empirical study conducted throughs survey (Study 1) and an experiment (Study 2) has shown that a negative eWOM has a stronger role in importance of online information search for visit-decision making, while within experimental study Facebook friend recommendation presents a main source of information in this process. Based on findings, we present theoretical and practical contributions.
Title	The Role of Positive and Negative eWOM for Restaurant Information Search Process and Visit Intentions	
Keywords		
	1 eWOM 2 reference group 3 information search	
ID	140	Abstract
Authors	Ivanov Sabina , <i>School of Economics and Business, University of Ljubljana, Slovenia</i> ; Konečnik Ruzzier Maja , <i>School of Economics and Business, University of Ljubljana, Slovenia</i> ; Fetscherin Marc , <i>Rollins College, United States</i> ; Ruzzier Mitja , <i>University of Primorska, Faculty of Management, Slovenia</i>	This paper explores the concept of brand hate in a different cultural setting. It validates the different antecedents and outcomes of brand hate. In addition, it extends previously studies by including in public complaining also social media aspects. Based on an empirical study of 234 Slovenian consumers, our results suggest on one hand that they can feel 'hate' for brands, but on the other hand the way it manifests in their behavior is different. Theoretical and practical implications are discussed at the end of this paper.
Title	Understanding Brand Hate Internationally: A Validation Study from Slovenia	
Keywords		
	1 brand relationship 2 brand hate 3 brand switching	

ID	46	Abstract
Authors	Kashyap Vishal , <i>University of Graz, Institute of Marketing, Austria</i> ; Hurtak Stefan , <i>University of Graz, Institute of Marketing, Austria</i> ; Ehret Michael , <i>Nottingham Trent University/ Nottingham Business School, United Kingdom</i>	Customer participation has gained increasing attention in recent years but its effects on relational outcomes have displayed mixed findings. This research forwards a conceptual framework that relates customer participation to an important, and under-explored, outcome of relationships between customers and their suppliers in a project marketing context - the commitment of the supplier to the customer in response to customer participation. We empirically test our theoretical contentions with a sample of 105 project managers in Austria and demonstrate that increasing customer participation adversely effects the supplier's affective and calculative commitment to the customer. Additionally, relationship performance significantly and positively moderates the negative effects of customer participation on calculative commitment.
Title	Too Much of a Good Thing? Customer Participation and Supplier Commitment in a Project Business Context	
Keywords		
	1 Customer participation 2 Commitment 3 Relationship performance	
ID	32	Abstract
Authors	Keller Alisa , <i>University of Passau, Germany</i> ; Totzek Dirk , <i>University of Passau, Germany</i>	The goal of this study is to examine how device type influences customers' return probability. Our study is based on field data from a large German retailer. We analyze over 30,000 purchase transactions using a logistic regression model. We demonstrate that device specific factors have a substantial role in explaining return behavior. We find that using a smartphone versus a fixed device for online purchasing leads to a significant increase in return probability. However, when customers' complete their purchase on a tablet versus fixed device, return probability significantly decreases. Our results propose that risk of a wrong purchase and thus return probability decreases with an increase in device screen size. Further, we suggest that the use of a touchscreen increases customers' psychological ownership of the product and hence results in a lower return probability.
Title	How Device Type Affects Product Returns in E-Commerce	
Keywords		
	1 mobile commerce 2 cross device shopping 3 product returns	
ID	35	Abstract
Authors	Kéri Anita , <i>University of Szeged, Hungary</i> ; Kazár Klára , <i>University of Szeged, Hungary</i> ; Révész Balázs , <i>University of Szeged Hungary</i>	In the past several attempts have been made to understand factors influencing foreign students' satisfaction and loyalty at higher education institutions. However, previous research have not treated the examination of factors influencing both school-related and non-school-related satisfaction, and their effect on loyalty in much detail. This research sheds new light on the institution- and faculty-specific school-related and non-school-related factors influencing foreign student satisfaction and loyalty. Data was analysed with PLS path analysis and interestingly, both school-related and non-school-related satisfaction factors had a significant positive effect on student loyalty. The most striking result to emerge is that satisfaction with non-school-related aspects influence loyalty more significantly than their school-related counterparts. Evidence from this study highlights a unique nature of foreign student satisfaction and loyalty and complements those of earlier studies.
Title	Factors Contributing to International Student Loyalty – Is It Satisfaction With The University Solely	
Keywords		
	1 satisfaction 2 loyalty 3 education	

ID	135	Abstract
Authors	Keszezy Tamara , <i>Corvinus University of Budapest, Hungary</i> ; Korhonen-Sande Silja , <i>NMBU School of Economics and Business, Norwegian University of Life Sciences, Norway</i>	Marketing faces a situation where the potentially available amount of data and information about customers is exploding. To assist the managers to focus their efforts on the creation of customer insights, there is a need for understanding which characteristics of customer data and information influence performance and how they can be managed. This study identifies 29 empirical studies on Customer Knowledge Asset (CKA) - the body of data, information, and knowledge of economic value about customers possessed by a firm at a particular time – published in leading marketing journals in 1997-2019. Through a systematic review, this study establishes the
Title	Customer knowledge asset: A systematic review of leading marketing journals in 1997-2019	
Keywords		
1	Customer knowledge	
2	Customer insight	
3	Systematic literature review	
ID	3	Abstract
Authors	Komarac Tanja , <i>University of Zagreb, Faculty of Economics & Business, Croatia</i> ; Bradić Braslav , <i>University of Zagreb, Croatia</i>	The paper explores artist-entrepreneur's opinions about the elements of the marketing mix of cultural product. Artists-entrepreneurs are professionals who manage their art business independently and require artistic and entrepreneurial knowledge. A qualitative study on the sample of ten artists-entrepreneurs was conducted to reveal their opinions and practices in managing a marketing mix. Results showed that artist-entrepreneurs perceive marketing only as a promotion. Also, they consider their artworks as cultural products. However, they believe that the price differs drastically because of the degree of intangibility for some cultural products. Networking, WOM, and social media are the most important promotional tools for artists. Distribution takes form of a live performance or product is delivered personally. Artist-entrepreneurs stressed the need for more business education in art schools.
Title	Insights into managing marketing mix: The perspective of artist-entrepreneur	
Keywords		
1	marketing mix	
2	artist-entrepreneur	
3	qualitative research	
ID	58	Abstract
Authors	Komarac Tanja , <i>University of Zagreb, Faculty of Economics & Business, Croatia</i> ; Ozretic-Dosen Durdana , <i>University of Zagreb, Faculty of Economics & Business, Croatia</i> ; Zabkar Vesna , <i>Faculty of Economics, University of Ljubljana, Slovenia</i>	This paper explores the relationship between edutainment and perceived authenticity in the context of tourist experience in museums. The aim is to understand how edutainment influences the three components of the perceived authenticity of museum visitor experience (the perceived authenticity of the museum, of the visitor, and of materials). A new modified and improved model includes two antecedents of perceived authenticity (edutainment and expectations), and one outcome, satisfaction. Edutainment is a higher order construct consisting of education, entertainment and interactivity. CFA and PLS-SEM methods were used for testing the hypotheses. The results demonstrate that hedonic expectations and edutainment positively influence the perceived authenticity of museum visitor experience (on all three components). Finally, all three components of perceived authenticity positively influence visitor satisfaction.
Title	The impact of edutainment on the perceived authenticity of museum visitor experience	
Keywords		
1	visitor experience	
2	perceived authenticity	
3	edutainment	

ID	82	Abstract
Authors	Konečnik Ruzier Maja , <i>School of Economics and Business, University of Ljubljana, Slovenia</i> ; Terglav Katja , <i>X LAB, Slovenia</i> ; Kaše Robert , <i>School of Economics and Business, University of Ljubljana, Slovenia</i>	This paper highlights the importance of employees in building and sustaining powerful brands. Specifically, we explore the impact of internal brand communication on employee brand commitment. By including employee brand knowledge and employee-brand fit as mediators, organizations develop a more comprehensive understanding of how to enhance employees' affective brand commitment. A total of 226 employees from a hotel chain participated in the study. The results imply that it is not only the direct influence on employee commitment that is important. Rather, by continuously enriching employees' cognition and enhancing employee brand value congruence, organizations can achieve higher levels of affective brand commitment and thus better customer service.
Title	Internal brand communication for transforming employees into brand champions: The role of knowledge and value congruence	
Keywords		
1	internal branding	
2	internal brand communication	
3	affective brand commitment	
ID	150	Abstract
Authors	Kottikas Konstantinos , <i>Athens University of Economics and Business, Greece</i> ; Stathakopoulos Vlasias , <i>Athens University of Economics and Business, Greece</i> ; Painesis Grigorios , <i>Athens University of Economics and Business, Greece</i> ; Theodorakis Ioannis , <i>INSEEC Grande École INSEEC U., France</i> ; Kottika Efthymia , <i>University of Economics, Prague, Czech Republic</i>	The present research probes the concept of market-driving strategy. Market-driving strategy reflects a company's ability to fundamentally change the conditions of an industry, and to influence the "status quo" of a sector. Albeit its importance, market-driving strategy has been under-investigated, while quantitative research exploring its dynamics has been scant. Responding to this research gap, the current study is the first one to thoroughly analyze the principal outcomes of market-driving strategy. Conducting a national survey on a sample of 197 firms, it is evidenced that market-driving strategy triggers financial performance, customer performance, organizational reputation, competitive advantage, radical innovation and incremental innovation.
Title	Reacting to market conditions, or shaping them instead? Analyzing the fundamental outcomes of market-driving strategy.	
Keywords		
1	Market-driving Strategy	
2	Outcomes	
3	Market Orientation	
ID	66	Abstract
Authors	Kriegl Bettina , <i>University of Applied Sciences Ingolstadt, Germany</i> ; Woratschek Herbert , <i>University of Bayreuth, Germany</i> ; Raab Andrea , <i>University of Applied Sciences Ingolstadt, Germany</i>	This study responds to recent calls for work to investigate innovation from an institutional view. Although institutional change has already received considerable attention in healthcare service research, not much has been done so far to investigate the phenomenon at the front lines. In order to fill this gap, we use a case study approach with the orthopedic rehabilitation system in Germany as a case to examine how physicians actively participate in the implementation of changes that differ from existing institutions. The analysis builds on interviews with physicians, observations in clinics, and secondary data. We contribute to existing research on institutional work by identifying, mapping out, and classifying the practices in which physicians engage to disrupt existing institutions, and to create and maintain new ones. In addition, we use Scott's framework of institutional pillars to examine the sets of practices related to regulative, normative, and cultural-cognitive institutions.
Title	Physicians and Institutional Work: Unpacking the Black Box of Institutionalization at the Front Lines of Healthcare	
Keywords		
1	Innovation	
2	Institutional Work	
3	Healthcare	

ID	147	Abstract
Authors	Kučinskas Gedas , <i>ISM University of Management and Economics, Lithuania</i> ; Pikturnienė Indrė , <i>ISM university of Management and Economics, Lithuania</i>	Publishers use different pricing tactics for physical and digital books: although the most common tactic is to offer digital book slightly cheaper than physical, equal prices or even more expensive digital books prevail. The article explores how consumers perceive different price fairness when physical and digital books are priced equally or not, and what are value attributes for digital form of the book. The studies demonstrate perceived outcome price fairness mediates willingness to pay and intention to buy, whereas procedural fairness - not. Cheaper digital books than their printed counterparts induce more fairness for consumers.
Title	Digital books should be cheaper than printed: perceived price fairness effects on intention to purchase and willingness to buy	
Keywords		
	1 Fairness 2 Digital 3 Price	
ID	69	Abstract
Authors	Kukar-Kinney Monika , <i>University of Richmond, United States</i> ; Kos Koklic Mateja , <i>University of Ljubljana, School of Economics and Business, Slovenia</i> ; Vida Irena , <i>University of Ljubljana, Slovenia</i>	This research investigates how consumers' orientation towards lending/renting versus buying/owning (i.e., de-ownership orientation) influences their compulsive and impulsive digital acquisition tendencies, and through them, the extent of digital piracy behavior. Findings from a U.S. panel survey indicate that consumers' de-ownership orientation leads to higher compulsive and impulsive digital acquisition tendency, and consequently, stimulates digital piracy. Two moderators of the relationships are also identified. Specifically, consumers' perceptions of the extent of a strong (versus weak) social impact of their behavior (i.e., moral intensity) help attenuate the identified positive relationships, while collectivistic feelings strengthen the identified effects.
Title	Consumers' De-ownership as a Predictor of Dark-side Digital Acquisition and Digital Piracy Behavior	
Keywords		
	1 De-ownership 2 Digital acquisition 3 Digital piracy	
ID	72	Abstract
Authors	Kullak Franziska , <i>University of Bayreuth, Germany</i> ; Baker Jonathan , <i>Auckland University of Technology, New Zealand</i> ; Woratschek Herbert , <i>University of Bayreuth, Germany</i>	There is increasing interest in business models (BM) that leverage networks of actors to enhance value creation processes. However, the business model (BM) literature primarily focuses on how digital technologies enable such activity. Drawing primarily on interview and archival data, this study investigates the historic case of a German music festival to explore how an offline social purpose organization enhances value creation by moving from a firm-centric BM to become a platform for actor engagement. Despite modest funding and minimal staffing, the organization brings together a broad network of actors to engage in resource integration and value cocreation for social good. This study contributes to the social enterprise business model literature by providing a systemic perspective of the numerous actor groups who participate in value cocreation processes. Hence, managers who adopt a cocreative approach enable collaborative processes that enhance value creation activities far beyond what limited resources might allow.
Title	Leveraging the resources of others: Social purpose organizations as engagement platforms	
Keywords		
	1 social purpose organizations 2 engagement platforms 3 value cocreation	

ID	24	Abstract
Authors	Kyriakou Marina, <i>University of Piraeus, Greece</i> ; Tsogas Markos, <i>University of Piraeus, Greece</i>	Targeting has long been the neglected element of marketing strategy. Segmentation has attracted most of the attention, while recently positioning has been gaining some momentum. Targeting, although of equal importance to Segmentation and Positioning in the formation of a marketing strategy, has been benefited by only normative models. The aim of this study is to investigate the actual targeting alternatives of a firm and offer empirical evidence of their use and their consequent effects on firms' performance. For the purposes of the study, the normative model of Kotler was enriched by a third variable (that if time) and an e-mail survey was utilized in a single European country. As a result, 265 usable questionnaires were collected, and a PLS-SEM modeling approach was applied. Results reaffirm that firm pick and choose among such strategic options, using much of the proposed in the literature variables in order to come to final decision. Nonlinear relationship among the constructs was assessed while it was concluded that the number of the products a firm offers plus the number of the segments the firm targets, are both associated with the company's marketing mix capabilities. The newly introduced construct of time (speed) of entry to the selected segments, was found not to affect directly the firm's capability, but to moderate the relationship between those capabilities and the resulting firm's performance.
Title	Developing and Testing a new Framework for Targeting Strategies: An Exploratory Research	
Keywords		
1	targeting	
2	strategy	
3	nonlinear	
ID	139	Abstract
Authors	Lacan Camille, <i>IAE - University of Perpignan Via Domitia, France</i>	This research examines the differential effect of two e-WOM expression modes (sharing and liking) on consumer adoption decisions. If sharing and liking are widely used by consumers on online social networks, results from a large field study using behavioural data found that liking has a near two times stronger effect than sharing on adoption decisions. This effect is even 2.5 more pronounced among laggards relative to early adopters consistent with the view that liking acts as a social proof. Thus, this study highlights the specific value of sharing and liking to influence real world consumer decisions.
Title	Differential effect of e-WOM on consumer adoption decisions	
Keywords		
1	e-WOM	
2	social networks	
3	crowdfunding	
ID	77	Abstract
Authors	Laraichi Sofia, <i>Université Angers, France</i> ; Pantin-Sohier Gaëlle, <i>Université Angers, France</i>	Consumers witnessed several food safety incidents over the past decades, which results in a growing demand to see the product before making a decision. The study uses a 3 (Opaque, semi transparent, and transparent packaging) x 2 (smooth vs. rough texture) experimental design on an apple sauce. The results show there is a significant impact of transparent packaging on perceived healthiness, brand trust, the attitude toward the product and purchase intent (the impact on the pleasure is not significant). The impact of transparent packaging on purchase intent is mediated by the perceived healthiness, quality and product trust. Moreover, there is a significant impact of the visual product texture on product trust. In fact, the rougher the texture of the product is, the more consumers trust it and when the product has completely transparent packaging, consumers trust more the product with the rough visual texture.
Title	The impact of packaging transparency and product texture on perceived healthiness and product trust	
Keywords		
1	Transparent packaging	
2	Healthy product	
3	Product trust	

ID	62	Abstract
Authors	Latinovic Zoran , <i>MIT Sloan School of Management, United States</i> ; Micevski Milena , <i>University of Vienna, Austria</i> ; Kadic-Maglajlic Selma , <i>Copenhagen Business School, Denmark</i>	Using the observer's perspective (i.e. the customer's), this study examines how differing levels of salesperson's regulation of emotion (ROE) affect customer satisfaction with the interaction. Furthermore, the study investigates how the two key strategic options for increasing the interaction quality, i.e. salesperson's displayed positive emotion (DPE) and helpfulness, shape the "ROE-customer satisfaction" link. Support is found for the hypothesized inverted U-shaped effect of ROE on customer satisfaction implying that the customers are most satisfied with interaction when salespeople exhibit optimal levels of ROE. In addition, both DPE and helpfulness moderate this relationship, albeit in different directions. Whereas helpfulness makes the "ROE-customer satisfaction" link more pronounced, for DPE the effect is reversed, where results indicate a flip in the curve on the higher lever for extreme values of ROE when DPE is high. The theoretical and practical implications of these findings are discussed.
Title	What if high is too high: the role of regulation of emotion in sales interactions	
Keywords		
	1 regulation of emotion 2 helpfulness 3 displayed positive emotion	
ID	33	Abstract
Authors	Lipták Lilla , <i>University of Szeged Faculty of Economics and Business Administration, Hungary</i> ; Prónay Szabolcs , <i>University of Szeged Faculty of Economics and Business Administration, Hungary</i>	Nowadays we can witness a radical change in CSR communication: Brands are much more willing to take on controversial roles besides traditional, positive social values (like environmental protection, fight against poverty, etc.). Our study analysis this new CSR communication phenomenon through the assessment of Coca-Cola's #loveislove campaign that took a stand for homosexual relationship. The campaign took place in Hungary in August 2019. Netnographic research was conducted among the Hungarian followers of the Coca-Cola's official Facebook page. Posts, reactions and comments were analysed. Studying the comments, we observed a rather negative response, however, the simple emoji reactions were dominantly positive, and the positive comments also received more likes than the negative ones. We can assume that controversial CSR results in really high publicity and also motivates large number of supporters, however, it can backfire to the brand image also.
Title	Using controversial values in CSR communication – analysing the Coca-Cola #loveislove campaign	
Keywords		
	1 CSR communication 2 Coca-Cola 3 #loveislove	
ID	172	Abstract
Authors	Malc Domen , <i>University of Maribor, Slovenia</i> ; Milfelner Borut , <i>University of Maribor, Slovenia</i> ; Selinšek Aleksandra , <i>University of Maribor, Slovenia</i>	Present study investigates how product type – good/service, affects the relationship between price fairness, emotions and behaviour. It also introduces consumer involvement as a possible determinant in perceptions of price fairness. All relationships were hypothesised and empirically investigated. Results suggest that consumer involvement has no significant effect on price fairness, with the exception of consumer purchase involvement in the physical good scenario. Relationship between price fairness and emotional responses is confirmed and discussed for both types of products. Largest differences between two product types appear in behavioural responses to perceived price fairness. Important theoretical and managerial implications are also discussed.
Title	Price fairness, consumer involvement, emotional and behavioural responses: how do goods and services compare?	
Keywords		
	1 price fairness 2 services 3 consumer involvement	

ID	25	Abstract
Authors	Malik Sumit , <i>IE Business School, IE University, Spain</i> ; Sayin Eda , <i>IE Business School, IE University, Spain</i>	Prior literature has extensively studied the influence of self-experienced and vividly simulated hand-motor actions. However, there is limited evidence on how observed hand- motor actions may influence consumer judgment – especially when the movement is varied on speed. Our research shows that whereas observing slow hand-motor actions evince a stereotypical feminine schema, fast hand-motor actions evince a stereotypical masculine schema. In an applied context, these schematic associations can perceptually transfer to an advertised product. Specifically, female (vs. male) consumers may evoke higher evaluations (i.e., haptic perception of texture and purchase intention) upon observing a slow (vs. fast) hand-motor action with a product (e.g., fabric). Our findings provide novel evidence on the effect of dynamic-observed experiences and have direct implications for advertising.
Title	Is Fast Feminine?: The Effect of Speed of Observed Hand-Motor Actions on Consumer Judgment and Behaviors	
Keywords		
1	Observed Hand-Motor Actions	
2	Schematic Associations	
3	Consumer Judgments	
ID	137	Abstract
Authors	Mandler Timo , <i>Toulouse Business School, France</i> ; Bartsch Fabian , <i>Isege School of Management, France</i> ; Zeugner-Roth Katharina , <i>IESEG School of Management, France</i>	Despite increasing interest in brand origin misperception (BOM), literature provides mixed empirical evidence regarding its impact on outcomes. Drawing on categorization and attitude theory, this study develops and empirically tests a holistic model estimating the impact of BOM on purchase intentions via brand beliefs and brand affect, as well as a set of key moderators drawn from prior research. An empirical study conducted in the US involving multiple product categories provides empirical evidence for the hypothesized moderated mediation model. Our findings indicate that consumers adjust both their brand beliefs and their brand affect to the true brand origin information, but for brand affect, this is only the case if the true origin has a worse country image than the perceived origin. In addition, we find that while several consumer- and brand-related factors moderate cognitive consequences of BOM, only consumers' confidence in the brand origin moderates its affective consequences. Our findings have implications for theory and managerial practice
Title	Revisiting Brand Origin Misperceptions: A Comprehensive Model with Mediating and Moderating Effects	
Keywords		
1	Country-of-origin	
2	brand origin misclassification	
3	moderation	
ID	50	Abstract
Authors	Marshall Pablo , <i>PUC, Chile</i>	Mindset metrics, the measure of consumer's perceptions, attitudes, and intentions, have a long tradition in marketing. Two important mindset metrics are brand awareness and attribute importance. This paper aims to use an extension/modification of the Latent Dirichlet Allocation (LDA) model used for text analytics that incorporates Bernoulli observations instead of the multinomial specification in the LDA model. Dichotomous variables are usual in mindset metrics, and for these variables, the model extension proposed in this study is more appropriate than the usual LDA model. Two applications, the first in brand awareness and the second in attribute importance, illustrate the model.
Title	A Latent Allocation Model for Mindset Variables	
Keywords		
1	LDA	
2	Mindset	
3	Modelling	

ID	132	Abstract
Authors	Michaelidou Nina , <i>Loughborough University, United Kingdom</i> ; Micevski Milena , <i>University of Vienna, Austria</i> ; Halkias Georgios , <i>University of Vienna, Austria</i>	Users respond to advertising on social media (SM) differently. Past research has not considered such variation in responses across SM platforms, despite their importance in informing communication strategy. This research, therefore, examines users' motivational and perceptual drivers across two SM sites (i.e., Facebook and YouTube), investigating the mechanisms through which these motives drive advertising responses. Results from two studies show that depending on the SM platform, the usage of the platform is dominated by different motives, which indirectly influence individuals' advertising responses; via perceptions of advertising value. The results offer theoretical and practical insights on advertising on SM.
Title	Dominant Motives and Perceptual Drivers of Social Media Advertising Response: Are Users More Receptive to Advertising on Facebook or YouTube?	
Keywords		
	1 Social Media 2 Usage Motives 3 Advertising Responses	
ID	108	Abstract
Authors	Miocevic Dario , <i>University of Split, Faculty of Economics, Business and Tourism, Croatia</i>	In this study we investigate the conditional effects of exporting SME's economies of scale (envisioned through market diversification) and economies of scope (envisioned through product diversification) on relationship between innovation and adaptive DMCs and profitability. We analyze our model on the sample of 125 Croatian exporting SMEs. Our findings indicate that innovativeness has an inverted U-shape with profitability under lower MD and higher PD. On the other hand, adaptability shows to have negative relationship with profitability under higher MD and higher PD. In the end, we provide concrete guidelines for export managers on how to profitably manage their DMCs.
Title	DYNAMIC MARKETING CAPABILITIES AND EXPORTING SME's PROFITABILITY GROWTH: CONDITIONAL EFFECTS OF DIVERSIFICATION STRATEGIES	
Keywords		
	1 dynamic marketing capabilities 2 Diversification 3 Profitability	
ID	99	Abstract
Authors	Mookherjee Satadruta , <i>NEOMA Business School, France</i> ; Massey Sean , <i>Binghamton University SUNY, United States</i>	The recent trend of digital marketing campaigns shows greater emphasis on actively engaging potential consumers with lesser focus on exposure (passive engagement). Unlike the predecessors, in this research, across three studies, we aimed to empirically evaluate the relative strength of active versus passive engagement in the context of digital media, specifically for different product types (luxury/regular) to provide actionable insights on how marketers should allocate their resources. We find that the high focus on active engagement for loyal consumers can in fact backfire while passive engagement has a positive influence, especially for who are not loyalists, and for regular products.
Title	Social Media Optimization Complexity: The Counterintuitive Strength of Passive Engagement	
Keywords		
	1 social media 2 passive engagement 3 artificial intelligence	

ID	167	Abstract
Authors	Mujkić Alisa , <i>School of Economics and Business Sarajevo, Bosnia and Herzegovina</i> ; Arslanagic-Kalajdzic Maja , <i>University of Sarajevo, Bosnia and Herzegovina</i> ; Babic-Hodovic Vesna , <i>University of Sarajevo, Bosnia and Herzegovina</i>	This study reveals the power of brand love by evaluating under-researched constructs as its antecedents and outcomes. Building on Russell's model, the study has shown that affective element of the model (brand love) mediates the relationship between cognitive constructs and behavioral outcomes. Apart from the support to the mediation model given through the empiria, the study offers the model improvement by introducing the concept of happiness to be important moderator in this interplay. Apart from full/partial mediation demonstrated empirically, happiness boosts the effects of popularity on brand love.
Title	TRANSMITTING POWER OF BRAND LOVE: THE RELEVANCE OF HEDONIA-EUDAIMONIA ASPECT	
Keywords		
	1 brand love 2 loyalty 3 happiness	
ID	59	Abstract
Authors	Mukherjee Sourjo , <i>Audencia Business School, France</i>	The past few years have seen an increasing number of brands publicly voicing their opinion on controversial social or political issues. Accordingly, I seek to understand how consumers process information about such instances of brand activism and, subsequently, how it affects consumer's attitudes and behavior. In two experiments, I show that consumer's evaluation of an activist brand is determined by two simultaneous, but opposing, factors – moral expectation disconfirmation (which depends on consumer's personal moral beliefs) and motivated reasoning (which depends on consumer's prior attachment to the brand). The proposed theoretical model explains the varying degree of effects of brand activism on brand performance observed in real life market cases.
Title	That's Unlike You: How Moral Expectation and Motivated Reasoning Drives Consumer Reaction to Brand Activism	
Keywords		
	1 Brand Activism 2 Morality 3 Expectation	
ID	57	Abstract
Authors	Ogunbodede Olabode , <i>Newcastle University Business School, United Kingdom</i> ; Papagiannidis Savvas , <i>Newcastle University Business School, United Kingdom</i> ; Alamanos Eleftherios , <i>Newcastle University Business School, United Kingdom</i>	Whilst co-destruction and co-creation are both likely outcomes of interactions between firms and consumers, co-destruction has not been studied as extensively as co-creation. This work attempts to bridge this gap by highlighting value types likely to facilitate consumer co-destruction behaviour and how they compare to value types likely to facilitate consumer co-creation behaviour. We find that personal values which express self-enhancement and openness-to-change facilitate co-destruction behaviour, while personal values which express self-transcendence and conservation facilitate co-creation behaviour. The results also suggest that the basic human values circumplex structure can be divided beyond the current division into those previously suggested to reflect co-creation and co-destruction values.
Title	Value Co-creation and Co-destruction Behaviour: Relationship with Basic Human Values	
Keywords		
	1 co-destruction 2 values 3 co-creation	

ID	5	Abstract
Authors	Ohlwein Martin , <i>International School of Management, Germany</i>	Unit prices are a ubiquitous phenomenon. The respective legal norms leave a certain freedom of choice with regard to the reference unit. However, research on the impact of alternative measurement units on consumer behaviour is still in its infancy and its findings are inconclusive. Investigating the product category bottled beer and applying a Choice Based Conjoint experiment, it is discovered that a big compared to a small size unit of measurement leads to a significant shift of importance towards the product attribute price at the expense of the brand. In addition, consumers react more sensitively to price changes. At the strategic level, a retailer can use these insights to sharpen its positioning through a suitable unit price measure. When making operational decisions, retailers should bear in mind that the reference unit influences the likelihood of purchase, the scope for price increases and the opportunities for up-selling.
Title	Perceiving a difference when there is no difference - The impact of the reference unit on the valuation of a unit price	
Keywords		
1	Conjoint Measurement	
2	Price Perception	
3	Unit Pricing	
ID	67	Abstract
Authors	Overgoor Gijs , <i>University of Amsterdam, Netherlands</i> ; Rand Bill , <i>North Carolina State University, United States</i>	We propose a Deep Choice model to model consumer search and choice. Existing consumer search models focus mainly on a single attribute or a couple of attributes, but our architecture allows for high-dimensional input and it can handle different modalities. This allows examination of all information that is visible to consumers when making search and choice decisions. The model is tested on a dataset provided by a global online travel agency. Our method improves prediction accuracy over traditional models. Our future efforts include improving explainability and we intend to address the debate about the trade-off between prediction accuracy and explainability.
Title	Deep Choice: A Deep Learning Approach to Consumer Choice	
Keywords		
1	Search Models	
2	Choice Models	
3	Deep Learning	
ID	114	Abstract
Authors	Ozuem Wilson , <i>University of Cumbria, United Kingdom</i> ; Willis Michelle , <i>University of Cumbria, United Kingdom</i> ; Ranfagni Silvia , <i>University of Florence, Italy</i>	Online brand communities are gaining traction in the development of marketing strategy, but it is unclear how the dominant group of users, the millennials, is being targeted with the prevailing and varying customer loyalty programmes. Grounded in understanding that loyalty is seen and understood differently by people who participate in online brand communities, this study is based on a constructivist perspective combined with hermeneutic methodology and embedded case study research strategy to examine how online brand communities activate multi-dimensional customer loyalty intentions. Empirical data were generated through 45 in-depth interviews of millennials. The analysis proposes a framework that categorises customer loyalty into: Ambassador loyalists; Public-Voting loyalists; Loveless loyalists; Mercenary loyalists.
Title	How do online brand communities generate customer loyalty in the fashion industry?	
Keywords		
1	Online brand communities	
2	customer loyalty	
3	millennials	
ID	93	Abstract
Authors	Pauser Sandra , <i>University of Vienna, Austria</i> ; Wagner Udo , <i>University of Vienna, Austria</i>	Sales research provides considerable support for the effectiveness of nonverbal communication. Despite its importance, the difficulty of measuring nonverbal cues persists. This study introduces an objective approach for measuring nonverbal behaviors in a sales context with a facial reader. We contribute to the sales literature by relating facial expressiveness to customer responses, measured in real-time by means of a program analyzer, which allows evaluative measures simultaneously while being exposed to sales presentations. Results indicate differences in customers' reactions according to the facial expressiveness of the salesperson. Besides managerial implications, this study offers guidance on how to improve sales performance.
Title	Reading a Salesperson's Face: An Experimental Study Employing Real-Time Response Measurement	
Keywords		
1	facial recognition	
2	real-time-response measurement	
3	personal selling	

ID	37	Abstract
Authors	Peto Dalma , <i>University of Szeged Faculty of Economics and Business Administration, Hungary</i> ; Buzás Norbert , <i>University of Szeged Faculty of Medicine, Hungary</i> ; Prónay Szabolcs , <i>University of Szeged Faculty of Economics and Business Administration, Hungary</i> ; Lipták Lilla , <i>University of Szeged Faculty of Economics and Business Administration, Hungary</i>	There are many factors that influence children's eating, and the role of parents is outstanding. During our research we studied children's eating behaviour and were also interested in parents' attitudes towards their children's eating habits. An adaptation of the validated Dutch Eating Behaviour Questionnaire (DEBQ) was used. We also examined the results by BMI categories. We used so-called paired-sample as the questionnaire was filled out by 433 primary school children and their parents where each of the parent-children answers were paired. The results show that parents consider the child's eating habits differently than the child itself. On one hand parents of not-obese children overestimate their children's self-control about delicious food. On the other hand, parents of obese children underestimate their children self-control compared to the child's own estimation.
Title	Analysing the parent-child differences in evaluating the eating behaviour of primary school pupils	
Keywords		
	1 healthy nutrition 2 DEBQ 3 eating behaviour	
ID	60	Abstract
Authors	Pezenka Ilona , <i>FHWien der WKW University of Applied Sciences for Management & Communication, Austria</i> ; Bourdin David , <i>FHWien der WKW, Austria</i>	This research examines how a salesperson's personality and the emotions he/she displays during a sales conversation are related, how both are related to buyers' evaluations of the seller, and whether there is an interaction between personality and emotions. Based on data from 63 role-played sales conversations that were analyzed using automated facial recognition, as well as pre- and post-questionnaires, our findings indicate that openness and agreeableness seem to be particularly relevant personality traits with regards to subjective sales performance. Furthermore, overall engagement, expressions of joy, and surprisingly also anger, are positively related to buyer evaluations of the seller. Finally, we found that the emotion of joy positively interacts with agreeableness, but negatively interacts with openness, in influencing buyers' perceptions of the seller.
Title	Is there a link between personality, emotions and sales performance?	
Keywords		
	1 personality 2 emotions 3 sales	
ID	83	Abstract
Authors	Piha Lamprini , <i>University of Athens, Greece</i> ; Davvetas Vasileios , <i>University of Leeds, United Kingdom</i> ; Papadas Karolos , <i>University of York, United Kingdom</i>	Internal Brand Orientation (IBO) was recently introduced as a new construct to capture the degree to which a company is oriented towards achieving high levels of brand internalization. Although it has been repeatedly asserted that internal branding constitutes an enabler of organizational success, to date, there is only scant empirical evidence on how it is generated and the way it impacts organizational performance. Based on the analysis of primary data drawn from managers of 242 companies operating in a European country, the authors find that IBO is driven by a strong marketing department and a high level of market orientation. Findings also suggest that IBO has a significant positive impact on financial performance, however, this effect is attenuated when conflict among company departments is high. The results enrich literature on the mechanisms for supporting employee alignment with the brand values and highlight the benefits of being internally brand oriented.
Title	"United We Brand": Internal brand orientation, interdepartmental conflict and performance implications	
Keywords		
	1 branding 2 conflict 3 moderation	

ID	178	Abstract
Authors	Poscher Thomas , <i>Austrian Marketing University of Applied Sciences, Campus Wieselburg der FH Wiener Neustadt GmbH, Austria</i> ; Enzelberger Roswitha , <i>Fachhochschule Wr. Neustadt GmbH, Campus Wieselburg, Austria</i> ; Heim Kathrin , <i>Austrian Marketing University of Applied Sciences, Campus Wieselburg der Fachhochschule Wiener Neustadt GmbH, Austria</i> ; Fina Robert , <i>Austrian Marketing University of Applied Sciences, Campus Wieselburg der Fachhochschule Wiener Neustadt GmbH, Austria</i> ; Steiner Elisabeth , <i>Austrian Marketing University of Applied Sciences, Campus Wieselburg der Fachhochschule Wiener Neustadt GmbH, Austria</i> ; Wagner Udo , <i>University of Vienna, Austria</i>	The present paper focuses on combating lay theory-based consumption barriers towards conscious food products. We draw on literature on sensory imagery, the availability-valence hypothesis and Grice's Theory of Conversational Implicature and report an experimental study, involving sensory testing, storytelling, and VR technology, investigating the effects of vividness of sensory imagery on consumers' behavioral intentions. The experimental study (n = 160) was conceptualized as a mixed design study. Results provide first empirical evidence for the fact that stimulating individual imagery by storytelling can be more efficient in reducing consumption barriers than the use of VR technology or verbal sensory product descriptions.
Title	Overcoming consumption barriers for conscious food products: The relevance of measures encouraging individual sensory imagery	
Keywords		
	1 Conscious 2 sustainable 3 consumption-barriers	
ID	45	Abstract
Authors	Praxedas da Silva Marcos , <i>Faculdade Instituto de Administração, Brazil</i> ; Veloso Andres Rodriguez , <i>University of Sao Paulo, Brazil</i> ; Praxedas da Silva Marcel , <i>University of São Paulo, Brazil</i> ; de Farias Shiraishi Guilherme , <i>Universidade de São Paulo, Brazil</i>	Two studies analyze volunteer emotions and motivations in the context of mega events. Study 1 shows that volunteers experienced 4 main motivations, in line with what was previously reported in other Olympic Games study (Bang, Alexandris & Ross, 2009). These motivations can be used in order to help future organizers attract volunteers. Study 2 presented the main problems faced by volunteers during their experience. By going deeper into the negative emotions that volunteers faced we can highlight several managerial suggestions that could boost morale within the volunteer group such as an active hotline for volunteers; the existence of a system in place to solve issues volunteers have with their work equipment; and work with volunteers during the process of their exiting role (Gellweiler, Fletcher, & Wise, 2019), allowing for more positive emotions to arise and improve chances of volunteering in the future.
Title	Volunteer emotions and motivations during mega events: the case of Rio 2016 Olympics	
Keywords		
	1 Volunteer 2 Emotions 3 Motivations	

ID	143	Abstract
Authors	Psiloutsikou Marina , <i>Athens University of Economics & Business, Greece</i> ; Siomkos George , <i>Athens University of Economics & Business, Greece</i>	This paper explores the applicability of CXM in the context of Higher Education. More specifically, it focuses on classroom experience (SCX) and argues that it is indeed a customer experience comprising six components: pragmatic, affective, flow, learning, challenge, and social. Additionally, the association of SCX with student satisfaction, intention to repeat, and word-of-mouth communication (WOM) is explored. Survey data from 1,481 undergraduate students suggest that they value utility and hedonism while they refrain from any personal challenge. Moreover, SCX is directly related to WOM, suggesting that classroom lectures may be also part of the pre-purchase stage of the alumni journey.
Title	Is student experience in classroom a customer experience? Linking it with satisfaction, intention to repeat, and word of mouth communication.	
Keywords		
1	Education	
2	CXM	
3	Word-of-Mouth	
ID	153	Abstract
Authors	Reich Christina , <i>FOM - University of Applied Sciences, ifes Institute, Germany</i> ; Boßow-Thies Silvia , <i>FOM - University of Applied Science, ifes Institute, Germany</i> ; Krol Bianca , <i>FOM - University of Applied Science, ifes Institute, Germany</i>	"The importance of social media as a marketing instrument is further increasing, however with a lack of trust in the provided content. Employees acting as advocates by expressing themselves positively about their employers in social media might help here, for which it is important to understand underlying motives. Focusing on generation Y, hypotheses were derived based on the theory of social interaction utility and the theory of planned behavior. The results of the PLS-SEM indicate that attitude is influenced by altruism, enjoyment and self-enhancement and the intention of acting as an employee advocate is a solid predictor of behavior."
Title	Employee Advocacy in Generation Y - How to Use the Young Employee's Voice in Social Media	
Keywords		
1	Employee Advocacy	
2	eWOM	
3	Theory of Social Interaction Utility	
ID	4	Abstract
Authors	Rodriguez Carlos , <i>College of Business Delaware State University, United States</i> ; Bariar Shalini , <i>VESIM Business School, India</i>	Connecting consumers intimately to brands by enhancing their meaning around a cause: environment, social responsibility, education, or community builds credibility and commitment. This study assesses the impact of the values dimension in cause-brand fit. Second, a fit between the cause and brand identity builds brand credibility and engagement. Finally, a fit between the cause significance and consumer's identity generates self-expansion, an increase in consumers' knowledge, abilities, perspectives, and identities. A sample of 275 consumers in Mumbai, India is used to estimate the theoretical model through confirmatory factor analysis, Lisrel and PLS. Identity and self-expansion theories are framework for the study.
Title	Does your Cause Fit my Heart? Self-expansion, Self-Concept, and Brand Engagement in Cause Related Marketing	
Keywords		
1	Cause-Marketing	
2	Self-concept	
3	Self-expansion	

ID	187	Abstract
Authors	Roeding Tobias, <i>University of Siegen, Germany</i> ; Schmitz Julian, <i>University of Siegen, Germany</i> ; Schramm-Klein Hanna, <i>University of Siegen, Germany</i>	Due to the increasing relevance of data-disclosure and collection, customers' reaction on the communication of data-use and handling in product presentations is widely unknown. Hereby, our research refers to Information Processing Paradigm, manipulating service providers' communication of data-use and handling in context of smartphone (product) presentation. By conducting an online survey (N = 174), we identified an increase of customers' privacy concerns in presence of the communicated content, however, regarding customers' purchase intention and willingness to pay results show a divergency, as the first seems to increase, whereas the latter decreases. Moreover, customers' assessed (latent) risk of uncontrolled data-disclosure seems to
Title	How Golden is my Silence? The Effect of Companies' Communication of Customers' Data-Use and Handling in Product Presentation	
Keywords		
1	Product Presentation	
2	Customers' Data-Use and Handling	
3	Privacy Concerns	
ID	162	Abstract
Authors	Săplăcan Zsuzsa, <i>Babeş-Bolyai University, Romania</i> ; Alt Mónica Anetta, <i>Babeş-Bolyai University, Romania</i>	The marketing skillset desired by companies has been researched widely before but only a few of the studies focused on the digital marketing professions. The aim of the present paper is to identify the relevant competencies for future digital marketing specialists and to reveal new digital marketing professions. The study employs a mixed method of text mining and content analysis of marketing job postings from the largest job listing portal in Romania. Our results show that a general transferable soft skill set is demanded for all digital marketing positions, while specific knowledge and tools make the difference across the professions.
Title	Profiling digital marketing professionals – a study on demanded skills	
Keywords		
1	digital marketing	
2	marketing skills	
3	job advertisements	
ID	174	Abstract
Authors	Schweigert Victoria-Anne, <i>Karlsruhe Institute of Technology, Germany</i> ; Geyer-Schulz Andreas, <i>Karlsruhe Institute of Technology, Germany</i>	Reviewers are a very interesting customer group in the daily business process of scientific journals, because reviewers are expected to work for the journal without a monetary reward. How to motivate reviewers? Is it possible to adopt proved strategies from scientific articles and CRM? This contribution consists of a state-of-the-art overview of the literature on scientific reviewer motivation and it introduces a new motivation hierarchy and a survey. Next, we present an analysis of reviewer's motivation in the context of a journal by conducting a survey to solve the reviewer motivation problem and show how to build relationships with reviewers.
Title	The Reviewer Motivation Problem – How to Improve the Relationship with this User Group?	
Keywords		
1	Reviewer Motivation	
2	Scientific Publishing	
3	Long-term Relationship	

ID	80	Abstract
Authors	Sichtmann Christina , <i>University of Vienna, Austria</i> ; Bourdin David , <i>FHWien der WKW, Austria</i>	In intercultural service encounters, customers use an employee's accent to infer their ethnicity, which may trigger out-group categorization. However, it is unclear how an employee's accent affects customer behavior. We address this research gap by examining the influence of employee accent on customer participation (CP; the degree to which customers are involved in the service process by contributing tangible and intangible resources). We find that an employee's accent negatively affects CP through reduced intelligibility, while perceptions of cultural distance do not play a mediating role. Rather, it is the valence of a particular accent that comes into play. In particular, consumers' accent-based perceptions of an employee's attractiveness mediate the relationship between accent type and CP. Furthermore, a negatively valenced accent has a negative influence on CP, whereas the effect of a positively valenced accent is non-significant. This leads to important managerial implications.
Title	The Relationship between Service Staff Accents and Customer Participation: An Examination of Mediators	
Keywords		
1	accent	
2	acculturation	
3	customer participation	
ID	208	Abstract
Authors	Simonin Dimitri , <i>UTS Business School, Australia</i> ; Hohberger Jan , <i>ESADE Business School, Spain</i>	Corporate scandals bring uncertainty to the firm, decreasing returns and increasing volatility. Our study aims to determine the buffering role of organizational slacks when a corporate scandal hits a firm, and their effect moderated by market turbulence. To measure it, we perform an event study analysis on a sample of 1,940 corporate scandals. Results show that organizational slacks decrease the negative impact of the corporate scandal on the firm and mitigate the negative effect when customer preferences actively change. We contribute to the marketing-finance interface literature and bring novel insights to managers on how to utilize organizational slacks efficiently.
Title	Facing turbulences with organizational slacks in a corporate scandal: Firm value and risks	
Keywords		
1	slacks	
2	scandal	
3	turbulence	
ID	88	Abstract
Authors	Smit Willem , <i>Asia School of Business in collaboration with MIT Sloan Malaysia</i>	This study is to assess the past and current empirical foci of internationalization research. Both International Marketing (IM) and International Business (IB) literatures have used a large variety of empirical settings to test theories related to internationalization. The two- folded research question we ask ourselves is: Has there been a concentration of research onto specific geographical areas? And if so, what are the interesting (geographical) areas still left to be researched? By using existing and hand-collected databases of 14,280 country pairs and 384 articles published in top academic journals, we identify out-of-vision blind spots, and in- vision scotomata. Our results show that 83% of the 300 economically most intense economic ties have been a context for a study. By performing a logistic regression on these economically prominent ties, we explore the influence of country pair characteristics on the risk of being ignored or under-researched by IM and IB studies.
Title	Research Scotomata in Firm and Brand Internationalization A Meta-Analytic Review of Empirical Settings in Internationalization Research	
Keywords		
1	Internationalization	
2	empirical settings	
3	logistic regression	

ID	168	Abstract
Authors	Somosi Ágnes , <i>John von Neumann University, Hungary</i> ; Kolos Krisztina , <i>Corvinus University of Budapest, Hungary</i>	Due to high churn rates in case of service elimination, revealing factors that influence repatronage intention is seen as a tool for enhancing service elimination success. The purpose of this paper is to identify these factors through a combined analysis of customer reactions and service subscription. 135 service elimination participants were asked about their reactions regarding the process and service subscription details. The results show that tenure lessens the effect of price increase. Relationship breadth and interaction intensity have a positive relationship with repatronage intention, and relationship breadth and service usage intensity also have a positive relationship with service elimination satisfaction. This research contributes to theory and practice in terms of both repatronage intention and service elimination literature revealing factors leading to customer satisfaction during service elimination
Title	How does customer satisfaction with service elimination influence repatronage intention?	
Keywords		
1	service elimination	
2	repatronage intention	
3	relationship breadth	
ID	134	Abstract
Authors	Steffl Jonas , <i>Bauhaus-Universität Weimar, Germany</i> ; Emes Jutta , <i>Bauhaus-Universität Weimar, Germany</i>	More and more companies have established business development units in their organization. Still, little is known about what actually characterizes business development. The aim of this study is to explore the scope and nature of business development and thus propose a uniform understanding and definition as well as possible advancements in theory building, methods and suggestions for future research. Therefore, based on a mixed-method content-analysis approach, we conduct a systematic literature review with a dataset of 36 research publications. Our insights indicate seven main topics describing, structuring and defining the scope and status quo of business development in academia.
Title	What is Business Development? – Possible Ways Forward in Theory Building, Methods and Future Research	
Keywords		
1	business development	
2	corporate growth	
3	marketing research	
ID	21	Abstract
Authors	Talebi Arash , <i>EDHEC Business School, France</i> ; Prokopec Sonja , <i>ESSEC Business School, Singapore</i> ; Onculer Ayse , <i>ESSEC Business School, France</i>	We live in a world full of uncertainty. In many cases, people have to wait before uncertainty is resolved. We investigate if and when consumers like (dislike) a waiting period and its cause. In four studies, we consistently show that the net effect of a brand-led waiting period is positive for the brand. This effect is driven by the heightened excitement of high-construal individuals. Low-construal individuals experience discomfort during the waiting period. The discomfort, in turn, decreases their stimulus appraisal. This research offers both theoretical and managerial implications by identifying the benefits evoked by the waiting period.
Title	The Unresolved Uncertainty Effect: Do Brands Gain or Lose Stars When Consumers Have to Wait for Resolution of Brand-Led Uncertainty?	
Keywords		
1	Uncertainty	
2	Excitement	
3	Discomfort	
ID	195	Abstract
Authors	Tomczyk Przemysław , <i>Kozminski University, Poland</i>	Customer knowledge is an important source of value because firms use such knowledge to make marketing decisions and maintain dialogue with customers. The literature has not sufficiently investigated the role of customer knowledge in marketing research, which has resulted in a limited understanding of its current antecedents and consequences. The aim of this article is to identify the customer engagement behavior factors determining the transfer of customer knowledge value (CKV). Exploratory factor analysis and multivariate regression analysis showed that customer social impact and propensity to create positively impact CKV, while propensity to modify the offer weakens the relationship.
Title	Customer engagement behaviour drives customer knowledge. Exploratory analysis of Polish banking industry.	
Keywords		
1	customer	
2	knowledge	
3	management	

ID	52	Abstract
Authors	Trompeta Maria-Angeliki , <i>Athens University of Economics and Business, Greece</i> ; Karantinou Kalypso , <i>Athens University of Economics & Business, Greece</i> ; Koritos Christos , <i>ALBA Graduate Business School - The American College of Greece, Greece</i> ; Bijmolt Tammo , <i>University of Groningen, Netherlands</i>	Background music is the most studied atmospheric stimulus of service settings. However, this growing body of research has produced contradictory results. Previous attempts to synthesize this empirical evidence are narrative, have focused mainly on non-tourism settings, and/or have been limited to certain outcomes or aspects of music. The present meta-analysis of 55 studies and 228 effects quantitatively synthesizes available empirical evidence of the influence of five different musical aspects on tourism services customers' responses. Our findings offer tourism providers a better understanding of the impact of music and help them in making better, evidence-based decisions about their muscscapes.
Title	A Meta-Analysis of the Effects of Background Music on Customers of Tourism Services	
Keywords		
	1 Background music 2 Tourism 3 Meta-analysis	
ID	193	Abstract
Authors	Tsogas Markos , <i>University of Piraeus, Greece</i> ; Kyriakou Marina , <i>University of Piraeus, Greece</i> ; Bogris Gerasimos , <i>University of Piraeus, Greece</i>	The aim of this study is to investigate the structure of the concept of agility in sales and to offer initial evidence on the performance implications of salesforce agility. The insurance sector was selected as the research context since it provides an adequate sample of experienced salespeople and objective data of success or failure in terms of new contracts earned and sales volume. For the purposes of this study, a web-based survey took place among insurance agents and brokers of the largest insurance company in a southern European country. The results confirm the second order nature of the agility construct.
Title	The concept and construct of salesforce agility in the insurance sector	
Keywords		
	1 Salesforce Agility 2 Salesforce Agility 3 Insurance Market	
ID	146	Abstract
Authors	Urbonavicius Sigitas , <i>Faculty of Economics and Business Administration, Vilnius University, Lithuania</i> ; Degutis Mindaugas , <i>Faculty of Economics and Business Administration, Vilnius University, Lithuania</i> ; Zimaitis Ignas , <i>Faculty of Economics and Business Administration, Vilnius University, Lithuania</i> ; Kaduskeviciute Vaida , <i>Faculty of Economics and Business Administration, Vilnius University, Lithuania</i> ; Skare Vatroslav , <i>University of Zagreb, Faculty of Economics & Business, Croatia</i>	The increasing trend towards personalized offers in online marketing requires personal data disclosure on the buyer side. Even though buyer willingness to disclose personal data has been examined from various perspectives, the issue remains of high importance. The current study suggests a new theoretical background and approaches the willingness to disclose personal data from the perspective of the social exchange theory. The findings disclose the relation between the reciprocal and negotiated exchange and show the importance of perceptions regarding the legal regulation and the perceived lack of control as well as trust, risk aversion, cyber fear and paranoia.
Title	Willingness to Disclose Personal Data as a Case of Negotiated Social Exchange	
Keywords		
	1 willingness to disclose data 2 social exchange theory 3 digital marketing	

ID	16	Abstract
Authors	Uysal Ertugrul , <i>University of Neuchâtel, Switzerland</i> ; Bezençon Valéry , <i>University of Neuchâtel, Switzerland</i> ; Alavi Sascha , <i>University of Bochum, Germany</i>	<p>With increasing popularity, Smart Personal Assistants (SPA) are becoming prominent characters in our daily lives. Their ubiquity raises concern for data privacy as SPAs may be listening to our most intimate conversations at home. Due to their salient human-like features we are inclined to anthropomorphize them. We investigated the influence of anthropomorphization of SPAs on consumer's privacy concerns and the moderating role of sense of power in this relationship. People with high (low) power exhibited lower (higher) levels of privacy concerns when the perceived anthropomorphization was higher. We suggest that high power increases the perceived control and this illusion of control decreases privacy concerns. We extend this result by showing that lower privacy concerns lead to a greater frequency of use. Finally, we discuss the importance of understanding power in relation to increasingly human-like technologies and ramifications for consumer protection.</p>
Title	Facing Alexa, the powerful lower their guard: anthropomorphization of smart personal assistants decreases privacy concerns for people with high sense of power	
Keywords		
	1 Smart Personal Assistants 2 Anthropomorphization 3 Sense of Power	
ID	10	Abstract
Authors	Vafainia Saeid , <i>ESCP EUROPE, France</i> ; Breugelmans Els , <i>KU Leuven, Belgium</i> ; Bijmolt Tammo , <i>University of Groningen, Netherlands</i>	<p>This study investigates the impact of featuring product categories in a store flyer on crosscategory sales and explores how this effect is moderated by the degree of relatedness between the featured categories and other categories. The authors analyze the cross-sales effects of eight departments and 45 categories for a durable goods retailer in The Netherlands over 52 weeks. The empirical results indicate that there is an overall negative cross-sales flyer effect at the department level, while the effect at the category level is non-significant. Yet, this crosscategory sales effect of the store flyer varies substantially across several category relatedness constructs. More specifically, the degree of complementarity between categories, the similarity between categories in terms of the degree of hedonism and the distance between categories in the store have a significant positive impact on the cross-category sales flyer effect.</p>
Title	Do store flyers trigger cross-category sales? The moderating role of categories' relatedness	
Keywords		
	1 Store flyer effectiveness 2 Category relatedness 3 Cross-sales effect	
ID	44	Abstract
Authors	Veloso Andreas , <i>University of Sao Paulo, Brazil</i> ; Rocha Rodolfo , <i>University of Sao Paulo, Brazil</i> ; Falcao Roberto , <i>UNIALFA, Brazil</i> ; Chaim Daniel , <i>University of Sao Paulo, Brazil</i>	<p>The discussion of issues related to the eating behavior of children and adolescents has gained worldwide relevance in recent years. For instance, the problem of childhood obesity has significant impact on the individual and also on society. This paper analyzes the influence of parents and school on the food literacy of children and adolescents, contributing to the Transformative Consumer Research in the understanding of food well-being, more specifically regarding food literacy. We conducted qualitative research combining open-ended questionnaires answered by students aged 10 to 14 years with interviews with school coordinators. Results show that to some extent parents and children talk about food. However, this dietary dialogue still occurs predominantly from the perspective of health / nutrition. Additionally, schools lack a more active role in promoting food literacy among students.</p>
Title	CHILDREN'S FOOD WELL-BEING: THE INFLUENCE OF PARENTS AND SCHOOL ON FOOD LITERACY	
Keywords		
	1 TCR 2 well-being 3 literacy	

ID	170	Abstract
Authors	Veress Tamás , <i>Corvinus University of Budapest, Hungary</i> ; Lazányi Orsolya , <i>Corvinus University of Budapest, Hungary</i> ; Kiss Gabriella , <i>Corvinus University of Budapest, Hungary</i> ; Kasza-Kelemen Kata , <i>Marketing Institute / Corvinus University of Budapest, Hungary</i> ; Neulinger Agnes , <i>Marketing Institute / Corvinus University of Budapest, Hungary</i>	This paper introduces the theoretical framework of a multi-year research exploring the role of communities in transition toward sustainable consumption. Previous research did not address how community membership possibly informs, inspires, encourages and instructs individuals in developing sustainable lifestyles. To address this gap we design the conceptual foundations for the inquiry on communities as drivers for sustainability, and as factors contributing to members' well-being. To do so we connect the concepts of sustainable consumption, well-being and community, and illustrate their relationship to each other. We position our paper within the approach of marketing research which deliberately engages for social change.
Title	The role of communities in sustainable consumption and well-being: literature review	
Keywords		
	1 sustainable consumption 2 well-being 3 communities	
ID	212	Abstract
Authors	Wang May , <i>BNU-HKBU United International College, China</i>	China's younger consumers are not as frugal as past generations and spend more than their credit limits by taking out additional loans from online channels. This study investigated the misuse of Ant Check Later Loan services provided by Ant Financial Service Group. Based on affordance theory, the impacts of various dimensions of affordance in Ant Check Later Loan service were examined through a Perceived Benefit-Risk Analysis. The moderating role of materialism were discussed in the study. The study makes contributions to the extension of attribution theory in the Fintech misuse context and the identification the contingency effect of personality.
Title	The Dark Sides of FinTech: The Misuse of Online Loan Services in China	
Keywords		
	1 Affordance Theory 2 Perceived Benefit 3 Perceived Risk	
ID	120	Abstract
Authors	Welzenbach Lisa , <i>Ludwig-Maximilians-University Munich, Institute for Innovation Management, Germany</i> ; Spanjol Jelena , <i>Ludwig-Maximilians-Universität (LMU) Munich, Germany</i>	Customer Co-Development (CCD), i.e., the collaboration between firms and customers to jointly create new products, has received increasing interest in the last years. Complementing practitioners' interest, academic research has sought to identify how and when firms benefit from CCD. Simultaneously, the pressure on firms to consider how their innovation activities affect a broader set of stakeholders is increasing. How CCD might help firms in using innovation towards societal value creation (i.e., responsible innovation) is thus an emerging issue in practice and research. Therefore, this research advances a conceptual model of responsible co-development by integrating the responsible innovation perspective with CCD.
Title	'Responsible Co-Development': The Dual Potential of Involving Customers in Innovation	
Keywords		
	1 customer co-development 2 responsible innovation 3 organizational learning	
ID	41	Abstract
Authors	Zaraket Sarah , <i>Université Paris I Panthéon Sorbonne, France</i> ; Vanheems Regine , <i>IAE Lyon, France</i>	The use of negative electronic word of mouth (eWOM) on social networking sites (SNS) has been known to have an impact on a brand's image. Brands must pay attention to what consumers say on social networking sites about both them and the products they sell to protect their brand equity by shielding themselves from the diffusion of negative information. It is therefore important to understand the effects of negative eWOM on consumers. The aim of this paper is to understand how web users process negative information on social networking sites (SNS) and how this kind of information impacts both their online and offline behavior.
Title	Emotional contagion and the spread of negative eWOM on SNS	
Keywords		
	1 Negative electronic word of mouth 2 social networking sites 3 emotional contagion	

ID	179	Abstract
Authors	Zarbock Janina , <i>Griffith College Dublin, Ireland</i> ; Loonam Mary , <i>Technological University Dublin, Ireland</i>	The purpose of this conceptual paper is to explore the implications of consumer use of voice search technology on marketing practice. Voice search technology essentially allows consumers to search the internet or apps via voice command for products and therefore heralds a change in online consumer search behaviour. Notably differences include a shift from typed to spoken queries consisting of key sentences rather than keywords and the tendency to use unbranded, and near me search (Chatmeter, 2018b). The literature base consists mainly of practitioner press making predictions about the future of voice search technology. This paper adds to knowledge on
Title	Exploring the implications of Consumer Use of Voice Search Technology on Marketing Practice	
Keywords		
1	consumer behaviour	
2	voice search technology	
3	smart assistant modality	
ID	171	Abstract
Authors	Zehetner Andreas , <i>University of Applied Sciences Upper Austria, Austria</i> ; Zehetner Daniela , <i>Simon Kuznets Kharkiv National University of Economics</i> , <i>Ukraine</i> ; Lepeyko Tetyana , <i>Simon Kuznets Kharkiv National University of Economics, Ukraine</i>	Little is known about recruiting across cultures. Understanding students' career-decision making motives helps recruiters to align marketing activities with expectations of their future employees. Career-decision-making self-efficacy of students Austria and Ukraine is analysed with EI and academic performance as variables. Students from an individualistic, low power distance, low uncertainty avoidance culture rank higher in planning their career than students from a collectivistic, high-power distance, high uncertainty avoidance culture. EI has positive effects on CDSE with larger effects in Austria. Academic performance has positive effects on CDSE in Ukraine. Implications for recruitment marketing are discussed.
Title	Students' career decision-making self-efficacy: Lessons for recruitment marketing in different cultures	
Keywords		
1	cross-cultural marketing	
2	recruitment marketing	
3	career decision-making self-efficacy	
ID	73	Abstract
Authors	Zheng Hao , <i>University of Nottingham Ningbo China, China</i> ; Weng Chenchen , <i>Nottingham University Business School China, China</i> ; Luo Jun , <i>University of Nottingham Ningbo China, China</i> ; Liu Martin , <i>University of Nottingham Ningbo China, China</i>	There is a burgeoning field of value co-destruction (VCD) research in the past decades. Prior research on VCD focuses on the process and outcomes, with limited attention on the VCD antecedents. Our study sheds the lights on exploring the VCD antecedents in the B2C context. Further, instead of examining the VCD antecedents from blunt and simplistic view, we adopt a holistic view. It incorporates the lens of employee, company and customer to explore the antecedents. We used semi-structured interview to obtain VCD incident data. We propose a model of two constructs that are less participation and low engagement as antecedents and these constructs are formulated from the holistic – both dyadic and triadic perspectives. Finally, this study contributes to the deeper understanding of VCD domain.
Title	The Antecedents of the Value Co-Destruction – A Holistic Perspective	
Keywords		
1	Value co-destruction	
2	Holistic View	
3	B2C Context	

ID	181	Abstract
Authors	Zhu Dandan , <i>Loughborough University, United Kingdom</i> ; Michaelidou Nina , <i>Loughborough University, United Kingdom</i> ; Dewsnap Belinda , <i>Loughborough University, United Kingdom</i> ; Cadogan John , <i>Loughborough University, United Kingdom</i>	Brands position themselves as means of identity expression in order to form connections with consumers. Identity expressiveness can, therefore, be used as a marketing and advertising tool, albeit extant research which examines its nature and effectiveness is seriously underdeveloped. This paper presents work-in-progress on consumer identity expressiveness, by theorising a framework that identifies the triggers of consumer identity expressiveness while exploring the conditions where it backfires. The study contributes to the literature by extending the current understanding of consumer identity expressiveness, which can be translated into useful practical insights.
Title	Consumer Identity Expressiveness in Marketing: Triggers and Outcomes	
Keywords		
1	Consumer identity expressiveness	
2	identity expressive marketing	
3	backfire effect	
ID	122	Abstract
Authors	Zimaitis Ignas , <i>Faculty of Economics and Business Administration, Vilnius University, Lithuania</i> ; Urbonavicius Sigitas , <i>Faculty of Economics and Business Administration, Vilnius University, Lithuania</i> ; Degutis Mindaugas , <i>Faculty of Economics and Business Administration, Vilnius University, Lithuania</i> ; Kaduskeviciute Vaida , <i>Faculty of Economics and Business Administration, Vilnius University, Lithuania</i>	E-shopping is an increasingly important way of purchasing among all age groups. However, buying online requires disclosing certain personal data which might be sensitive, especially – to older people. This is linked with their lower confidence in online technologies resulting in some degree of cyber fear. Indirectly, it makes older people rely on legal regulations that are passed to protect privacy online. Both, cyber fear and confidence with regulations are dependent on age, but have opposite impacts on the willingness to disclose personal data online. This makes it difficult to assess how age impacts the willingness to disclose personal data.
Title	Impact of Age on the Willingness to Disclose Personal Data in E-Shopping	
Keywords		
1	age	
2	privacy	
3	SET	
ID	9	Abstract
Authors	Zimmermann Laura , <i>IE University School of Human Sciences and Technology, Spain</i>	Recently, research has started to uncover negative effects of mobile phone overuse, and as a solution to this problem, a number of screen time tracking applications have emerged. This research demonstrates, using a longitudinal field study and an experimental online survey, that screen time tracking apps are well received by consumers and improve digital self-awareness of usage. However, this improved knowledge does not translate into behavior change (i.e., no reduction of mobile phone screen time). Further, a simple, self-imposed nudge—turning one's phone to gray-scale mode—may more effective in reducing screen time. Finally, higher mobile phone screen time is linked to lower performance at university (i.e., grade point average) several month later. In summary, the findings of this research advance our understanding of how screen time tracking influences consumers' self-awareness, their behavior and long-term consequences for performance.
Title	The Quantification of Mobile Phone Usage: Does Screen Time Tracking Actually Help?	
Keywords		
1	mobile application	
2	screen time	
3	digital nudge	

8. ABSTRACTS OF POSTER SESSION PAPERS

ID	7	Abstract
Authors	Bianchi Anna , <i>University of Warsaw / Faculty of Management, Poland</i>	In view of the growing interest in marketing communications in social media, the goal of this study, based on the uses and gratifications theory, is to assess the influence of marketing communications in social networks on eWOM. The results of content analysis of 1,040 Facebook posts of cosmetic brands within two European markets indicate that the level eWOM varies according to the communication form and appeal, the brand type, and the geographic market. The study shows that 27% of the variance of eWOM is explained by the geographic market and provides guidelines on content having a positive influence on eWOM.
Title	The Influence of Marketing Communications in Social Networks on Electronic Word-of-Mouth	
Keywords		
1	marketing communications	
2	social media	
3	word-of-mouth	
ID	98	Abstract
Authors	Božić Ljiljana , <i>The Institute of Economics, Zagreb, Croatia</i>	Climate change and other environmental issues require adequate solutions by all actors, including consumers. The purpose of this paper is to explore determinants of consumers' willingness to fight climate change and probability of buying an electric car as one of the actions that potentially helps dealing with climate change. Analysis relies on Eurobarometer survey responses of 25,009 individuals from 28 European countries. Results of the Heckman selection model show that those who see gravity of climate change and think they require actions by all levels of government, business sectors and citizens are more likely to engage in pro-environmental actions. As for electric car purchase, middle class and higher as well as consumers satisfied with their lives are more likely to buy electric cars. However, their attitudes on climate change and responsible actors have no impact on actual purchase.
Title	Electric car purchase as a response to climate change - How green are European consumers?	
Keywords		
1	climate change	
2	green consumers	
3	electric cars	
ID	188	Abstract
Authors	Edge Matthew , <i>Bournemouth University, United Kingdom</i> ; Ghosh Sid , <i>Bournemouth University, United Kingdom</i> ; Liang Danni , <i>Bournemouth University, United Kingdom</i>	Conventional medical device trade shows have been held at global geographic locations, serving as a primary marketing mechanism for communicating promotional activities, highlighting industry trends, encouraging collaborations to influence buyer behaviour. The concept and evolution of virtual trade shows as commercial platforms enable the facilitation and collaboration between industry buyers and sellers, virtually anywhere, at any time. This study firstly offers literary research, discussing and evaluating medical industry perceptions and reactions toward participating in virtual trade shows in contrast to conventional trade shows. Secondly, the study contributes to existing literature through outlining virtual trade show relationships and their value creation.
Title	The Evolution of Virtual Trade Shows: A Literature Review from the UK Medical Device Industry	
Keywords		
1	trade show	
2	medical device	
3	technology	
ID	201	Abstract
Authors	Feitosa Willian , <i>IFSP, Brazil</i> ; Silva Susana , <i>Universidade Católica Portuguesa, Portugal</i> ; Lourenco Carlos , <i>Fundacao Getulio Vargas, Brazil</i> ; Sunago Noemi , <i>FGV, Brazil</i> ; Resende Ligia , <i>FGV, Brazil</i>	This study evaluates the effect of using sex appeal on advertisements through two experiments, comparing gender perceptions. It was observed that advertisements with low sexual appeal were better evaluated, however, men better evaluate those with idealized female models, and women, with female models and with a non-idealized profile.
Title	An experimental approach to analyzing gender, sex appeal and idealized bodies in advertising	
Keywords		
1	Sexual appeal	
2	Advertisement	
3	Gender	

ID	136	Abstract
Authors	Garcia Irene , <i>Glasgow Caledonian University, United Kingdom</i> ; Campbell Chloe , <i>Glasgow Caledonian University, United Kingdom</i> ; Navarro-Beltrá Marián , <i>Universidad Católica de Murcia (UCAM), Spain</i>	This research aims to investigate the extent to which evolving digital marketing has enhanced manipulative marketing and the impacts that this may have had on vulnerable groups. A mixed-method research choice was selected, comprising of online questionnaires and semi-structured interviews to gather the empirical data. Statistical software and thematic analysis were used to analyse the data. The research concluded that digital marketing has enhanced manipulative tactics and that young people can be categorised as a group considered to be more vulnerable. It was concluded that there are also contextual circumstances affecting all consumers who do not carry an enduring characteristic.
Title	An investigation into the extent to which evolving digital marketing has enhanced manipulative marketing and the impacts on vulnerable consumers	
Keywords		
1	Digital Marketing	
2	Manipulative marketing	
3	Vulnerable consumers	
ID	202	Abstract
Authors	Gáti Mirkó , <i>Corvinus University of Budapest, Hungary</i> ; Simay Attila , <i>Corvinus University of Budapest, Hungary</i>	GDPR is the general data protection regulation of the European Union, which aims to harmonize legislation related to privacy and personal data in Europe. The regulation contains the protection of users' personal data, and to change how different organizations should process these data. Legal regulation presumably changes internet users' privacy-related attitudinal and behavioural characteristics. The empirical research sheds light to the perception of general privacy and GDPR among university students. The study was conducted one year after GDPR took effect, which was assumed to be enough time for users to consciously perceive its significance.
Title	Perception of Privacy in the light of GDPR	
Keywords		
1	GDPR	
2	privacy	
3	user perceptions	
ID	210	Abstract
Authors	Golovacheva Ksenia , <i>Saint Petersburg State University, Graduate School of Management, Russian Federation</i> ; Smirnova Maria , <i>Saint Petersburg State University, Graduate School of Management, Russian Federation</i>	Current study aims at investigating the interplay between the broad-scope trust (BST), firm trust and satisfaction in influencing consumer loyalty in telecommunications market. The results of two consumer surveys indicate that the role of BST as new institutional norm is essential: thus being high, it diminishes the role of firm trust on loyalty; and being low – it "locks in" consumers, by motivating them to stay with the service provider they do not trust, because the BST is also low.
Title	The Necessary and Sufficient Conditions of Customer Loyalty: The Role of Broad-Scope Trust	
Keywords		
1	customer loyalty	
2	satisfaction	
3	trust	
ID	182	Abstract
Authors	Gomez-Diaz Lorena , <i>University of Vienna, Austria</i>	This paper investigates the influence of basic emotions triggered by country-of-origin (COO) cues and secondary emotions generated by stereotypes on consumer brand attitudes. Using an implicit method based on facial recognition, we show that automatically triggered happiness moderates the effect of admiration on brand attitude. Drawing from the Stereotype Content Model and the Appraisal Tendency Framework, we propose a dual parallel processing to explain the role of these emotions in COO effects, in which they have a distinctive, yet intertwined, impact. Our findings extend international marketing literature by specifying how and why different types of emotions can influence brand attitudes.
Title	Basic and Secondary Emotions in Country of Origin Effects: When Happiness Backfires	
Keywords		
1	Country-of-Origin	
2	Appraisal-Tendency-Framework	
3	Emotions	

ID	101	Abstract
Authors	Kenesei Zsolia , <i>Corvinus University Budapest, Hungary</i> ; Kolos Krisztina , <i>Corvinus University of Budapest, Hungary</i>	Quality of life of aging people is an increasingly significant issue in ageing societies. Technological innovations play an important role in improving life satisfaction of the elderly. The purpose of this research is to examine the factors that may assist older people to use technology, in this case the Internet. The results support that accessible and available internet is extremely important for the long-term use of it. What may also promote acceptance is when an elderly user discovers that Internet can help maintain social relationships and provide them with a form of entertainment. An important implication of the results is that design considerations must be incorporated when developing technology for the elderly.
Title	Factors Assisting the Use of Technology among older adults	
Keywords		
1	elderly consumers	
2	technology acceptance	
3	design	
ID	161	Abstract
Authors	Kun Zsuzsanna , <i>Corvinus University of Budapest, Hungary</i> ; Simon Judit , <i>Corvinus University of Budapest, Hungary</i> ; Pusztai Tamás , <i>Corvinus University of Budapest, Hungary</i>	This study focusing on the preferences of Hungarian Marketing MSc students on the job market while using CBCA conjoint analysis. An alternative preference technique is used at the first phase as the attributes are ordinal. Our results show that three different categories of attributes might be differentiated along their importance. Most important category is the net income. The second 'middle' category consists of 'distance from home', 'payment method' and 'employer type'. The third least important category consists of 'home office', 'working hours', 'extra programs' and 'training'. 'Payment method' receives the most significant influences. 'Gender', 'region of origin', 'academic influence'
Title	Adaptive Choice-Based Conjoint Analysis of Marketing Master Student's Job Preferences	
Keywords		
1	preference	
2	conjoint	
3	job choice	
ID	149	Abstract
Authors	Moriguchi Takeshi , <i>Waseda University, Japan</i> ; Kawamata Hisashi , <i>Graduate School of Commerce, Waseda University, Japan</i> ; Abe Shuzo , <i>Waseda University, Japan</i>	The method of product display has been of great interest in academic and practical areas. Above all, the comparison between vertical and horizontal display has been the focus of existing research. For example, Deng et al. (2016) found the advantage of horizontal display from the perspective of consumers' perception and actual behavior. In this paper, using the concept of matrix type product display, we reveal the advantage of horizontal display isn't universal. Two Studies examine that consumers perceive greater ease of comparison and higher evaluation on the matrix type display regardless of whether it is a horizontal or vertical display.
Title	Matrix type product display: Its concept and effectiveness	
Keywords		
1	matrix format	
2	product display	
3	ease of comparison	
ID	116	Abstract
Authors	Panagiotopoulou Altani , <i>Athens University of Economics and Business, Greece</i>	Two surveys used self-reported scales to investigate a) the main effects of Emotional Intelligence (henceforth EI) on impulsive and ethical consumption, and b) the mediating role of the self-regulatory focus (i.e. prevention/promotion). Survey 1 indicates that EI reduces impulsive consumption. Survey 2 suggests that EI reduces impulsive and elevates ethical consumption. It has also been shown that the prevention and the promotion focus mediate the relationship between EI and ethical consumption. The findings allow us to make an important theoretical and empirical contribution by presenting the first research that brings together these key features that have been under-researched.
Title	An empirical investigation into the influence of Emotional Intelligence on Consumer Behavior	
Keywords		
1	Emotional Intelligence	
2	Impulsive Consumption	
3	Ethical Consumption	

ID	155	Abstract
Authors	Scibor-Rylski Michal , <i>University of Warsaw, Faculty of Management, Poland</i>	Gamified market research tools help to increase respondents' engagement and obtain more in-depth results. Measuring customer experience (CX) is considered one of the most important trends in con-temporary marketing research. Due to the specificity of this field elaborated projective and narrative techniques need to be applied to better reconstruct the customer journeys. The main goal of this paper is to present the areas of use of the gamified CX method: Our City board game, the results of the qualitative validation study of Our City as well as the experiment proving the accuracy of the psychological premises of this tool.
Title	Gamification as a method to provide deeper insights in the CX market research	
Keywords		
1	gamification	
2	market research	
3	customer experience	
ID	196	Abstract
Authors	Staudt Jana , <i>Technische Hochschule Mittelhessen, Germany</i> ; Haupt Martin , <i>Justus-Liebig-Universität Giessen, Germany</i> ; Wannow Stefanie , <i>Technische Hochschule Mittelhessen, Germany</i>	Despite rising user rates for shared mobility services, huge potentials of the market remain untapped. Therefore, firms providing digital platforms for peer-to-peer or public mobility seek to expand their understanding of customer experiences (CX) for service improvements. Using semiautomated content analysis, this study investigates, if and how online user reviews can be used to better understand the online (app) and offline (travel) CX. Based on over 7,700 reviews of two archetypal providers from independent websites, we extracted key drivers of (dis-) satisfaction. Our study highlights the need to systematically analyze user feedback, since it reveals authentic and nuanced CX insights.
Title	Understanding online and offline customer experience of shared vs. public mobility services – A semi-automated content analysis of user reviews	
Keywords		
1	Sharing	
2	Experience	
3	Reviews	
ID	190	Abstract
Authors	Vítová Dušková Marie , <i>University of Economics, Prague, Czech Republic</i> ; Štěpánek Lubomír , <i>Department of Statistics and Probability, Faculty of Informatics and Statistics, University of Economics, Prague, Czech Republic</i> ; Šperková Lucie , <i>University of Economics, Prague, Czech Republic</i> ; Víta Martin , <i>University of Economics, Prague, Czech Republic</i> ; Karlíček Miroslav , <i>University of Economics, Prague, Czech Republic</i>	This study focuses on the application of customer lifetime value (CLV) in the context of classical music performance organization, which has not been explored in the literature so far. Using the audience of one Prague-based classical music festival, we enriched the existing transactional data-driven approaches to CLV with the use of two types of non-transactional data, specifically a musical genre and an artists' popularity. We propose an approach to computing customer lifetime value in this specific domain and context and demonstrate how to use CLV predictions for testing of different variants of a potential future program to obtain an optimal
Title	Customer Lifetime Value in the Context of Classical Music: Scenarios Testing Based on Musical Genre and Artists' Popularity	
Keywords		
1	customer lifetime value	
2	classical music	
3	non-transactional data	

ID	144	Abstract
Authors	Zotova Elizaveta , <i>Lomonosov Moscow State University, Russian Federation</i> ; Pakhalov Alexander , <i>Lomonosov Moscow State University, Russian Federation</i>	Sonic branding is one of the most promising marketing communication tools. The effectiveness of audio advertising campaigns is determined by the ability of sound elements to form a positive brand image in the consumers' minds. Our study aims to measure the perception of audio advertising stimuli based on a combination of psychophysiological and sociological methods. The analysis of EEG data and subjective responses shows that a high level of experienced emotions is associated with interest in the advertised brand. We also find an evidence on the role of jingles in forming positive brand associations.
Title	The Role of Sound in Brand Perception: a MixedMethodology Approach	
Keywords		
1	sonic branding	
2	perception of audio content	
3	neuromarketing tools	



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Thank you to all the reviewers who devoted their time and with their expertise helped us to choose the best of papers and the most inspiring research.

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An appreciation goes to the EMAC Steering Committee for supporting this conference, particularly President Luk Warlop as well as to VP Conferences and President-Elect Tammo Bijmolt. We also would like to thank Anne-Laure Marteaux for her continuous support.

Many thanks to all the members of the Program Committee and Honorable Program Committee members.

Thank you all for being a part of this unusual story.

Morana, Sandra, Tanja and Vatroslav

10. LIST OF PARTICIPANTS

Last name	First name	Email	Affiliation	Country
AHMED	FAHEEM	faheem001@gmail.com	GRENOBLE II UNIVERSITY / IAE GRADUATE BUSINESS SCHOOL	FRANCE
ANDERSEN	CECILIE	ceciliea@uia.no	UNIVERSITY OF AGDER	NORWAY
ANIĆ	IVAN-DAMIR	danic@eizg.hr	ZAGREB - THE INSTITUTE OF ECONOMICS	CROATIA
AUBERT HASSOUNI	CHRISTELLE	christelle.aubert@gmail.com	ESCP - EUROPE	FRANCE
AWDZIEJ	MARCIN	mawdziej@kozminski.edu.pl	KOZMINSKI UNIVERSITY	POLAND
AZNAR	GLORIA	mariagloria.aznarfernandezmonte@ceu.es	CEU SAN PABLO UNIVERSITY	SPAIN
BARIAR	SHALINI	shalini.bariar@ves.ac.in	UNIVERSITY OF MUMBAI - BOMBAY	INDIA
BARTSCH	FABIAN	f.bartsch@ieseg.fr	IÉSEG SCHOOL OF MANAGEMENT	FRANCE
BERNARDIC	URSA	ursa.bernardic@unige.ch	UNIVERSITY OF GENEVA	SWITZERLAND
BIANCHI	ANNA	abianchi@wz.uw.edu.pl	UNIVERSITY OF WARSAW	ITALY
BIJMOLT	TAMMO	t.h.a.bijmolt@rug.nl	UNIVERSITY OF GRONINGEN, FACULTY OF ECONOMICS AND BUSINESS	NETHERLANDS
BODLAJ	MATEJA	mateja.bodlaj@ef.uni-lj.si	UNIVERSITY OF LJUBLJANA	SLOVENIA
BOROS	KITTI	kitti.boros@uni-corvinus.hu	CORVINUS UNIVERSITY OF BUDAPEST	HUNGARY
BOßOW-THIES	SILVIA	silvia.bossow-thies@fom.de	FOM UNIVERSITY OF APPLIED SCIENCES	GERMANY
BOURDIN	DAVID	david.bourdin@fh-wien.ac.at	FH WIEN UNIVERSITY OF APPLIED SCIENCES OF WKW	AUSTRIA
BOZIC	LJILJANA	ljbozic@eizg.hr	ZAGREB - THE INSTITUTE OF ECONOMICS	CROATIA
BRAKUS	JOŠKO	J.Brakus@leeds.ac.uk	UNIVERSITY OF LEEDS	U.K.
BREČIĆ	RUŽICA	rbrecic@efzg.hr	UNIVERSITY OF ZAGREB	CROATIA
BRZOVSKA	EZENI	ezeni@eccf.ukim.edu.mk	SS. CYRIL AND METHODIUS UNIVERSITY	MACEDONIA (FYROM)
CATER	BARBARA	barbara.cater@ef.uni-lj.si	UNIVERSITY OF LJUBLJANA	SLOVENIA
CERIO	EVA	eva.cerio@u-pem.fr	UNIVERSITY OF MARNE LA VALLÉE	FRANCE

CIUNOVA-SHULESKA	ANITA	anita@eccf.ukim.edu.mk	SS. CYRIL AND METHODIUS UNIVERSITY	MACEDONIA (FYROM)
CLEVELAND	MARK	mclevela@uwo.ca	THE UNIVERSITY OF WESTERN ONTARIO	CANADA
COCCO	HELEN	h.cocco@ieseg.fr	IESEG SCHOOL OF MANAGEMENT	FRANCE
COPULSKY	JONATHAN	jonathan.copulsky@northwestern.edu	NORTHWESTERN UNIVERSITY	U.S.A.
CUTURA	MARIJA	marija.cutura@ef.sum.ba	UNIVERSITY OF MOSTAR	BOSNIA
DANESHFAR	ZAHRA	zahra.daneshfar@postgrad.curtin.edu.au	CURTIN UNIVERSITY OF TECHNOLOGY	AUSTRALIA
DANG	NGOC BICH	ngoc-bich.dang@tsm-education.fr	UNIVERSITY OF TOULOUSE I CAPITOLE	FRANCE
DAVLEMBAYEVA	DINARA	d.davlembayeva2@newcastle.ac.uk	NEWCASTLE UNIVERSITY	U.K.
DEHMAMY	KEYVAN	k.dehmamy@rug.nl	UNIVERSITY OF GRONINGEN	NETHERLANDS
DEMOULIN	NATHALIE	n.demoulin@ieseg.fr	IESEG SCHOOL OF MANAGEMENT	FRANCE
DEVENTER	CLAIRE	claire.deventer@unamur.be	UNIVERSITY OF NAMUR	BELGIUM
DIAMANTOPOULOS	ADAMANTIOS	adamantios.diamantopoulos@univie.ac.at	VIENNA UNIVERSITY	AUSTRIA
DIMITRIU	RADU-MIHAI	radu.dimitriu@tcd.ie	TRINITY COLLEGE DUBLIN, TRINITY BUSINESS SCHOOL	IRELAND
DLACIC	JASMINA	jasmina.dlacic@gmail.com	UNIVERSITY OF RIJEKA	CROATIA
DROPULIĆ	BRANKA	bdropulic@efzg.hr	UNIVERSITY OF ZAGREB	CROATIA
EDGE	MATTHEW	i7640966@bournemouth.ac.uk	BOURNEMOUTH UNIVERSITY	U.K.
ENDRES	HERBERT	Herbert.Endres@ur.de	UNIVERSITY OF REGENSBURG	GERMANY
FEITOSA	WILIAN	wrfeitosa@hotmail.com	EAESP BUSINESS MANAGEMENT SCHOOL OF SÃO PAULO	BRAZIL
FINA	ROBERT A.	robert.fina@amu.at	FH WIEN UNIVERSITY OF APPLIED SCIENCES OF WKW	AUSTRIA
FRICKE	ANTJE	antje.fricke@tu-braunschweig.de	BRAUNSCHWEIG UNIVERSITY OF TECHNOLOGY	GERMANY
FUDURIC	MORANA	mfuduric@efzg.hr	UNIVERSITY OF ZAGREB	CROATIA
FUX	PATRICIA	patricia.fux@ef.uni-lj.si	UNIVERSITY OF LJUBLJANA	SLOVENIA
GAO	LILY (XUEHUI)	lilygao@unizar.es	UNIVERSITY OF SARAGOSSA	SPAIN

GARCIA MEDINA	IRENE	irene.garcia2@gcu.ac.uk	GLASGOW CALEDONIAN UNIVERSITY	U.K.
GÁTI	MIRKÓ GYÖR- GY	mirko.gati@uni-corvinus.hu	CORVINUS UNIVERSITY OF BUDAPEST	HUNGARY
GAWLIK	DENNIS	dennis.gawlik@uni-hohenheim.de	UNIVERSITY OF HOHENHEIM	GERMANY
GIDAKOVIĆ	PETAR	petar.gidakovic@ef.uni-lj.si	UNIVERSITY OF LJUBLJANA	SLOVENIA
GOLOVACHEVA	KSENIIA	golovacheva_k@mail.ru	ST PETERSBURG STATE UNIVERSITY	RUSSIA
GOMEZ DIAZ	LORENA	lorenagomez@gmail.com	UNIVERSITY OF VIENNA	AUSTRIA
GYULAI	ZSÓFIA	gyulai.zsofia@eco.u-szeged.hu	UNIVERSITY OF SZEGED	HUNGARY
HAGEBÖLLING	MONA	m.hageboelling@tu-braunschweig.de	BRAUNSCHWEIG UNIVERSITY OF TECHNOLOGY	GERMANY
HALKIAS	GEORGIOS	georgios.halkias@univie.ac.at	VIENNA UNIVERSITY	AUSTRIA
HAUPT	MARTIN	martin.haupt@w.thm.de	TECHNISCHE HOCHSCHULE MITTELHESSEN	GERMANY
HEIMAN	AMIR	amir.heiman@mail.huji.ac.il	HEBREW UNIVERSITY OF JERUSALEM	ISRAEL
HEPP	ANNA MAGDA- LENA	anna.hepp@tum.de	TECHNICAL UNIVERSITY MUNICH	GERMANY
HORVAT	SANDRA	shorvat@efzg.hr	UNIVERSITY OF ZAGREB	CROATIA
HUERTAS-GARCIA	RUBEN	rhiertas@ub.edu	BARCELONA UNIVERSITY	SPAIN
HÜNIES	SVENJA	huenies@time.rwth-aachen.de	RWTH AACHEN UNIVERSITY	GERMANY
HURTAK	STEFAN	stefan.hurtak@uni-graz.at	UNIVERSITY OF GRAZ	AUSTRIA
HUSE	HÅVARD	havard.huse@bi.no	BI NORWEGIAN BUSINESS SCHOOL	NORWAY
HUSIĆ-MEHMEDOVIĆ	MELIKA	melika.husic@efsa.unsa.ba	UNIVERSITY OF SARAJEVO	BOSNIA
HÜTTL-MAACK	VERENA	verena.huettl@uni-hohenheim.de	UNIVERSITY OF HOHENHEIM	GERMANY
KARANTINOI	KALIPSO	kkarantinou@aueb.gr	ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS	GREECE
KASHYAP	VISHAL	vishal.kashyap@uni-graz.at	UNIVERSITY OF GRAZ	AUSTRIA
KAWAMATA	HISASHI	kawamatah@aoni.waseda.jp	WASEDA UNIVERSITY	JAPAN
KELEMEN	KATA	kata.kelemen@uni-corvinus.hu	CORVINUS UNIVERSITY OF BUDAPEST	HUNGARY

KELLER	ALISA	alisa.keller@uni-passau.de	UNIVERSITY OF PASSAU	GERMANY
KENESEI	ZSÓFIA	zsofia.kenesei@uni-corvinus.hu	CORVINUS UNIVERSITY OF BUDAPEST	HUNGARY
KÉRI	ANITA	keri.anita@eco.u-szeged.hu	UNIVERSITY OF SZEGED	HUNGARY
KESZEY	TAMARA	tamara.keszey@uni-corvinus.hu	CORVINUS UNIVERSITY OF BUDAPEST	HUNGARY
KOLOS	KRISZTINA	krisztina.kolos@uni-corvinus.hu	CORVINUS UNIVERSITY OF BUDAPEST	HUNGARY
KOMARAC	TANJA	tkomarac@efzg.hr	UNIVERSITY OF ZAGREB	CROATIA
KONECNICK RUZZIER	MAJA	maja.konecnik@ef.uni-lj.si	UNIVERSITY OF LJUBLJANA	SLOVENIA
KOS KOKLIC	MATEJA	mateja.kos@ef.uni-lj.si	UNIVERSITY OF LJUBLJANA	SLOVENIA
KOTTIKA	EFTHYMIA	ekottika@yahoo.gr	UNIVERSITY OF ECONOMICS IN PRAGUE	CZECH REPUBLIC
KOTTIKAS	KONSTANTINOS	kokottikas@aueb.gr	ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS	GREECE
KRIEGL	BETTINA	bettina.kriegl@thi.de	UNIVERSITY OF APPLIED SCIENCES INGOLSTADT	GERMANY
KROL	BIANCA	bianca.krol@fom.de	FOM UNIVERSITY OF APPLIED SCIENCES	GERMANY
KRUPKA	ZORAN	zkrupka@efzg.hr	UNIVERSITY OF ZAGREB	CROATIA
KUČINSKAS	GEDAS	gedas.kucinskas@gmail.com	ISM UNIVERSITY OF MANAGEMENT AND ECONOMICS	LITHUANIA
KULLAK	FRANZISKA	franziska.kullak@uni-bayreuth.de	UNIVERSITY OF BAYREUTH	GERMANY
KUN	ZSUZSANNA	zsuzsanna.kun@uni-corvinus.hu	CORVINUS UNIVERSITY OF BUDAPEST	HUNGARY
KURSAN MILAKOVIC	IVANA	ikursan@efst.hr	UNIVERSITY OF SPLIT	CROATIA
KYRIAKOU	MARINA	marina.k.kyriakou@gmail.com	UNIVERSITY OF PIRAEUS	GREECE
LACAN	CAMILLE	camillelacan1@gmail.com	PARIS DAUPHINE UNIVERSITY	FRANCE
LARAICHI	SOFIA	sofialaraichi@gmail.com	UNIVERSITY OF ANGERS	FRANCE
LATINOVIC	ZORAN	zoranlat@mit.edu	MASSACHUSETTS INSTITUTE OF TECHNOLOGY	SERBIA
LEAL	CARMO	carmo.leal@universidadeeuropeia.pt	UNIVERSIDADE EUROPEIA	PORTUGAL

LEKO ŠIMIC	MIRNA	lekom@efos.hr	J.J. STROSSMAYER UNIVERSITY OF OSIJEK	CROATIA
LOURENCO	CARLOS EDU-ARDO	caerib@gmail.com	EAESP-FGV	BRAZIL
MAJIĆ	JOSIPA	josipa@idguardian.co	ID GUARDIAN	CROATIA
MALC	DOMEN	domen.malc@um.si	UNIVERSITY OF MARIBOR	SLOVENIA
MALIK	SUMIT	sumit.malik@student.ie.edu	IE BUSINESS SCHOOL	SPAIN
MANDIĆ	MIROSLAV	mmandic@efzg.hr	UNIVERSITY OF ZAGREB	CROATIA
MALTHOUSE	EDWARD	ecm@northwestern.edu	NORTHWESTERN UNIVERSITY	U.S.A.
MANDLER	TIMO	t.mandler@tbs-education.fr	TOULOUSE BUSINESS SCHOOL	FRANCE
MARSHALL	PABLO	pmarshall@uc.cl	PONTIFICIA UNIVERSIDAD CATÓLICA DE CHILE	CHILE
MATARAZZO	MICHELA	m.matarazzo@unimarconi.it	MARCONI UNIVERSITY OF ROME	ITALY
MICEVSKI	MILENA	milena.micevski@univie.ac.at	VIENNA UNIVERSITY	AUSTRIA
MILFELNER	BORUT	borut.milfelner@uni-mb.si	UNIVERSITY OF MARIBOR	SLOVENIA
MIOCEVIC	DARIO	dmiocevi@efst.hr	UNIVERSITY OF SPLIT	CROATIA
MOOKHERJEE	SATADRUTA	smookhe2@binghamton.edu	NEOMA BUSINESS SCHOOL	FRANCE
MORIGUCHI	TAKESHI	moriguchi@waseda.jp	WASEDA UNIVERSITY	JAPAN
MUJKIC	ALISA	alisa.mujkic@efsa.unsa.ba	UNIVERSITY OF SARAJEVO	BOSNIA
MUKHERJEE	SOURJO	smukherjee@audencia.com	AUDENCIA NANTES SCHOOL OF MANAGEMENT	FRANCE
ODURO	STEPHEN	odurowise@ymail.com	UNINT	ITALY
OGNJANOV	GALJINA	galja@ekof.bg.ac.rs	BELGRADE UNIVERSITY	SERBIA
OGUNBODEDE	OLABODE	o.e.ogunbodede2@newcastle.ac.uk	NEWCASTLE UNIVERSITY	U.K.
OHLWEIN	MARTIN	martin.ohlwein@ism.de	INTERNATIONAL SCHOOL OF MANAGEMENT	GERMANY
OZRETIĆ DOŠEN	ĐURĐANA	dozretic@efzg.hr	UNIVERSITY OF ZAGREB	CROATIA
OZUEM	WILSON	wilson.ozuem@cumbria.ac.uk	UNIVERSITY OF CUMBRIA	U.K.
PAKHALOV	ALEXANDER	pakhalov@gmail.com	MOSCOW STATE UNIVERSITY	RUSSIA

PANAGIOTOPOULOU	ALTANI	altanhpanag@hotmail.gr	ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS	GREECE
PAUSER	SANDRA	sandra.pauser@univie.ac.at	UNIVERSITY OF VIENNA	AUSTRIA
PETELINA	ALEKSANDRA	a.petelina@pgr.reading.ac.uk	HENLEY BUSINESS SCHOOL AT THE UNIVERSITY OF READING	U.K.
PETŐ	DALMA	peto.dalma@eco.u-szeged.hu	UNIVERSITY OF SZEGED	HUNGARY
PETRESCU	MARIA	maria.petrescu@gmail.com	INTERNATIONAL UNIVERSITY OF MONACO	MONACO
PIHA	LAMPRINI	lamprinipiha@aueb.gr	NATIONAL AND KAPODISTRIAN UNIVERSITY OF ATHENS	GREECE
PIKTURNIENE	INDRE	indre.pikturniene@ism.lt	ISM UNIVERSITY OF MANAGEMENT AND ECONOMICS	LITHUANIA
PLATA-ALF	DAGMARA	dplataalf@kozminski.edu.pl	KOZMINSKI UNIVERSITY	POLAND
POSCHER	THOMAS	thomas.poscher@amu.at	AUSTRIAN MARKETING UNIVERSITY OF APPLIED SCIENCES	AUSTRIA
PRONAY	SZABOLCS	pronay.szabolcs@eco.u-szeged.hu	UNIVERSITY OF SZEGED	HUNGARY
PSILOUTSIKOU	MARINA	mpsilout@aueb.gr	ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS	GREECE
RAND	BILL	wmrans@ncsu.edu	NORTH CAROLINA STATE UNIVERSITY	U.S.A.
RAPTAKIS	ELENA	elraptaki@gmail.com	UNIVERSITY OF PIRAEUS	GREECE
REICH	CHRISTINA STEFANIE	christina.reich@fom.de	FOM UNIVERSITY OF APPLIED SCIENCES	GERMANY
RODRIGUEZ	CARLOS M.	crodriguez@desu.edu	DELAWARE STATE UNIVERSITY	U.S.A.
RODRIGUEZ VELOSO	ANDRES	veloso@usp.br	UNIVERSITY OF SAO PAULO	BRAZIL
ROEDING	TOBIAS	roeding@marketing.uni-siegen.de	UNIVERSITY OF SIEGEN	GERMANY
RUZZIER	MITJA	mitja.ruzzier@fm-kp.si	UNIVERSITY OF PRIMORSKA	SLOVENIA
SAYIN	EDA	eda.sayin@ie.edu	IE BUSINESS SCHOOL	SPAIN
SĂPLĂCAN	ZSUZSA	zsuzsa.pal@econ.ubbcluj.ro	BABES-BOLYAI UNIVERSITY	ROMANIA
SCHAFER	KRISTINA	kristina.schaffer@uni-graz.at	UNIVERSITY OF GRAZ	AUSTRIA

SCHWEIGERT	VICTORIA-ANNE	v.schweigert@kit.edu	KARLSRUHE INSTITUTE OF TECHNOLOGY (KIT)	GERMANY
ŚCIBOR-RYLSKI	MICHAŁ	mscibor-rylski@wz.uw.edu.pl	UNIVERSITY OF WARSAW	POLAND
SELINŠEK	ALEKSANDRA	aleksandra.selinsek1@um.si	UNIVERSITY OF MARIBOR	SLOVENIA
SIMONIN	DIMITRI	dimitri.simonin@uts.edu.au	UNIVERSITY OF TECHNOLOGY SYDNEY	AUSTRALIA
SKARE	VATROSLAV	vskare@efzg.hr	UNIVERSITY OF ZAGREB	CROATIA
SMIT	WILLEM	willem.smit@gmail.com	ASIA SCHOOL OF BUSINESS	MALAYSIA
SOMOSI	AGNES	somosi.agnes@gtk.uni-neumann.hu	JOHN VON NEUMANN UNIVERSITY	HUNGARY
STANGHERLIN	ISADORA	isadoradocarmostangherlin@gmail.com	AARHUS UNIVERSITY, SCHOOL OF BUSINESS AND SOCIAL SCIENCES	DENMARK
STEFFL	JONAS	jonas.steffl@uni-weimar.de	UNIVERSITY OF WEIMAR-BAUHAUS	GERMANY
SZÖCS	ILONA	ilona.szoecs@univie.ac.at	VIENNA UNIVERSITY	AUSTRIA
TALEBI	ARASH	arash.talebi@edhec.edu	EDHEC BUSINESS SCHOOL	FRANCE
TERESCHENKO	OLGA	olga_tereschenko@gmx.de		GERMANY
TKACZYK	JOLANTA	jtkaczyk@kozminski.edu.pl	KOZMINSKI UNIVERSITY	POLAND
TOMCZYK	PRZEMYSŁAW	ptomczyk@kozminski.edu.pl	KOZMINSKI UNIVERSITY	POLAND
TOYOSAWA	EIJI	ag0625@gmail.com	YOKOHAMA NATIONAL UNIVERSITY	JAPAN
TROMPETA	MARIA-ANGELIKI	tr_mariangela@yahoo.gr	ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS	GREECE
TSOGAS	MARKOS	mtsogas@unipi.gr	UNIVERSITY OF PIRAEUS	GREECE
URBONAVICIUS	SIGITAS	sigitas.urbonavicius@evaf.vu.lt	VILNIUS UNIVERSITY	LITHUANIA
UYSAI	ERTUGRUL BEHLUL	uysalerturul@gmail.com	UNIVERSITY OF NEUCHÂTEL	SWITZERLAND
VAFAINIA	SAEID	svafainia@escpeurope.eu	ESCP EUROPE	FRANCE
VAN GEET	ISABELLE	isabelle.vangeet@kuleuven.be	KU LEUVEN	BELGIUM
VARGA	AKOS	akos.varga@uni-corvinus.hu	CORVINUS UNIVERSITY OF BUDAPEST	HUNGARY
VÍTOVÁ DUŠKOVÁ	MARIE	marieduskova@volny.cz	UNIVERSITY OF ECONOMICS IN PRAGUE	CZECH REPUBLIC

WAGNER	UDO	udo.wagner@univie.ac.at	VIENNA UNIVERSITY	AUSTRIA
WANG	MAY	ywang@uic.edu.hk	UNITED INTERNATIONAL COLLEGE	CHINA
WARLOP	LUK	luk.warlop@bi.no	BI NORWEGIAN BUSINESS SCHOOL	NORWAY
WELZENBACH	LISA	welzenbach@bwl.lmu.de	LUDWIG- MAXIMILIAN UNIVERSITY OF MUNICH	GERMANY
ZABKAR	VESNA	vesna.zabkar@ef.uni-lj.si	UNIVERSITY OF LJUBLJANA	SLOVENIA
ZARAKET	SARAH	szaraket@gmail.com	UNIVERSITY OF PARIS 1 PANTHEON- SORBONNE	FRANCE
ZARBOCK	JANINA	janina.zarbock@gmail.com	GRIFFITH COLLEGE DUBLIN	GERMANY
ZEHETNER	ANDREAS	andreas.zehetner@fh-ooe.at	UNIVERSITY OF APPLIED SCIENCES UPPER AUSTRIA	AUSTRIA
ZHENG	HAO	bixhz7@nottingham.edu.cn	UNIVERSITY OF NOTTINGHAM NINGBO	CHINA
ZHU	DANDAN	dandanzhu2014@outlook.com	LOUGHBOROUGH UNIVERSITY	U.K.
ZIMAITIS	IGNAS	ignas.zimaitis@evaf.vu.lt	VILNIUS UNIVERSITY	LITHUANIA
ZIMMERMANN	LAURA	laura.zimmermann@ie.edu	IE UNIVERSITY	U.K.







University of Zagreb
**Faculty of
Economics & Business**

