



2014 Global Marketing Conference at Singapore
“Bridging Asia and the World:
Globalization of Marketing & Management Theory and Practice”

July 15-18, 2014
Sands Expo and Convention Centre
Marina Bay Sands, Singapore

Conference Co-Chairs: Roland T. Rust (University of Maryland)
Udo Wagner (University of Vienna)
Sharyn Rundle-Thiele (Griffith University)
Takaho Ueda (Gakushuin University)
Seong-Yeon Park (Ewha Womans University)
Leslie Davis Burns (Oregon State University)

Hosts: [American Marketing Association](#)
[European Marketing Academy](#)
[Australian & New Zealand Marketing Academy](#)
[Japan Society of Marketing and Distribution](#)
[International Textile and Apparel Association](#)
[Korean Scholars of Marketing Science](#)
[Aalto University Executive Education](#)

Organizer: [Global Alliance of Marketing & Management Associations](#)

Partners: [ESCP Europe \(Europe\)](#)
[Italian Marketing Society](#)
[Aalto University School of Business \(Finland\)](#)
[China Marketing Association](#)
[Harbin Institute of Technology \(China\)](#)
[Center for Sustainable Culture & Service, Yonsei University \(Republic of Korea\)](#)
[Center for Marketing & Public Policy Research, Villanova School of Business \(USA\)](#)
[Neuromarketing Science & Business Association](#)
[Korea Economy & Management Development Institute \(Republic of Korea\)](#)

Platinum Sponsor: [Institute on Asian Consumer Insight hosted by Nanyang Technological University \(Singapore\)](#)

Sponsors: [Routledge](#), [Taylor & Francis Group \(UK\)](#)
[National Research Foundation of Korea \(Republic of Korea\)](#)
[Eco-Design Center of Dong-A University](#)
[Ministry of Trade, Industry & Energy, Republic of Korea](#)
[The Korea Institute for the Advancement of Technology](#)
[Dong-A University](#)

Sponsoring Journals:

[Journal of Business Research](#)
[International Marketing Review](#)
[Industrial Marketing Management](#)
[International Journal of Advertising](#)
[Journal of Travel Research](#)
[Journal of Global Scholars of Marketing Science](#)
[Journal of Global Fashion Marketing](#)
[Australasian Marketing Journal](#)
[Markets and Competitiveness \(Mercati e Competitività\)](#)
[Journal of Consumer Marketing](#)

The Conference Organizing Committee Chair: Eunju Ko (Yonsei University)
 Academic Excellence Committee Chair: Charles R. Taylor (Villanova University)
 General Executive Secretary: Kyung Hoon Kim (Changwon National University)
 Conference Proceedings Editor: Juran Kim (Jeonju University)



(platinum sponsor)



July 15, 2014

TIME	Event
16:00-20:00	Registration (Lobby, Level 4, Sands Expo and Convention Centre, Marina Bay Sands)
18:00-20:00	Conference Reception (Lobby, Level 4, Sands Expo and Convention Centre, Marina Bay Sands) Sponsor: Routledge (Taylor & Francis)

July 16, 2014

	Session		Special Session			Symposium				
TIME	Room: 4312	Room: 4212	Room: 4311	Room: 4211	Room: 4111	Room: 4011	Room: 4301	Room: 4201	Room: 4101	Room: 4001
08:00-09:30	Session 1.1 International Marketing Strategy	Session 1.2 ServiceInnovation, Renewal,and Adoption/Rejection Research I	Session1.3 Consumer Psychology I	Session 1.4 IMR Special Track I	Session 1.5 Industrial Marketing Track I: Innovation in Industrial Markets	Session 1.6 Brand Management in Social Media I	Session 1.7 Global,Cross-Cultural, and Export Marketing	Session 1.8 Green Advertising I	Session 1.9 Marketing in General I	Session 1.10 Emerging Market Tourist Behavior I
09:40-11:10	Session 2.1 Customer Value & Marketing Channel	Session 2.2 ServiceInnovation, Renewal, and Adoption/Rejection Research II	Session2.3 Consumer Psychology II	Session2.4 IMR Special Track II	Session 2.5 How toWrite a World-Class Paper	Session 2.6 Brand Management in Social Media II	Session 2.7 Film Making for Marketing Research & Communication	Session 2.8 Green Advertising II	Session 2.9 Marketing in General II	Session 2.10 Emerging Market Tourist Behavior II
11:20-12:50	Session 3.1 2014 EMAC-GAMMA Joint Symposium	Session 3.2 Service Innovation, Renewal, and Adoption/Rejection Research III	Session 3.3 Meeting Place	Session 3.4 IMR Special Track III	Session 3.5 Industrial Marketing Track II: Aspects of Industrial Marketing	Session 3.6 Interactions with Top Editors and Reviewers	Session 3.7 Advertising and Integrated Marketing Communication I	Session 3.8 Green Advertising III	Session 3.9 Marketing in General III	Session 3.10 Emerging Market Tourist Behavior III
13:00-14:00	Conference Lunch (Room Blocks 4202-4205 & 4302-4305, Level 4, Sands Expo and Convention Centre, Marina Bay Sands) Editorial Board Meetings: Journal of Global Scholars of Marketing Science & Journal of Global Fashion Marketing									
14:00-15:30	Session 4.1 2014 JSMD - GAMMA Joint Symposium I	Session 4.2 Service Innovation, Renewal, and Adoption/Rejection Research IV	Session 4.3 Value and Experience Branding, Luxury Marketing I	Session 4.4 Culture and Consumer Behavior	Session4.5 Industrial Marketing Track III: Sales Management in Industrial Markets	Session 4.6 Intercultural Communication	Session 4.7 Advertising and Integrated Marketing Communication II	Session 4.8 Green Advertising IV	Session 4.9 Marketing in General IV	Session 4.10 2014 ACI-GAMMA Joint Symposium
15:40-17:10	Session 5.1 2014JSMD-GAMMA Joint Symposium II	Session 5.2 2014 ESCP-GAMMA Joint Symposium	Session 5.3 Value and Experience Branding, Luxury Marketing II	Session 5.4 Mapping Global Fashion Landscape Symposium I	Session 5.5 Marketing in Newly Emerging Economies	Session 5.6 Interactive Marketing	Session 5.7 2014 IMTC-SIMktg-GAMMA Joint Symposium	Session 5.8 Green Advertising V	Session 5.9 Channel Distribution Management	Session 5.10 Multimedia Session
17:20-18:50	Session 6.1 2014 AALTO University-GAMMA Joint Symposium	Session 6.2 2014 ESCP Research Centre for Energy Management-GAMMA Joint Symposium	Session 6.3 Eco-Design Marketing Symposium	Session 6.4 Mapping Global Fashion Landscape Symposium II	Session 6.5 Industrial Marketing Track IV: B2B Networks	Session 6.6 Authenticity in the Global World	Session 6.7 Identities, Desires & Global Marketing/ OriginImages & Biases	Session 6.8 Luxury Marketing in China & Other Emerging Markets	Session 6.9 ArtistTalk: Sustainability Cyber Exhibition of 2014 GMC	Session 6.10 Meeting Place
18:50-22:00	Conference Dinner (Room Blocks 4202-4205 & 4302-4305, Level 4, Sands Expo and Convention Centre, Marina Bay Sands) Keynote Speech: 'Big Data: What, Why and How?', Roland T. Rust (Distinguished Professor, University of Maryland)									

July 17, 2014

TIME	Room: 4312	Room: 4212	Room: 4311	Room: 4211	Room: 4111	Room: 4011	Room: 4301	Room: 4201	Room: 4101	Room: 4001
08:00-09:30	Session 7.1 2014 JSMD-GAMMA Joint Symposium III	Session 7.2 2014 NMSBA-GAMMA Joint Symposium I	Session 7.3 Consumer Psychology III	Session 7.4 Marketing Strategy and Management in the Dynamic World I	Session 7.5 Industrial Marketing Track V: B2B Relationships	Session 7.6 Marketing Strategy Performance Imperatives	Session 7.7 Marketing and Innovation/ NPD Capabilities	Session 7.8 Sustainable Marketing I	Session 7.9 2014 ITAA-GAMMA Joint Symposium I	Session 7.10 New Trend of Consumer Behavior in Asia I
09:40-11:10	Session 8.1 2014 GMC Job Market	Session 8.2 2014 NMSBA-GAMMA Joint Symposium II	Session 8.3 Consumer Psychology IV	Session 8.4 Marketing Strategy and Management in the Dynamic World II	Session 8.5 Innovations in Global Fashion Marketing & Marketing Manager's Decision Making	Session 8.6 A Strategy Lens in Consumer Research	Session 8.7 2014 Global Customer Equity Symposium	Session 8.8 Sustainable Marketing II	Session 8.9 2014 ITAA-GAMMA Joint Symposium II	Session 8.10 New Trend of Consumer Behavior in Asia II
11:20-12:50	Session 9.1 2014 ANZMAC-GAMMA Joint Symposium	Session 9.2 Social Media & Retail Management I	Session 9.3 Beauty Business and Medical Tourism	Session 9.4 Wine Marketing & Management:	Session 9.5 Industrial Marketing Track VI: B2B Services	Session 9.6 Marketing in Russia	Session 9.7 Sport Marketing and Media	Session 9.8 Sustainable Marketing III & Marketing Education	Session 9.9 Meet the Editors	Session 9.10 New Trend of Consumer Behavior in Asia III
13:00-14:30	Conference Lunch & Award Ceremony (Room Blocks 4202-4205 & 4302-4305, Level 4, Sands Expo and Convention Centre, Marina Bay Sands) Keynote Speech: 'Research on Asia Consumer: The Five "Big" Issues' Bernd Schmitt (Robert D. Calkins Professor of Columbia University & Executive Director of Institute on Asia Consumer Insight)									
14:30-16:00	Session 10.1 Service Marketing I	Session 10.2 Social Media & Retail Management II	Session 10.3 Service Innovation and Management I	Session 10.4 Consumer Behavior & Luxury Consumptions I	Session 10.5 Industrial Marketing Track VII Innovation in Industrial Marketers	Session 10.6 Hospitality and Tourism Marketing I	Session 10.7 Marketing in Brazil	Session 10.8 International Branding I	Session 10.9 CMPPR-CS2 Joint Symposium	Session 10.10 Game Marketing in the Networked World
16:10-17:40	Session 11.1 Service Marketing II	Session 11.2 Market Orientation and Economics in Emerging Economies	Session 11.3 Service Innovation and Management II	Session 11.4 Consumer Behavior & Luxury Consumptions II	Session 11.5 GAMMA Business Meeting	Session 11.6 Hospitality and Tourism Marketing II & Food Marketing in Asia	Session 11.7 2014 HIT-GAMMA Joint Symposium	Session 11.8 International Branding II	Session 11.9 Meeting Place	Session 11.10 Meeting place

July 16, 2014**Concurrent Session 1 08:00–09:30****Session 1.1 International Marketing Strategy**

Room: 4312

Session Chair: Peter Trim, Birkbeck, University of London

Title	Name	Affiliation
Integration through corporate trade and FDI strategies: The ASEAN example	Aniko Magashazi	Corvinus University of Budapest
International product innovation marketing strategy: Evidence of EU subsidiary firm capabilities and host institutions in China, 1998-2009	Huifen Cai	University of Huddersfield
	Len Tiu Wright	University of Huddersfield
Sustaining relationships with clients in knowledge-intensive services case : Indian knowledge-intensive firms	Nishant Kumar	Stockholm University
	Fredrik Nordin	Stockholm University
The effects of marketing capabilities fit with exporting marketing strategies on high growth firms' performance: focusing on manufacturing firms in Korea	Kyong Ryul Koo	Changwon Chamber of Commerce & Industry
	Kyung Hoon Kim	Changwon National University
	Seong-jae Moon	Changwon National University

Session 1.2 Service Innovation, Renewal, and Adoption/Rejection Research I

Room: 4212

Session Chair: Stefanie Paluch, TU Dortmund University

Title	Name	Affiliation
The role of trust in consumer service adoption or rejection: A multi channel study in service businesses	Chris Halliburton	ESCP Europe
	Adina Poenaru	McKinsey & Company
Understanding consumer acceptance and rejection of inauthentic retail establishments	Mark S. Rosenbaum	Northern Illinois University
	Ipkin Anthony Wong	Institute for Tourism Studies
	Mingming(Jake) Cheng	University of Technology Sydney
Knowledge management strategies and internal dynamics as key determinants of resource optimization and decision-making quality during NSD	Achilleas Boukis	Sussex University
	Spiros Gounaris	Strathclyde University
Tourist innovativeness & ethical tourist behavior	Alexandra Ganglmair-Wooliscroft	University of Otago
	Ben Wooliscroft	University of Otago

Session 1.3 Consumer Psychology I

Room: 4311

Session Chair: Dong-Mo Koo, Kyungpook National University

Title	Name	Affiliation
The effects of conditional sales promotion tactic on customers' consumption intention and satisfaction: From the perspective of attitude theory	Wen-Hsuan Lee	Ming Chi University of Technology
	Clara Isabel Koetz	ESC Rennes School of Business
Advertising signaling through the consumer's information processing perspective	Cristiane Pizzutti dos Santos	Federal University of Rio Grande do Sul
	Gerard Cliquet	University of Rennes
The role of affective commitment in driving environmental efforts: A cross-cultural study	Sandra Maria Correia Loureiro	Instituto Universitário de Lisboa (ISCTE-IUL)
	Dong-Mo Koo	Kyungpook National University
	Michael Breazeale	University of Nebraska Omaha
Effects of scarcity appeals, seller credibility, product type, and consumer orientation on consumer purchase intention	Younglan Kim	Hanyang University
	Junyeon Moon	Hanyang University
Perceived value and its antecedents of second-hand goods from unknown online sellers	Laura Salciuviene	Lancaster University
	Ahmad Daryanto	Lancaster University

Session 1.4 IMR Special Track I

Room: 4211

Session Chair: Roderick J. Brodie, University of Auckland Business School

Title	Name	Affiliation
Country of origin branding: Integrating collective meaning with identity and image	Roderick J. Brodie	University of Auckland Business School
	Maureen Benson-Rea	University of Auckland Business School
	Christopher J. Medlin	University of Adelaide
The institutional asymmetries and product innovation of emerging market firms	Zefu Wu	Huaqiao University
	Jie Wu	University of Macau
The role of product ethnicity in home country bias	Peter Mathias Fischer	University of St. Gallen
	Katharina P. Zeugner-Roth	IESEG School of Management
Ethnocentrism & product involvement on country of origin effect of Malaysian consumers	Yong June Kim	Sungkyunkwan University
	Su Chen Phang	Sungkyunkwan University
	Hyeonyeong Seo	Sungkyunkwan University

Session 1.5 Industrial Marketing Track I (Innovation in Industrial Markets)

Room: 4111

Session Chair: William Murphy, University of Saskatchewan
 Discussant: Chiquan Guo, The University of Texas-Pan American

Title	Name	Affiliation
	Andy Wei Hao	University of Hartford
Are market-oriented firms pioneers in new product launch? An investigation of positional advantage, timing of entry, and new product performance	Chiquan Guo	The University of Texas-Pan American
	Yong J. Wang	Ohio University
	Anshu Saran	University of Texas of the Permian Basin
Firm innovativeness of vertical alliance portfolio in new product development	Teck-Yong Eng	University of Southampton
	Sena Ozdemir	University of Essex
	Destan Kandemir	Bilkent University
Launch tactics and product cannibalization in high technology markets	Chien-Wei Chen	National Chengchi University
	Nai-Hwa Lien	National Taiwan University

Session 1.6 Brand Management in Social Media I

Room: 4011

Session Chair: Manfred Schwaiger, Ludwig-Maximilians-University of Munich

Title	Name	Affiliation
Corporate brand posts on facebook - the role of interactivity, vividness, and involvement	Markus Kick	Ludwig-Maximilians-University of Munich
Perceived justice and online complaints – An analysis of third-party reactions	Maximilian Hausmann	Ludwig-Maximilians-University of Munich
	Antje Niemann	Ludwig-Maximilians-University of Munich
The impact of social media on brand value - An empirical study	Anatoli Colicev	Essec Business School
	Peter O' Connor	Essec Business School
	Vincenzo Esposito Vinzi	Essec Business School
Brand community as social capital: moderating effect of participation intensity on brand related outcomes	Masahiko Hato	Kansai University
	Tomoko Kawakami	Kansai University
	Keisuke Suyama	Kansai University

Session 1.7 Global Cross-Cultural Export Marketing

Room: 4301

Session Chair: Constantine S. Katsikeas, University of Leeds
Magnus Hultman, University of Leeds

Title	Name	Affiliation
An empirical investigation of the antecedents and consequences of export relationship capabilities	Marios Theodosiou	University of Cyprus
	Faidon Theofanides	University of Patras
	Panayiotis Chaveles	University of Patras
Understanding the richness and complexity of consumers' memory structures for a country: a network analysis approach	Carmen Lopez	Plymouth University
	George Balabanis	Cass Business School, City University London
Investigating consumer impulse buying choice in various situations- a cross-cultural study on the consumers from the UK and Taiwan	Jenny Ma	University of Worcester
Cross-border gatekeeper of foreign creative industry products: The case of manga (Japanese comics) and sushi in French market	Takeshi Matsui	Hitotsubashi University
	Satoko Suzuki	Kyoto University
	Yuichi Washida	Hitotsubashi University
When does Chinese relationship culture of guanxi work better than relationship marketing? Case of foreign-invested enterprises in the Chinese business to business market	Xina Yuan	Xiamen University
	Sang Yong Kim	Korea University
	Tae Ho Song	Pusan National University

Session 1.8 Green Advertising I

Room:4201

Session Chair: Sukki Yoon, College of Business, Bryant University
Sangdo Oh, Ulsan National Institute of Science and Technology

Title	Name	Affiliation
The impact of culture and knowledge on consumer green building attribute preferences: The case of South Korea vs the United States	Sharmin Attaran	Bryant University
	Bilge Gokhan Celik	Roger Williams University
	Xia Li	Roger Williams University
How do congruence and attribution interact in CSR advertising campaigns?	Jong-Kuk Shin	Pusan National University
	Min-Sook Park	Catholic University of Pusan
	Mi-Ri Kim	Pusan National University
The insidious power of 'Executorial Greenwashing': An experimental evidence of the misleading effect of nature imagery in advertising	Béatrice Parguel	University of Paris-Dauphine
	Florence Benoit-Moreau	University of Paris-Dauphine
	Cristel Antonia Russell	American University
The right age to feel green – Age as a moderator of social labeling influence on children's pro-environmental behaviors	Julien Bourjot-Deparis	University of Paris-Dauphine
	Karine Charry	IESEG Business School
	Béatrice Parguel	University of Paris-Dauphine

Session 1.9 Marketing in General I

Room: 4101

Session Chair: David R. Low, James Cook University

Title	Name	Affiliation
Customer perceptions of relationship marketing orientation: A comparative study between public and private commercial banks in Sri Lanka	Dhanushanthini Yoganathan	University of Jaffna
	Charles Jebarajakirthy	Swinburne University of Technology
Total market orientation, entrepreneurial orientation, and new health care services in the supply chain	Chun-Lan Chang	University of Queensland
	Lynne Eagle	James Cook University
Marketing ethics in the 21st Century: In pursuit of prongsis	Stephan Dahl	University of Hull Business School
	David R. Low	James Cook University
	Margarida Vicente	Polytechnic Institute of Viseu
Export market effectiveness: The role of export commitment, innovativeness and marketing capabilities	José Luís Abrantes	Polytechnic Institute of Viseu
	Mário Sérgio Teixeira	University of Trás-os-Montes e Alto Douro
	Cláudia Seabra	Polytechnic Institute of Viseu

Session 1.10 Emerging-market Tourist Behavior I

Room: 4001

Session Chair: Xiang (Robert) Li, University of South Carolina

Title	Name	Affiliation
Understanding tourist service quality perceptions and loyalty intentions in the international hotel sector: Application of data mining methods and Kano's model	Kuo-Chien Chang	Chihlee Institute of Technology
	Mu-Chen Chen	National Chiao Tung University
	Nien-Te Kuo	National Kaohsiung University of Hospitality and Tourism
	Chia-Lin Hsu	Chinese Culture University
	Yi-Sung Cheng	Yu-Shan Resource Company
Nature realatedness, state of flow, and Chinese tourists' adventure tourism revisit intention	Norman Peng	University of Westminster
	Annie Chen	University of Westminster
Examining Chinese tourists' nature-based tourism participation behavior: incorporating environmental attitude into a constraint-negotiation model	Annie Chen	Marketing at the University of Westminster
	Norman Peng	Marketing at the University of Westminster

Concurrent Session 2 09:40 – 11:10

Session 2.1 Customer Value & Marketing Channel

Room: 4312

Session Chair: Jae Wook Kim, Korea University

Title	Name	Affiliation
What derives consumers' choice of organic products in the Taiwanese Market	Wei-Chih Tseng	National Chengchi University
	Chun-Hui Chang	Tamkang University
Impacts of relationship value on loyalty of online group-buying customer in China	Ruijin Zhang	Harbin Institute of Technology
	Guoxin Li	Harbin Institute of Technology
	Zezhou Sun	Harbin Institute of Technology
The dynamic effect of customer equity across firm growth	Yuchen Liu	Harbin Institute of Technology
	Tae Ho Song	Pusan National University
Structural determinants of the rate of change of Japanese retail market potential: 1991 – 2007	Ji Yoon Kim	Korea University
	Charles A. Ingene	University of Mississippi
	Ikuo Takahashi	Keio University

Session 2.2 Service Innovation, Renewal, and Adoption/Rejection Research II

Room: 4212

Session Chair: Christof Backhaus, Newcastle University

Title	Name	Affiliation
What are you afraid of? Contrasting risk perceptions of technology-based service innovations in inter-organizational settings	Stefanie Paluch	TU Dortmund University
	Nancy Wuenderlich	University of Paderborn
How the organizational learning concept is utilized to produce a high level of customer service: A Korean perspective	Yang-Im Lee	University of Westminster
	Peter Trim	Birkbeck, University of London
Management of customer interactions as an innovative source for improving customer perceptions of service quality	Jiyoung Kim	Yonsei University
	Sunmee Choi	Yonsei University
Cross-national influencers on peer-to-peer system adoption: The case of online auctions	Tony C. Garrett	Korea University
	Jong-Ho Lee	Korea University
	Stefan Bodenburg	University of Otago

Session 2.3 Consumer Psychology II

Room: 4311

Session Chair: Lixian Qian, Xi'an Jiaotong-Liverpool University
Sunmee Choi, Yonsei University

Title	Name	Affiliation
A theoretical model of the too-much-choice effect	Tracie (Tsun-Yin) Tung	Oregon State University
	Leslie Davis Burns	Oregon State University
Antecedents of subjective knowledge development and impacts on first time buying and re-purchasing preference heterogeneity: Evidence in the Chinese car market	Lixian Qian	Xi'an Jiaotong-Liverpool University
	Didier Soopramanien	Beijing Foreign Studies University
Daily deals consumption: A roller coaster of emotional experiences	Morakot Ditta-apichai	University of Wollongong
	Ulrike Gretzel	University of Queensland
	Uraiporn Kattiyapompong	University of Wollongong
The Latin alphabet illusion: how consumers in emerging countries perceive global versus foreign brands	Alisara(Rungnontarat)	Thammasat Business School
	Charinsarn	
Can companions influence customer's perceptions of service quality?	Jingjing Li	Yonsei University
	Sunmee Choi	Yonsei University
	Jiyoung Kim	Yonsei University

Session 2.4 IMR Special Track II

Room: 4211

Session Chair: Byeong-Joon Moon, Kyung Hee University

Title	Name	Affiliation
Brand origin and consumer ethnocentrism in the luxury fashion industry: Impact of consumers' responses to manufacturing delocalization	Marie-Cecile Cervellon	EDHEC Business School
	Yil A. M. Schiele	International University of Monaco
Country of origin in international marketing channels: How overseas distributors account for the origin of products and brands	Han-Mo Oh	Chonbuk National University
	Byeong-Joon Moon	Kyung Hee University
Does country of origin matter in face of strong global brands?	Sergio Garrido Moraes	ESPM
	Vivian Iara Strehlau	ESPM
	Reynaldo Dannecker Cunha	ESPM
Brand origin and product preference: A study of urban adult Chinese consumers	Qing Shan Ding	University of Huddersfield
	Robert Bradshaw	De Monfort University
	Len Tiu Wright	University of Huddersfield

Session 2.5 How to Write a World-Class Paper

Room: 4111

Invited Speaker: Peter LaPlaca, Editor of Industrial Marketing Management

Session 2.6 Brand Management in Social Media II

Room: 4011

Session Chair: Manfred Schwaiger, Ludwig-Maximilians-University of Munich

Title	Name	Affiliation
The effect of social media unique relevance features (smurf) on brand perception and behavior	Klaus-Peter Wiedmann	Leibniz University Hannover
	Sebastian Fritz	Leibniz University Hannover
	Sascha Langner	Leibniz University Hannover
	Steffen Schmidt	Leibniz University Hannover
The exploration of the relationship among brand experience, consumer satisfaction and brand loyalty- with virtual experience and the virtual community as the intervening variables	Chan Hsiao	National Chiao Tung University
	Yi-Hsuan Lee	National Central University
	Yu-Chih Chen	National Chiao Tung University
The impact of traditional media on social media in the financial services industry	Maximilian Hausmann	Ludwig-Maximilians University of Munich

Session 2.7 Film Making for Marketing Research and Communication

Room: 4301

Session Chair: Maria Kniazeva, University of San Diego

Discussants: Pekka Mattila (Aalto University School of Business)

Joel Hietanen (Aalto University School of Business)

Gaetano Aiello (University of Florence)

Raffaele Donvito (University of Florence)

Why you should (or not) make films for academic purpose

- Maria Kniazeva, University of San Diego

Filmmaking for responsible marketing

- Michael Douglass, National University of Singapore

Session 2.8 Green Advertising II

Room:4201

Session Chair: Chen Mei-Fang, Tatung University

Title	Name	Affiliation
The impacts of fear appeals on pro-environmental behavior and important determinants	Mei-Fang Chen	Tatung University
Enhancing the greenness in consumers: The role of sustainability disclosures and environmental impact on advertisements	Yoon-Na Cho	Villanova University
	Jungyun Kang	Sungkyunkwan University
In distrust of merits: negative effects of astroturfs on people's prosocial behaviors	Hakkyun Kim	Sungkyunkwan University
	Hosang Chu	Sungkyunkwan University
	Charles H. Cho	ESSEC Business School
A study on the effect of cross-sexual advertising on consumer evaluation	Kyounghee Chu	Korea University
	Ji Yoon Kim	Korea University

Session 2.9 Marketing in General II

Room: 4101

Session Chair: Min-Sook Park, Catholic University of Pusan

Title	Name	Affiliation
The mediating role of emotions in a price promotion setting	Barbara Stangl	WU Vienna University of Economics and Business
	Thomas Reutterer	WU Vienna University of Economics and Business
The effect of spa brand experience and store experience on customer equity	Min-Sook Park	Catholic University of Pusan
	Jong-Kuk Shin	Pusan National University
	Mi-Ri Kim	Pusan National University
The impact of sales managers' market orientation on marketing-sales conflict and company performance	Konstantinos Lionakis	Athens University of Economics & Business
	George J. Avlonitis	Athens University of Economics & Business
An exploratory study of the difference of e-business implementation of each industry in Japan	Masahiro Maruyama	Meiji Gakuin University

Session 2.10 Emerging-market Tourist Behavior II

Room: 4001

Session Chair: Xiang (Robert) Li, University of South Carolina

Title	Name	Affiliation
Why package tours fall in popularity: evidence from china's outbound tourism market	Yong Chen	Ecole hôtelière de Lausanne
	Markus Schuckert	The Hong Kong Polytechnic University
	Haiyan Song	The Hong Kong Polytechnic University
	Kaye Chon	The Hong Kong Polytechnic University
Receptivity of ecotourism products among Singaporean travelers	Michael Chiam	Ngee Ann Polytechnic
Where regional destination image positioning starts in China	Shasha Lin	MODUL University Vienna
	Andreas H. Zins	MODUL University Vienna
The effect of pop culture involvement on destination image formation and its perception: Focused on global diffusion process of Korean wave	Haesung Whang	Yonsei University
	Ting Zhang	Yonsei University
	Sunghwa Yong	Yonsei University
	Eunju Ko	Yonsei University

Concurrent Session 3 11:20–12:50

Session 3.1 2014 EMAC–GAMMA JOINT SYMPOSIUM

Room: 4312

Co-Hosts: European Marketing Academy
 Global Alliance of Marketing & Management Associations
 Organizer: Korean Scholars of Marketing Science
 Session Chair: Maja Makovec Brenčič, University of Ljubljana
 Junyeon Moon, Hanyang University, ERICA

Title	Name	Affiliation
Customer loyalty in high-tech internet services	Paramaporn Thaichon	Swinburne University of Technology
	Antonio Lobo	Swinburne University of Technology
	Ann Mitsis	Swinburne University of Technology
An examination of the determinants of brand loyalty in airline industry	Lui Lam	London South Bank University
	Margaret Mak	London South Bank University
	Ronnie Cheung	Hong Kong Polytechnic University
Long-term strategic orientation in marketing-driven organizations: The role of marketing analytics	Zabkar Vesna	University of Ljubljana
	Arslanagic-Kalajdzic Maja	University of Sarajevo
Collaborative communication and marketing performance in industrial markets: Moderating effects of opportunism	Byeong-Joon Moon	Kyung Hee University

Session 3.2 Service Innovation, Renewal, and Adoption/Rejection Research III

Room: 4212

Session Chair: Alexandra Ganglmair-Wooliscroft, University of Otago
Ben Wooliscroft, University of Otago

Title	Name	Affiliation
The shape of money – how innovative payment methods in services can influence the overall store price image	Tomas Falk	EBS Business School
	Alexander J. Mrozek	EBS Business School
	Werner H. Kunz	University of Massachusetts Boston
	Jeroen J.L. Schepers	Eindhoven University of Technology
Going against the stream?: An examination of the effect of the additive option price framing on customers	Sunmee Choi	Yonsei University
	Shinyoung Kim	Yonsei University
	Jungsun Han	Yonsei University
Satisfied and unwilling- exploring cognitive and situational resistance to innovations	Sven Heidenreich	EBS Business School
	Tobias Krämer	University of Koblenz-Landau
	Matthias Handrich	EBS Business School
Competeting categories of service innovation	Lars Witell	Linköping University
	Hannah Snyder	Linköping University
	Anders Gustafsson	Karlstad University
	Paul Fombelle	Northeastern University
	Per Kristensson	Karlstad University

Session 3.3 Meeting Place

Room: 4311

Session 3.4 IMR Special Track III

Room: 4211

Session Chair: George Balbanis, Cass Business School, City University London

Title	Name	Affiliation
The behavioral effects of consumer ethnocentrism: The role of brand, product category and country of origin	George Balabanis	Cass Business School, City University London
	Nikoletta-Theofania Siamagka	King's College London
Image management of a nation as a brand: Case of South Korea	Sung Tai Hong	Hanyang University
	Sang-Lin Han	Hanyang University
	Sung-Ho Lee	Hanyang University
The effect of fashion collection's country of origin on brand evaluation and purchase intention: Focusing on Seoul, New York and Paris collection	Namhoon Kim	Yonsei University
	Eunju Ko	Yonsei University
	Eunha Chun	Yonsei University
	Hyunju Song	Lin & Co Image Consulting Institute
On the evaluative pertinence of different levels of place-product interrelation - Re-visiting the role of product categories in country-of-origin effect research	Mikael Andehn	Stockholm University
	Mats E. Nilsson	Stockholm University
	Fredrik Nordin	Stockholm University

Session 3.5 Industrial Marketing Track II (Aspects of Industrial Marketing)

Room: 4111

Session Chair: Vincent-Wayne Mitchell, City University London
 Discussant: Chiquan Guo, The University of Texas-Pan American

Title	Name	Affiliation
The antecedents and consequences of Et-Moone B2B relationships	Ibrahim Abosag	University of London
Conceptualizing interaction processes through the lens of position, identity and role	Sharon Purchase	UWA Business School
	Ray Da Silva Rosa	UWA Business School
	Johanna Frösén	St. Petersburg State University
Effective forms of market orientation across the changing economic cycle: A longitudinal analysis	Matti Jaakkola	Aston Business School
	Iya Churakova	St. Petersburg State University
	Henrikki Tikkanen	Aalto University

Session 3.6 Interactions with Top Editors and Reviewers

Room: 4011

Session Chair: Charles Ingene (University of Mississippi), Associate Editor of Journal of Retailing

Participating Editors and Publishers:

- Charles Ingene (University of Mississippi), Associate Editor of Journal of Retailing
- C. Anthony Di Benedetto (Temple University), Editor-in-Chief of Journal of Global Scholars of Marketing Science
- Eunju Ko (Yonsei University), Editor-in-Chief of Journal of Global Fashion Marketing
- Lyndsey Dixon, Regional Journals Editorial Director, Taylor & Francis Asia Pacific

Session 3.7 Advertising and Integrated Marketing Communication I

Room: 4301

Session Chair: Hyokjin Kwak, Drexel University

Title	Name	Affiliation
Competitive clutter – Not too bad after all?	Nadine Andrea Schirmer	Ludwig-Maximilians University of Munich
	Zehua Wang	University of Lethbridge
The influence of religion on perceptions toward the regulation of controversial advertising	Sameer Deshpande	University of Lethbridge
	David S. Waller	University of Technology Sydney
	B. Zafer Erdogan	Anadolu University
Celebrity endorsement in times of scandal: the ties between endorser, product and consumer	Jovica Breberina	Ludwig-Maximilians-University of Munich
	Eva Anderl	Universität Passau
It takes two to tango: Interaction effects in multichannel online advertising	Werner Kunz	University of Massachusetts Boston
	Jan H. Schumann	Universität Passau
Cultural sponsoring: How important is fit for the sponsee's image?	Tina Helen Streiff	Ludwig-Maximilians-University of Munich

Session 3.8 Green Advertising III

Room: 4201

Session Chair: Juran Kim, Jeonju University

Title	Name	Affiliation
A social marketing campaign is in the eye of the beholder: Choice effects on perceived interactivity and involvement in the social media context	Juran Kim	Jeonju University
	Michael Capella	Villanova University
	Ki Hoon Lee	Jeonju University
Culture and Assertiveness in Green Advertising	Yeonshin Kim	Myongji University
	Sukki Yoon	Bryant University
	Tae Hyun Baek	Indiana University-Southeast
	Yung Kyun Choi	Dongguk University
Sustainable fashion consumption and purchase perception	Sangah Song	Yonsei University
	Eunju Ko	Yonsei University
	Kacy Kyungok Kim	University of Texas at Austin
“Kid tested, mother approved”: The relationship between advertising expenditures and brands “most-loved” by children and mothers	Jerome D. Williams	Rutgers Business School-Newark & New Brunswick
	Sangdo Oh	Ulsan National Institute of Science and Technology
	Gary B. Wilcox	University of Texas at Austin

Session 3.9 Marketing in General III

Room: 4101

Session Chair: Hao Zhang, Northeastern University

Title	Name	Affiliation
Customer value anticipation, product innovativeness, and customer lifetime value: The moderating role of advertising strategy	Hao Zhang	Northeastern University
	Xiaoning Liang	Dublin City University
	Xiao Yu Zhao	Northeastern University
	Zhong Peng Cao	Northeastern University
The relative effects of five types of customer participation behaviors on perceived service outcome quality, service process quality, and customer satisfaction	Jungyun Jeong	Hanyang University, ERICA
	Junyong Kim	Hanyang University, ERICA
Marketing approach for existing customer in B2B	Jaesu Kim	Volvo Group Korea
	Kyung Hoon Kim	Changwon National University

Session 3.10 Emerging-market Tourist Behavior III

Room: 4001

Session Chair: Xiang (Robert) Li, University of South Carolina

Title	Name	Affiliation
Digital touch points of leisure travellers from emerging markets: A case of BRIC countries	Sanjay Nadkarni	The Emirates Academy of Hospitality Management
	Chris Dutt	The Emirates Academy of Hospitality Management
	Terry Kane	Jumeirah Group
Review of Chinese outbound tourism research	Ying Wang	Griffith University
	Xin Jin	Griffith University
Destination brand equity of Switzerland tourism as perceived by Cantonese tourists in China	Markus Schuckert	Hong Kong Polytechnic University
	Seongseop Kim	Hong Kong Polytechnic University
	Hyungjung Im	Jeonju University

Conference Lunch: 13:00-14:00

- **Venue:** Room Blocks (4202-4205 & 4302-4305), Level 4, Sands Expo and Convention Centre

Editorial Board Meetings 13:00-14:00

- **Venue:** Room (4206), Level 4, Sands Expo and Convention Centre

Journal of Global Scholars of Marketing Science

Editor-in-Chief: C. Anthony Di Benedetto (Temple University)

Journal of Global Fashion Marketing

Editor-in-Chief: Eunju Ko (Yonsei University)

Routledge, Taylor & Francis

Lyndsey Dixon, Regional Journals Editorial Director, Taylor & Francis Asia Pacific

Concurrent Session 4 14:00–15:30

Session 4.1 2014 JSMD–GAMMA JOINT SYMPOSIUM I

Room: 4312

Co-Hosts: Japan Society of Marketing and Distribution
 Global Alliance of Marketing & Management Associations
 Organizer: Korean Scholars of Marketing Science
 Session Chair: Jae Wook Kim, Korea University
 Discussant: Sangdo Oh, Ulsan National Institute of Science and Technology

Title	Name	Affiliation
Determinants for purchasing the OTC (over the counter) drugs: Difference between therapy and preventive medicine	Jiho Choi	Chonnam National University
	Jae Wook Kim	Korea University
	Donghyun Lee	Chonnam National University
Overcoming the liability of foreignness in international retailing: Evidence from China	Masayoshi Maruyama	Kobe University
	Lihui Wu	Kobe University
Managerial resources, market orientation, marketing capabilities, and business performance: An empirical analysis of Japanese manufacturing companies	Hidesuke Takata	Keio University
	Ikuo Takahashi	Keio University
Determinants of point redemption in loyalty programs: The impact of demographics and channel type	Joon Ho Hwang	Korea University Business School
	Jiho Chung	Korea University Business School
	Jae Wook Kim	Korea University Business School
	Dongwon Lee	Korea University Business School
	Weon Sang Yoo	Korea University Business School

Session 4.2 Service Innovation, Renewal, and Adoption/Rejection Research IV

Room: 4212

Session Chair: Werner Kunz, University of Massachusetts Boston

Title	Name	Affiliation
How to design service innovation processes: Development of the participation quality scale	Nils O. Ommen	Technische Universität Braunschweig
	Markus Blut	Newcastle University Business School
	Christof Backhaus	Newcastle University Business School
	David M. Woisetschlaeger	Technische Universität Braunschweig
Consumer adoption / rejection decisions in seemingly similar service innovations: The case of the internet and mobile banking	Tommi Laukkanen	University of Eastern Finland
The effects of external recommendations on consumers' purchase decisions in a multichannel service context	Carlos Flavián	Universidad de Zaragoza
	Raquel Gurrea	Universidad de Zaragoza
	Carlos Orús	Universidad de Zaragoza
Adopting/rejecting service innovation: A communication issue	Daniela Corsaro	Catholic University Milano
	Roberta Sebastiani	Catholic University Milano
	Cristina Mele	Università degli Studi di Napoli Federico II

Session 4.3 Value and Experience Branding, Luxury Marketing I

Room: 4311

Session Chair: Klaus-Peter Wiedmann, Leibniz University of Hannover

Title	Name	Affiliation
International comparison of consumer attitudes toward luxury	Nadine Hennigs	Leibniz University of Hannover
	Klaus-Peter Wiedmann	Leibniz University of Hannover
	Christiane Klarmann	Leibniz University of Hannover
	Stefan Behrens	Leibniz University of Hannover
Combining one-to-one marketing and high-end luxury: Theory-building from customized luxury saddles for Chinese horse riders	Laura Helena Hartmann	Georg-August University Goettingen
	Achim Spiller	Georg-August University Goettingen
The core elements of story: introducing theories and methods of narratology and linguistic for the concept of storytelling in marketing and management on the example of creating values	Klaus-Peter Wiedmann	Leibniz University of Hannover
	Jan C. L. König	Leibniz University of Hannover
Gender differences in perceived luxury values: an empirical study on luxury fashion brands	Nurfareena Zahari	University of Western Australia
	Fang Liu	University of Western Australia

Session 4.4 Culture and Consumer Behaviour

Room: 4211

Session Chair: Yang-Im Lee, University of Westminster

Title	Name	Affiliation
Antecedents and consequences of perceived risk through a website retailer: A cross-cultural approach	Lili Zheng	La Rochelle Business School
Learning-orientation and trustworthiness: two key components of corporate image in the asian retail context	Fanny F. Y. CHAN	Hang Seng Management College
	Sunny H. F. CHAN	Hang Seng Management College
	Felix TANG	Hang Seng Management College
Can consumers be grouped together as east Asian consumers or western consumers? Empirical comparison of construal level, long term orientation and uncertainty avoidance	Shuzo Abe	Waseda University
	Yoshiyuki Okuse	Senshu University
	Hyun-Chul Cho	Hanyang University
	Kenneth C. Gehrt	San-Jose State University
	Makoto Abe	The University of Tokyo
How an individual's self-construals, cosmopolitan and local orientation affect the impact of the four self-congruity types on brand attitude	Anping Ding	Heilongjiang University
	Hector Gonzalez-Jimenez	Bradford University School of Management
	Fernando Fastoso	The York Management School
Tribal retailing spectacle: Insights from a pop-up consumption carnival	Kyoko Fukukawa	Bradford University School of Management
	Joel Hietanen	Aalto University School of Business
	Pekka Mattila	Aalto University School of Business
	Antti Sihvonen	Aalto University School of Business

Session 4.5 Industrial Marketing Track III (Sales Management in Industrial Markets)

Room: 4111

Session Chair: Matti Jaakkola, Aalto University

Discussant: Sharon Purchase, University of Western Australia

Title	Name	Affiliation
Managing sales teams strategically when promoting new products – Incorporating market orientation into a sales management control framework	Annie Chen	University of Westminster
	Norman Peng	University of Westminster
	Kuang-peng Hung	Ming Chuan University
A key account management research agenda for China	William Murphy	University of Saskatchewan
	Ning Li	Johns Hopkins University
Frontline employees as idea collectors: An examination of individual-level and firm-level antecedents	David M. Woisetschläger	Technische Universität Braunschweig
	Debra Hanning	Technische Universität Dortmund
	Christof Backhaus	Newcastle University

Session 4.6 Intercultural Communications

Room: 4011

Session Chair: Wolfgang Fritz, Technische Universität Braunschweig (Braunschweig University of Technology)

Title	Name	Affiliation
Context effects of fear-inducing public service announcements	Claus Ebster	University of Vienna
	Udo Wagner	University of Vienna
	Lisa Eberhandsteiner	University of Vienna
Brand management in small- and medium-sized firms - perspectives from Russia and Germany	Irina Trushnikova	St. Petersburg State University of Economics
	Wolfgang Fritz	Technische Universität Braunschweig
Customer value perception: Cross-national preferences for organic food	Barbara Seegebarth	Technische Universität Braunschweig
	Klaus-Peter Wiedmann	Leibniz University of Hannover
	Stefan Behrens	Leibniz University of Hannover
	Christiane Klarmann	Leibniz University of Hannover
Beliefs, global attitude, and acceptance of comparative advertising: ETIC dimensions for cross-cultural research	Lisa Luebbehusen Scribner	University of North Carolina Wilmington
	José I. Rojas-Méndez	Carleton University
	Jutatip Jamsawang	University of Vienna
The use of product placements in international communications: A cross- cultural study of consumer response in Europe and Latin America	Gina M. Pipoli	Universidad del Pacifico
	Chris Halliburton	ESCP Europe Business School
Relationship orientation as the key for successful Sino-German communication	Charlotte Insa Tews	ESCP Europe Business School
	Wencke Guelow	GfK NOP
	Wolfgang Fritz	Technische Universität Braunschweig

Session 4.7 Advertising and Integrated Marketing Communication II

Room: 4301

Session Chair: Hyokjin Kwak, Drexel University

Title	Name	Affiliation
How utilitarian and hedonic benefits generate coupon usage: Multi-group comparison with consumer activism	Keiya Tabe	Waseda University
	Morikazu Hirose	Tokyo Fuji University
Authenticity, source disclosure and co-creator identity: The potential of advertising co-creation for public health campaigns	Davide Christian Orazi	The University of Melbourne
	Max Nikolaus Theilacker	The University of Melbourne
Evaluating the role of characters in brand placements on word of mouth activity	Anvita Kumar	Coventry University
	George Balabanis	Cass Business School, City University London
Inappropriate or intriguing? the impact of demographics and psychographics on the attitudes of genders towards sexual imagery in press advertising	Essam Ibrahim	University of Edinburgh Business School
	Rebecca Williamson	University of Edinburgh Business School
	Abeer Hassan	University of West of Scotland

Session 4.8 Green Advertising IV

Room: 4201

Session Chair: Steffen Schmidt, Leibniz University of Hannover

Title	Name	Affiliation
Influence of knowledge and social embeddedness on intention to participate in sustainable consumption: An empirical study on voluntary carbon offsetting	Yohan Kim	KAIST
	Sunyoung Yun	KAIST
	Joosung Lee	KAIST
	Eunju Ko	Yonsei University
Environmental responsibility: The role of regulatory focus	Namita Bhatnagar	University of Manitoba
	Jane McKay-Nesbitt	Bryant University
Exploring explicit and implicit framing effects on brand knowledge enhancement - The case of sustainability advertising using ecolabels	Steffen Schmidt	Leibniz University of Hannover
	Sascha Langner	Leibniz University of Hannover
	Klaus-Peter Wiedmann	Leibniz University of Hannover
	Janina Haase	Leibniz University of Hannover
	Stefan Behrens	Leibniz University of Hannover
Brand popularity as an advertising cue affecting pre-purchase attitude and purchase intention on sustainable brand	Haesung Whang	Yonsei University
	Ting Zhang	Yonsei University
	Ik Choi	Fashionland, Co., Ltd.
	Eunju Ko	Yonsei University

Session 4.9 Marketing in General IV

Room: 4101

Session Chair: Elke Cabooter, IESEG school of Management

Title	Name	Affiliation
The effects of religiosity and socialization agents on attitudes toward moral and offensive advertising	Jong-Kuk Shin	Pusan National University
	Min-Sook Park	Catholic University of Pusan
	Corey A. Ross	Catholic University of Pusan
Rating scales influence response behavior	Cabooter Elke	IESEG school of Management
	Geuens Maggie	Ghent University
	Weijters Bert	Ghent University
	Vermeir Iris	Ghent University
Entrepreneurship: A dynamic co-creation of role identity and social identity	Maria Isabel de Gomez	Universidad Francisco Marroquin
	Jikyeong Kang	University of Manchester
Are 声誉, 名声, 명성, and fame everywhere the same? Two studies on international transferability of celebrity endorsements	Willem Smit	Singapore Management University
Marketing of the heritage pugur hand embroidery art in india	S. Vasanthi	Holy Cross College (Autonomous)
Matching self presentation in internet dating sites to consumer preferences: An innovative matching algorithm	Moti Zwilling	Netanya Academic College
	Yaniv Gvili	Ono Academic College

Session 4.10 2014 ACI-GAMMA JOINT SYMPOSIUM

Room: 4001

Co-Hosts: Institute on Asian Consumer Insight hosted by Nanyang Technology University
Global Alliance of Marketing & Management Associations

Organizer: Korean Scholars of Marketing Science

Session Chair: Raj Raghunathan, University of Texas-Austin

May O. Lwin, Nanyang Technological University

Theme: Marketing and Nutrition in the New Asia

Concurrent Session 5 15:40–17:10

Session 5.1 JSMD–GAMMA JOINT SYMPOSIUM II

Room: 4312

Co-Hosts: Japan Society of Marketing and Distribution
 Global Alliance of Marketing & Management Associations
 Organizer: Korean Scholars of Marketing Science

Session Chair: Charles A. Ingene, University of Mississippi

Discussant: Jaihak Chung, Sogang University

Title	Name	Affiliation
Mutual fund advertising and fund consumer redemption behavior	Kuan-Ling Lai	National Sun Yat-sen University
	Miao-Ling Chen	National Sun Yat-sen University
	Chi-Lu Peng	Chung Hua University
A platform for value co-creation: Theoretical insights from 'cookpad'	Kimihiko Kondo	Otaru University of Commerce
An empirical study on the relationship between retailers' business expansion and efficiency: Analysis of sales-driven and cost-driven efficiency	Takumi Tagashira	Kobe University
A study of retailing innovation process of supermarket in Japan	Shinya Nakami	Gakushuin University

Session 5.2 2014 ESCP–GAMMA JOINT SYMPOSIUM

Room: 4212

Co-Hosts: ESCP Europe
 Global Alliance of Marketing & Management Associations
 Organizer: Korean Scholars of Marketing Science

Session Chair: Minas Kastanakis, ESCP Europe

Title	Name	Affiliation
The effects of flow and telepresence in the online game modeling	Saeran Doh	Miyagi University
The fragmented self	Minas Kastanakis	ESCP Europe - London
	Ben Voyer	ESCP Europe - London
Functional dairy products: Determinants of in-store price recall	Antonella Samoggia	University of Bologna

Session 5.3 Value and Experience Branding, Luxury Marketing II

Room: 4311

Session Chairs: Klaus-Peter Wiedmann, Leibniz University Hannover
Ivan Coste-Manière, SKEMA Business School

Title	Name	Affiliation
Kimono (traditional Japanese dress) as luxury clothing	Koyama Taro	Chubu University
Self-brand connections and brand attachment: The relative importance of brand-based self-brand connections and consumer- brand connections	Saori Kanno	Komazawa University
Prestige degree among luxury brands	Suzane Strehlau	Universidade Nove de Julho
	Evandro L. Lopes	Universidade Nove de Julho
Identifying determinants of contact employee brand performance in the delivery of interpersonal services	Achilleas Boukis	Sussex University
	Spiros Gounaris	Strathclyde University
	Ian Lings	Queensland University of Technology
What affects luxury brand experience after all? The role of luxury orientation, personality and culture. A cross-national study	George Panigyrakis	Athens University of Economics and Business
	Koronaki Eirini	Athens University of Economics and Business

Session 5.4 MAPPING GLOBAL FASHION LANDSCAPE SYMPOSIUM I

Room: 4211

Theme: Mapping Consumer Behavior Landscape in Global Fashion Cities

Session Chair: Eunju Ko (Yonsei University)

Critical success factors of leading and aspiring fashion brands in the Asian luxury market: The case of Korea, China and Japan

- Lisa Kesper (Yonsei University)
- Dayun Jeong (Yonsei University)
- Eunju Ko (Yonsei University)

Stepping into Global Fashion Consumer Behavior Landscape

- London: Karrina Nobbs (London College of Fashion)
- Paris: Michel Phan (EMLYON Business School)
- Milan:
 - Gaetano Aiello (University of Florence)
 - Raffaele Donvito (University of Florence)
- Berlin: Ralf Schellhase (University of Applied Sciences, Darmstadt)
- Tokyo: Akira Shimizu (Keio University)
- Beijing: Honglei Liu (Dalian University of Foreign Languages)
- Seoul: Eunju Ko (Yonsei University)
- New Delhi: Ritu Malhotra, Dibyendu Bikas Dutta, Sougata Banerjee and Anannya Deb Roy (National Institute of Fashion Technology (NIFT), Kolkata, India)
- Singapore: Dongwon (Marcus) Cho (CEO, Asia Pacific Region, Reworld Media)
- Aspiring Fashion Cities: Moscow and Rio de Janeiro

Session 5.5 Marketing in Newly Emerging Economies

Room: 4111

Session Chair: Mark S. Rosenbaum, Northern Illinois University

Title	Name	Affiliation
How emerging market investors value competitors' brand equity: A study on the spillover of brand crisis in China's financial market	Peng Zou	Harbin Institute of Technology
	Guofeng Li	Harbin Institute of Technology
Meet the Colombian mall shopper	Mauricio Losada Otalora	Externado University
	German Contreras Ramirez	Externado University
	Mark S. Rosenbaum	Northern Illinois University
Program competition and the effects of loyalty programs: Evidence from China	Jun Kang	Hunan University
	Thomas G. Brashear	University of Massachusetts, Amherst
	Bo Zhang	China Women's University
	Qiao Li	China Academy of Railway Sciences
Insights on contemporary marketing practices (CMP) in Russia: Evidence from empirical research	Vera Rebiazina	National Research University - Higher School of Economics
	Olga Tretyak	National Research University - Higher School of Economics

Session 5.6 Interactive Marketing

Room: 4011

Session Chair: Hikaru Yamamoto, Keio University

Title	Name	Affiliation
A qualitative study on the methodological potential of data collections via smartphones	Marie Schulte	Technische Universität Braunschweig
A typology of smartphone users based on consumers' risk perceptions regarding mobile shopping	Stefanie Sohn	Technische Universität Braunschweig
The popularity of online contents	Hikaru Yamamoto	Keio University
	Naohiro Matsumura	Osaka University
Crowd-funding: An interactive marketing for financing innovation project with consumer's collaboration	Sylvie JEAN	EDHEC Business School
	Omar GAIZI	EDHEC Business School

Session 5.7 2014 IMTC-SIMktg-GAMMA JOINT SYMPOSIUM

Room: 4301

Session Chair: Gaetano Aiello, University of Florence
 Raffaele Donvito, University of Florence
 Tiziano Vescovi, University of Venice
 Eun Young Kim, Chungbuk National University

Title	Name	Affiliation
Do distributors really know the product? Approaching emerging markets through exports	Francesca Checchinato	Ca' Foscari University of Venice
	Lala Hu	Ca' Foscari University of Venice
	Tiziano Vescovi	Ca' Foscari University of Venice
Counterfeiting brand and product value: Toward a methodology for NPD process in the luxury market	Gaetano Aiello	University of Florence
	Romeo Bandinelli	University of Florence
	Raffaele Donvito	University of Florence
	Rinaldo Rinaldi	University of Florence
Does the glue value of fashion brands translate in their flagship stores? An exploratory study on the relationship between strategic branding and retailing	Karina Nobbs	London College of Fashion
	Marco Mossinkoff	Amsterdam Fashion Institute

Session 5.8 Green Advertising V / Interdisciplinary Research in CSR

Room: 4201

Session Chair: Sangdo Oh, Ulsan National Institute of Science and Technology

Title	Name	Affiliation
Consumer Choice between brand-cause fit and consumer-cause fit in cause-related marketing	Hyewon Choi	Hanyang University ERICA
	Junyong Kim	Hanyang University ERICA
Too bright to see, too loud to hear? Measuring actual effects of message frame in marketing sustainability	Sangdo Oh	Ulsan National Institute of Science and Technology
	Sunho Jung	Kyung Hee University
	Seung Yun Lee	Konkuk University
The new socially responsible conversation between customers and citizens at work	Davide Pellegrini	University of Parma

Session 5.9 Channel of Distribution Management

Room: 4101

Session Chair: Sang-Lin Han, Hanyang University

Title	Name	Affiliation
Effects of technology readiness and consumer readiness on the adoption of self service technology	Hyeon-Sook Shim	Baewha Women's University
	Sang-Lin Han	Hanyang University
Drivers of consumer satisfaction with multichannel retailers and its effects on loyalty	Jessica Fleer	University of Braunschweig
On the solutions for net shopping in extremely aging society: Case of Japan	Ryuki Nakahara	Tokoha University
	Hidesuke Takata	Keio University
Determinants of dual distribution channels	Satoshi Ishikawa	Keio University
	Yuji Kubota	Keio University
	Tetsuo Horiguchi	Keio University

Session 5.10 Multimedia Session

Room: 4001

Title	Name	Affiliation
	Aikaterini Manthiou	NEOMA Business School
Does visitors' memory matter? The application of an extended Mehrabian and Russell model to consumers' events: The case of Armada	Kafia Ayiadi	NEOMA Business School
	Seonjeong (Ally) Lee	Kent State University
	Liang (Rebecca) Tang	Iowa State University
Customer Satisfaction in the Robot Education Industry	Sun-ji Jang	Changwon National University
Customer's active participation in service and its impact on perceptions of own performance	Sooyun Kim	Yonsei University
	Geebum Park	Yonsei University
	Sunmee Choi	Yonsei University
Effort investment in persuasiveness: A comparative study of environmental advertising in the United States and Korea	Sukki Yoon	Bryant University
	Yeonshin Kim	Myongji University
	Tae Hyun Baek	Indiana University Southeast
Measuring customer orientation in Russian market: Results of empirical research	Alexander G. Rozhkov	Saint Petersburg State University
	Maria M. Smirnova	Saint Petersburg State University
	Vera A. Rebiazina	National Research University
Reconciling market orientation with business logic - The role of affordability in marketing strategies of Western multinational companies for Central and Eastern Europe	Arnold Schuh	Vienna University of Economics and Business
'Soft price regulation' in the non-regulated industry: Price cap influence on the incentives to collude	Dina Tsytulina	National Research University Higher School of Economics
	Svetlana Avdasheva	National Research University Higher School of Economics
Application of conjoint-analysis for the estimation of multi-attributive product's utility	Irina N. Shafranskaya	National Research University Higher School of Economics
Enhancing purchase substitution to improve purchase satisfaction	Doo Ho Lee	Changwon National University
How MRO purchasing can satisfy customer needs	Byeong Heon Ku	Changwon National University
The effects of price strategies on the steel distribution market	Taeyoon Kang	Changwon National University
Prohibiting industrial waste sea dumping: effects on the waste industry	Jae Sup Roh	Changwon National University
Consumer attitude toward outlet stores and retailer loyalty according to consumer shopping types	Min-jae Seo	Changwon National University
Satisfying customers at Kids Café	Hee Seok Woo	Changwon National University
Feasibility analysis of franchise system in paint distribution	Kyutae Kim	Changwon National University
Customer reactions to brand name redeployment after M&A – The moderating effect of M&A type	Horng-Der Leu	Chung Yuan Christian University
	Hsiao-Fang Hsu	Chien Hsin University of Science and Technology
Preferred customer communication contacts in services	Kelvin Lee	National University of Singapore
	Laura Salciuviene	Lancaster University
Sustainable marketing in social brand communities	Juran Kim	Jeonju Univeristy
Consumer channel migration from smart kiosk to where?	Eun Young Kim	Chungbuk National University
Who is the more influential decision-maker? Spa travel in Bali aiming at Taiwanese and mainland Chinese couple tourists	Wen-Yu Chen	Chinese Culture University
	Chia-Yuan Hsu	Chinese Culture University
	Magdalena Samidjen	Chinese Culture University

Concurrent Session 6 17:20-18:50

Session 6.1 2014 AALTO UNIVERSITY-GAMMA JOINT SYMPOSIUM

Room: 4312

Co-Hosts: Aalto University School of Business
 Global Alliance of Marketing & Management Associations
 Organizer: Korean Scholars of Marketing Science
 Session Chair: Pekka Mattila, Aalto University
 Jaihak Chung, Sogang University

Title	Name	Affiliation
How to name a product? Naming strategies for movies	Jiyeon Eoh	Sogang University
	Jaihak Chung	Sogang University
Effects of parasocial relationship on customer equity in the social media context	Chun Lin Yuan	Henan University
	Juran Kim	Jeonju University
	Kyung Hoon Kim	Changwon National University
	Pekka Mattila	Aalto University
The effect of the attributes of IT shopping service and the level of technology on customer responses in fashion retail	Sooyeon Lee	Yonsei University
	Miah Lee	Yonsei University
	Eunju Ko	Yonsei University
	Sangwon Lee	Yonsei University
Gender differences in the effects of failure locus of causality and severity	Sujin Song	Korea University
	Sukki Yoon	Bryant University
	Daniel A. Sheinin	University of Rhode Island
Attitude toward brand and customer equity in Republic of R.O.K Navy	Jongchul Na	Changwon National University
	Kyung Hoon Kim	Changwon National University
	Kyong Ryul Koo	Changwon Chamber of Commerce & Industry

Session 6.2 2014 ESCP Research Centre for Energy Management-GAMMA JOINT SYMPOSIUM

Room: 4212

Theme: Energy Marketing in the 21st Century-Opportunities and Challenges

Co-Hosts: Department of Marketing & Research Centre for Energy Management, ESCP Europe

Global Alliance of Marketing & Management Associations

Organizer: Korean Scholars of Marketing Science

Symposium Co-Chairs: Kostas Andriosopoulos, ESCP Europe

Minas Kastanakis, ESCP Europe

Kyung Hoon Kim, Changwon National University

Title	Name	Affiliation
	Jaesu Kim	Volvo Group Korea
Road map of energy management in Korea: the Korea energy master plan	Young Joon Joo	Ministry of Trade, Industry & Energy, Republic of Korea
	Kyung Hoon Kim	Changwon National University
Advancing social acceptance towards biofuel adoption in air transport industry with a socio-technical perspective	Joosung Lee	KAIST
	Yohan Kim	KAIST
Measuring the efficiency of energy-intensive industries across 23 EU countries	Georgia Makridou	ESCP Europe
	Kostas Andriosopoulos	ESCP Europe
	Michael Doumpos	Technical University of Crete
	Constantin Zopounidis	Technical University of Crete

Session 6.3 ECO-DESIGN MARKETING SYMPOSIUM

Room:4311

Session Chairs: Eun Young Kim (Chungbuk National University)
Leslie Burns (Oregon State University)

Co-Hosts:

- Eco-Design Center of Dong-A University
- Ministry of Trade, Industry & Energy, Republic of Korea
- The Korea Institute for the Advancement of Technology
- Dong-A University
- Global Alliance of Marketing & Management Associations

Organizer:

- Korean Scholars of Marketing Science

Title	Name	Affiliation
Social sustainability in architecture social algorithms	Joeun Sung	Yonsei University
	Soomeen Hahm	Zaha Hadid Architects
Research on knowledge types to encourage consumer attitude for green fashion	Hyun Min Kong	Yonsei University
	Heeju Chae	Yonsei University
	Eunju Ko	Yonsei University
	Ralf Schellhase	University of Applied Sciences, Darmstadt
Operational definition and measurements of sustainability for eco-design	Juran Kim	Jeonju University
	Raffaele Donvito	University of Florence

Panel Discussion: Customer Orientation and Eco-Design Marketing

Panel Discussants: Roland T. Rust (University of Maryland)
Constantine Katsikeas (University of Leeds)
Leslie Burns (Oregon State University)
Eun Young Kim (Chungbuk National University)
Joeun Sung (Yonsei University)

Session 6.4 MAPPING GLOBAL FASHION LANDSCAPE SYMPOSIUM II

Room: 4211

Theme: Roadmap and Strategic Thoughts on 'Mapping Global Fashion Landscape'**Session Chair:** Eunju Ko (Yonsei University)**Panel Discussants:**

- Karinna Nobbs (London College of Fashion)
- Michel Phan (EMLYON Business School)
- Gaetano Aiello (University of Florence)
- Raffaele Donvito (University of Florence)
- Akira Shimizu (Keio University)
- Honglei Liu (Dalian University of Foreign Languages)
- Eunju Ko (Yonsei University)

Session 6.5 Industrial Marketing Track IV (B2B Networks)

Room: 4111

Session Chair: Christof Backhaus, Newcastle University Business School

Discussant: Suvi Nenonen, University of Auckland

Title	Name	Affiliation
Network-oriented behaviors in business-to-business markets: An empirical study	Sabrina C. Thornton	University of Huddersfield Business School
	Stephan C. Henneberg	University of London
	Peter Naudé	Manchester Business School
Beyond a dyadic view on value co-creation: A multi-actor perspective from business networking events	Vincent-Wayne Mitchell	City University London
	Bodo B. Schlegelmilch	WU Vienna
	Sorina-Diana Mone	Babes-Bolyai University of Cluj-Napoca
Sustainable value co-creation in business networks	Sylvie Lacoste	Neoma Business School

Session 6.6 Authenticity in the Global World

Room: 4011

Session Chair: Maria Kniazeva, University of San Diego

Title	Name	Affiliation
The dynamics of brand authenticity	Mitsutoshi Otake	Meiji Gakuin University
Restoring authenticity of a country	Maria Kniazeva	University of San Diego
	Odete Paiva	Polytechnic Institute of VISEU
Perception of authenticity in world heritage historic centers: The case of French tourists subculture	Cláudia Seabra	Polytechnic Institute of VISEU
	José Luís Abrantes	Polytechnic Institute of VISEU
	Fernanda Cravidão	University of Coimbra
	Carmen Rodriguez Santos	University of León

Session 6.7 Identities, Desires and Global Marketing/ Origin Images and Biases

Room: 4301

Session Chair: Wing-Sun Liu, Hong Kong Polytechnic University
Alexander Josiassen, Copenhagen Business School

Title	Name	Affiliation
Production of extended self: Integrating life experience in fashion design	Wing-sun Liu	The Hong Kong Polytechnic University
	Eric Li	University of British Columbia
	Elita Yee-nee Lam	Technological and Higher Education Institute of Hong Kong
	Magnum Man-lok Lam	Hong Kong Polytechnic University
For love of money or country: The Filipino firms at the Manila FAME trade fair	Luz Suplico-Jeong	De la Salle University
	Rechel Arcilla	De la Salle University
Factors influencing consumers' willingness to Buy of Vitamin C	Bongkot	Asian Institute of Technology
	Phaiboon-udomkarn	
	Alexander Josiassen	Copenhagen Business School
	Florian Kock	Copenhagen Business School
Massstige, massluxue and massclusivity: Consumer responses to the use of guest fashion designers as a co-branded marketing strategy	Anne Peirson-Smith	City University of Hong Kong

Session 6.8 Luxury Marketing in China and Other Emerging Markets

Room: 4201

Session Chair: Michel Phan, EMLYON Business School
Klaus Heine, EMLYON Business School

Title	Name	Affiliation
Endorser's body posture as an antecedent of (luxury) brand personality perception	Steffen Herm	Hochschule für Technik und Wirtschaft Berlin
	Jana Möller	Free University of Berlin
	Klaus Heine	EMLYON Business School
Are Chinese consumers ready for Chinese luxury brands?	Nicola Bellini	Scuola Superiore Sant'Anna
	Klaus Heine	EMLYON Business School
	Serena Rovai	La Rochelle Business School
	Jiaxun He	East China Normal University
An empirical study to examine consumer behavior towards luxury brands in Pakistan	Faryal Salman	SZABIST (Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology)
The standardisation-localisation dilemma of brand communications for luxury fashion retailers' internationalisation into China	Sindy Liu	London College of Fashion
	Patsy Perry	The University of Manchester
	Christopher Moore	Glasgow Caledonian University

Session 6.9 Artist Talk: Sustainability Cyber Exhibition of 2014 GMC

Room: 4101

Session Chair: Sangdo Oh, Ulsan National Institute of Science and Technology

Discussant: Sang-Min Whang, Yonsei University

Title	Name	Affiliation
Mapo Art MADANG, Mapo Art TANK	Joeun Sung	Yonsei University
Simple Life (Chang Ucchin Museum of Art)	Yujin Chang	Chang Ucchin Foundation

Session 6.10 Meeting Place

Room: 4111

Conference Dinner: 18:50 - 22:00

- **Venue:** Room Blocks (4202-4205 & 4302-4305), Level 4, Sands Expo and Convention Centre

- **Keynote Speech:**

“Big Data: What, Why and How?”

Roland T. Rust

Distinguished Professor and David Bruce Chair in Marketing

Robert H. Smith School of Business

University of Maryland, USA

- **Global Marketer of the Year Award 2014**

- **Global Scholar of the Year Award 2014**

July 17, 2014**Concurrent Session 7 08:00-09:30****Session 7.1 JSMD-GAMMA JOINT SYMPOSIUM III**

Room: 4312

Co-Hosts: Japan Society of Marketing and Distribution
 Global Alliance of Marketing & Management Associations
 Organizer: Korean Scholars of Marketing Science
 Session Chair: Ikuo Takahashi, Keio University
 Discussant: Byeong-Joon Moon, Kyung Hee University

Title	Name	Affiliation
The role of brands in online vs. offline channels	Óscar González-Benito	University of Salamanca
	Mercedes Martos-Partal	University of Salamanca
	Sonia San Martín	University of Burgos
Optimal timing for posting a direct price under channel conflict	Kenji Matsui	Kobe University
An empirical analysis on Japanese consumer's acceptable price range: An application of survival analysis to PSM data	Yoshiyuki Okuse	Senshu University
	Makoto Abe	University of Tokyo
Preference reversal: Perspective with generalized construal level theory	Takeshi Moriguchi	Waseda University
	Akira Yashima	Senshu University

Session 7.2 2014 NMSBA-GAMMA JOINT SYMPOSIUM I

Room: 4212

Co-Hosts: Neuromarketing Science & Business Association
 Global Alliance of Marketing & Management Associations
 Organizer: Korean Scholars of Marketing Science
 Session Chair: Rafal Ohme, Founder, NEUROHM,
 Eun-Ju Lee, Sungkyunkwan University

Title	Name	Affiliation
NMSBA - to promote neuro and serve & protect its clients	Rafal Ohme	NEUROHM / University of Social Sciences and Humanities
Monitoring neural correlates of purchasing behavior: An optical brain imaging study	Yener Girişken	Istanbul Bilgi University
	Murat Perit Çakır	Middle East Technical University
Take it now or save for later? An ERP study of intertemporal choice	Hyun Jun Shin	Sungkyunkwan University
	Seungeun Yang	Sungkyunkwan University
	Myjoo Shin	Sungkyunkwan University
	Minji Park	Sungkyunkwan University
	Eun-Ju Lee	Sungkyunkwan University
Scalable and user friendly on-line implicit tool to test emotional perceptions of brands, ads & celebrities	Rafal Ohme	NEUROHM / University of Social Sciences and Humanities
	Manabu Mori	Rakuten Research

Session 7.3 Consumer Psychology III

Room: 4311

Session Chair: Seong-Yeon Park, Ewha Womans University

Title	Name	Affiliation
A qualitative study of narcissistic consumers and luxury consumption	Seong-Yeon Park	Ewha Womans University
	Yeu-Jin Kang	Ewha Womans University
Don't give me attitude: How can marketers bridge the attitude-behavior gap in ethical consumer behavior?	Alexei Gloukhovtsev	Aalto University
	Antti Vassinen	Aalto University
	Pekka Mattila	Aalto University
Preference for visual versus textual information in complex task decision	Sereikhuoch Eng	University of Rhode Island
The effect of psychological power on self-licensing: Compensation or deviation?	Hyo-Jin Jeong	Kyungpook National University
	Dong-Mo Koo	Kyungpook National University

Session 7.4 Marketing Strategy and Management in the Dynamic World I

Room: 4211

Session Chair: Jong-Ho Lee, Korea University

Title	Name	Affiliation
Scandal spillover and company response strategies: Are they all tarred by the same brush?	Jovica Breberina	Ludwig-Maximilians-University
	Vyara Radulova	Ludwig-Maximilians-University
Understanding firms' willingness to participate in open innovation: Evidence from the biotechnology industry	Insoo Son	Korea University
	Jong-Ho Lee	Korea University
	Dongwon Lee	Korea University
Market orientation and employee market based incentives	Ville Kylmänen	Reddal Corporation
	Iiro Vaniala	Aalto University
	Juho-Petteri Huhtala	Aalto University
Corporate reputation and the cost of equity capital – An empirical analysis of German DAX30 companies	Benjamin Pfister	Ludwig-Maximilians-University of Munich

Session 7.5 Industrial Marketing Track V (B2B Relationships)

Room: 4111

Session Chair: Kaj Storbacka, University of Auckland
 Discussant: Sylvie Lacoste, NEOMA Business School

Title	Name	Affiliation
Securing business-to-business relationships: The impact of switching costs	Markus Blut	Newcastle University
	Heiner Evanschitzky	Aston Business School
	Christof Backhaus	Newcastle University
	John Rudd	Aston Business School
	Michael Marck	University of Strathclyde
The process of firm competition in business markets	Christopher J. Medlin	University of Adelaide
	Chris Ellegaard	Aarhus University
Supplier-retailer power asymmetry: An Australian perspective	Catherine Sutton-Brady	University of Sydney
	Patty Kamvounias	University of Sydney
	Tom Taylor	University of Sydney

Session 7.6 Marketing Strategy Performance Imperatives / Macro and Micro Manifestations of Marketing Strategy

Room: 4011

Session Chair: Robert Morgan, Cardiff University
 Peter Trim, Birkbeck, University of London
 Discussant: Rama Jayanti, Cleveland State University

Title	Name	Affiliation
Marketing decision making behavior under the influence of attractive performance-linked rewards	Abhishek Pathak	Nanyang Technological University
	Lewis K.S. Lim	Nanyang Technological University
How organizational learning supports the development of knowledge and the implementation of marketing strategy	Peter Trim	Birkbeck, University of London
	Yang-Im Lee	University of Westminster
Dispersed reputation – A valuable benefit for firms? An empirical study of German DAX 30 companies	Johanna E. Eberhardt	Ludwig-Maximilians University of Munich

Session 7.7 Marketing and NPD/Innovation Capabilities

Room: 4301

Session Chair: Veronica Wong, University of Kent

Title	Name	Affiliation
Does external environment uncertainty determine power structure in the new product development process? The role of new product development duration	Chiayang Chang	National Chengchi University
	Lien-Ti Bei	National Chengchi University
	Yung-Chien Lou	National Chengchi University
	Li-Wei Wu	Tunghai University
Managing innovation performance: A service-dominant logic view	Chung-Yu Wang	National Kaohsiung University of Applied Sciences
	Ya-Ting Wu	Tainan University of Technology
Changing variation, selection and retention- The interplay between market orientation, firm strategy and performance	Henrik Sievers	Aalto University
Balancing innovation and conflict: Trust's moderating effect on intra-firm conflict and innovation performance	Ping Sun	Shandong University
	Xiang (Robert) Li	University of South Carolina
	Drew Martin	University of Hawaii at Hilo

Session 7.8 Sustainable Marketing in Asia and the World I

Room: 4201

Session Chair: Juran Kim, Jeonju University

Title	Name	Affiliation
Measures of perceived sustainability	Juran Kim	Jeonju University
	Charles R. Taylor	Villanova University
	Kyung Hoon Kim	Changwon National University
	Ki Hoon Lee	Jeonju University
A new park based on New York city's sustainability plan:	Christine Vogt	Michigan State University
A marketer's eye on the freshkills landfill-to-park transformation	David Klenosky	Purdue University
Explaining consumer use of renewable energy: Determinants, and gender and age moderator effects	Stephanie Snyder	USDA Forest Service
	Lindsay Campbell	USDA Forest Service
A green reputation or market leadership? The role of corporate ability and corporate social responsibility in sustainable marketing	Helena Martins Gonçalves	Universidade de Lisboa
	Adriana Viegas	Universidade de Lisboa
	Maren Vos	University of Technology Eindhoven
	Jos Bartels	VU University Amsterdam

Session 7.9 ITAA-KSMS JOINT SYMPOSIUM I

Room: 4101

Co-Hosts: International Textile and Apparel Association
 Global Alliance of Marketing & Management Associations
 Organizer: Korean Scholars of Marketing Science
 Session Chair: Leslie Davis Burns, Oregon State University
 Eun Joo Park, Dong-A University

Title	Name	Affiliation
Spinning yarns - weaving textiles case: Creating authentic internet stories	Kaye Crippen	University of Arkansas at Pine Bluff
	Patricia Mulready	Slobodina Foundation
A cross validation of consumer based brand equity (CBBE) scales in fashion retail industry	Sertaç Çifci	Abant İzzet Baysal University
	Yüksel Ekinci	Oxford Brookes University
	Georgina Whyatt	Oxford Brookes University
Assessing e-impulse buying for fashion products: The role of browsing and urges to buy	Eun Joo Park	Dong-A University
	Eun Mi Kang	Dong-A University
	Yeo Jin Jung	University of North Texas
An exploratory investigation of the strategic use of visual social media platforms by UK fashion brands for marketing communication	Karina Nobbs	London College of Fashion
	Matteo Montecchi	London College of Fashion
	Hannah Kontu	London College of Fashion
	Kat Duffy	Essex University
Fashion design and marketing for sustainability and social change: Theory and practice	Leslie Davis Burns	Oregon State University

Session 7.10 New Trend of Consumer Behavior in Asia I

Room: 4001

Session Chair: Akira Shimizu, Keio University

Title	Name	Affiliation
The difference of the structure of category knowledge at each stage of the purchase decision making-process	Naoki Akamatsu	Keio University
The determining factors of the line extensions to different retail business formats	Takashi Teramoto	Meisei University
A brand attitude comparison between East Asians and Westerners: Exploring the role of emotion and cognition on attitude formation	Yoko Sugitani	Sophia University

Concurrent Session 8 09:40–11:10**Session 8.1 2014 GMC Job Market**

Room: 4312

Organizer: Global Alliance of Marketing & Management Associations
 Sponsor: Harbin Institute of Technology
 Session Chair: Tony Garrett (Korea University)

Session 8.2 2014 NMSBA–GAMMA JOINT SYMPOSIUM II

Room: 4212

Co-Hosts: Neuromarketing Science & Business Association
 Global Alliance of Marketing & Management Associations
 Organizer: Korean Scholars of Marketing Science
 Session Chair: Rafal Ohme, Founder, NEUROHM,
 Eun-Ju Lee, Sungkyunkwan University

Title	Name	Affiliation
Neuromarketing insights into consumer personality types and their choices	Katharina Kuehn	RDG Insights
	Hyun Jun Shin	Sungkyunkwan University
Is the ant in Aesop's fable a present anhedonia? A behavioral and neural investigation of temporal discounting	Daae Lee	Sungkyunkwan University
	Jinho Yoon	Sungkyunkwan University
	Eun-Ju Lee	Sungkyunkwan University
Accent lighting in food retail and customer's emotions	Elena Horská	Slovak University of Agriculture
	Ľudmila Nagyová	Slovak University of Agriculture
	Jakub Berčík	Slovak University of Agriculture
	Vladislav Valach	Slovak University of Agriculture
Information introduced (ii) and television ads: confirming cognitive overload through psychophysiological approach	Byunggho PARK	KAIST

Session 8.3 Consumer Psychology IV

Room: 4311

Session Chair: Yi Xie, University of International Business & Economics

Title	Name	Affiliation
Do consumers feel better about themselves through participating in CSR programs? The moderating role of perceived corporate motives and self-relevance	Yi Xie	University of International Business & Economics
	Marta Pizzetti	Università della Svizzera italiana
The company you keep: How personalized gifts affect relationships with friends	Michael Gibbert	Università della Svizzera italiana
	Fu-Yung Kuan	National Kaohsiung First University of Science and Technology
Revisiting consumer contamination: Influences of proximity and scope of contact	En-Chi Chang	Perfect Translation & Compunet
	Sin-Yao Chen	National Kaohsiung First University of Science and Technology
	Giulia Miniero	Università della Svizzera Italiana
Dealing with frustration? Let consumers write!	Michael Gibbert	Università della Svizzera Italiana

Session 8.4 Marketing Strategy and Management in the Dynamic World II

Room: 4211

Session Chair: Yung Kyun Choi, Dongguk University

Title	Name	Affiliation
How social media works in B2B environment: Social media effectiveness using web analytics	Kyungok K. Kim	University of Texas at Austin
	Gary B. Wilcox	University of Texas at Austin
	Yung Kyun Choi	Dongguk University
The impact of selling orientation on sales performance: The moderating effect of integration with other functional members	Eunji Seo	Fukuyama-heisei University
	Katsuyoshi Takashima	Kobe University
Economic antecedents of low customer orientation level of firms in the BRICs: Preliminary hypotheses	Nikita I. Popov	National Research University Higher School of Economics
	Olga A. Tretyak	National Research University Higher School of Economics

Session 8.5 Innovations in Global Fashion Marketing & Marketing Manager's Decision Making

Room: 4111

Session Chair: Kathleen Rees, Texas A&M University-Kingsville
Eric Shih, Sungkyunkwan University

Title	Name	Affiliation
Using neural response (EEG) and conjoint analysis to understand the effect of underwear's product cues on consumer choice	Fitri Aprilianty	Institute of Technology Bandung
	Mustika Sufiati Purwanegara	Institute of Technology Bandung
Consumer adoption of smart in-store technology (SIST): A hierarchical approach	Hye-Young Kim	University of Minnesota
	Kim K. P. Johnson	University of Minnesota
	Jung Mee Mun	Indiana State University
	Ji Young Lee	State University of New York at Oneonta
How do managers use marketing and financial metrics in the context of marketing mix decision making?	Markus Lamest	Trinity College Dublin
	Mairead Brady	Trinity College Dublin
A conceptual model for marketers' contributions to corporate social responsibility programs (CSR)	Charles Jebarajakirthy	Swinburne University of Technology
	Paramaporn Thaichon	Swinburne University of Technology

Session 8.6 A Strategy Lens in Consumer Research

Room: 4011

Session Chair: Dennis Herhausen, University of St. Gallen
Tina Streiff, Ludwig-Maximilians-University of Munich
Discussant: Jaakko Aspara, Aalto University

Title	Name	Affiliation
A firm's strategy to consumer behavioral decisions: Perceived obsolescence and the timing of replacement	Yong Seok Sohn	Kyung Hee University
	Kun Woo Yoo	Kyung Hee University
How consumers rely on substitutes for haptic information under non-touch shopping environment	Tomoko KAWAKAMI	Kansai University
Reactance effects in cultural sponsorships? Investigating the influence of cultural interest on sponsor reputation	Tina Streiff	Ludwig-Maximilians-University of Munich
	Sarah Mahr	Ludwig-Maximilians- University of Munich
Strong medicine: Conflict of interests and pharmaceutical marketing practices	Rama Jayanti	Cleveland State University

Session 8.7 2014 GLOBAL CUSTOMER EQUITY SYMPOSIUM

Room: 4301

Theme: Customer Equity in the Global Environment: Evaluation and System

Session Chairs: Roland T. Rust, University of Maryland

Eunju Ko, Yonsei University

KyungHoon Kim, Changwon National University

Host: Yonsei University

Sponsor: National Research Foundation, Republic of Korea

Title	Name	Affiliation
The effect of spa brand experience and store experience on customer equity	Min-Sook Park	Catholic University of Pusan
	Jong-Kuk Shin	Pusan National University
	Mi-Ri Kim	Pusan National University
Confucian philosophy, sustainable marketing management and customer equity	Yang Sun	Changwon National University
	Kyung Hoon Kim	Changwon National University
	Huanzhang Wang	Changwon National University
	Ralf Schellhase	University of Applied Sciences, Darmstadt
	Zhiguo Xu	Renmin University of China
Cultural perspectives on global customer equity	Eunju Ko	Yonsei University
	Chang Han Lee	Yonsei University
	Lisa Kesper	Yonsei University
Consumer behavior and customer value in social platform	Sung Hwan Yeo	Changwon National University
	Kyung Hoon Kim	Changwon National University
	Juran Kim	Jeonju University
Exploring social media services of global fashion brands: Does customer social participation have an impact on customer equity?	Heeju Chae	Yonsei University
	Eunju Ko	Yonsei University
	Jinghe Han	Yonsei University

Session 8.8 Sustainable Marketing in Asia and the World II

Room: 4201

Session Chair: Ralf Schellhase, University of Applied Sciences Darmstadt
 Juran Kim, Jeonju University

Title	Name	Affiliation
	Jos Bartels	VU University Amsterdam
Perceived sustainability initiatives: retail managers' intrinsic and extrinsic motives	Machiel J. Reinders	Wageningen University
	Mariët A. van Haaster-de Winter	Wageningen University
A comparative study of environmental attitudes and eco-friendly consumer behaviors of consumers in Korea and the United States	Junyong Kim	Hanyang University, ERICA
Drivers of green product adoption - the role of green perceived value, green trust and perceived quality	Aris Y. C. Lam	Hong Kong Polytechnic University
	Mei Mei Lau	Hong Kong Polytechnic University
	Ronnie Cheung	Hong Kong Polytechnic University
The influence of social responsibility in advertising upon brand attitude in luxury products	So Young Heo	Changwon National University
	Kyung Hoon Kim	Changwon National University
	Juran Kim	Jeonju University
	NamHee Jin	Changwon National University

Session 8.9 ITAA-KSMS JOINT SYMPOSIUM II

Room: 4101

Session Chair: Leslie Davis Burns, Oregon State University
Seunghee Lee, Sookmyung Women's University

Title	Name	Affiliation
A longitudinal approach to UTAUT model for consumer acceptance of QR code virtual store	Eun Young Kim	Chungbuk National University
	Yeo Jin Jung	University of North Texas
Design Strategies in a Transitional Economy: The Case of Chinese Underwear Enterprise Aimer Group, Ltd.	Hong Yu	Ryerson University
	Ping Zhao	Beijing Institute of Fashion Technology
	Jingjing Xia	Beijing Institute of Fashion Technology
The influence of sex appeal advertising	Seung Yeon Lee	Sookmyung Women's University
	Seunghee Lee	Sookmyung Women's University
An exploratory study of the motives and methods of in-store technology adoption within luxury fashion flagship stores	Karina Nobbs	London College of Fashion
	Michaela Bubola	London College of Fashion
	Ana Roncha	London College of Fashion

Session 8.10 New Trend of Consumer Behavior in Asia II

Room: 4001

Session Chair: Akira Shimizu, Keio University

Title	Name	Affiliation
Research on decision-making theory to estimate the effects of SNS on a research	Akira Shimizu	Keio University
Sampling promotions when launching a new product: The internal and external effects	Atsuko Inoue	Seikei University
Does WOM information hinder consideration of other brands?	Kaichi Saito	Meiji Gakuin University
Integrated model of customer-based retail brand equity: A model based on equity driver and equity components of Japanese supermarkets	Hiroyuki Takahashi	University of Marketing and Distribution Sciences

Concurrent Session 9 11:20–12:50

Session 9.1 ANZMAC–GAMMA JOINT SYMPOSIUM

Room: 4312

Co-Hosts: Australian & New Zealand Marketing Academy
 Global Alliance of Marketing & Management Associations
 Organizer: Korean Scholars of Marketing Science
 Session Chair: Mark Uncles, University of New South Wales,
 Tony Garrett, Korea University

Title	Name	Affiliation
Australian Consumer Decision-making Styles for Purchasing Everyday Products	Tahmid Nayeem	Melbourne Institute of Technology
	Riza Casidy	Deakin University
Research on IT SERVQUAL in fashion retail environment	Hyunji Do	Yonsei University
	Chang Han Lee	Yonsei University
	Eunju Ko	Yonsei University
The Common Threads of National Cultures	Sunil Venaik	University of Queensland
	Paul Brewer	University of Queensland
The role of fashion leaders on the fashion social platform: Implications of knowledge sharing in the Korean fashion industry	Eunha Chun	Yonsei University
	Eunju Ko	Yonsei University

Session 9.2 Social Media and Retail Management I

Room: 4212

Session Chair: Jungkun Park, University of Houston
 Weonsang Yoo, Korea University

Title	Name	Affiliation
The role of social identity, group norm, social influence adopting social media for shopping	Seungsin Lee	Konkuk University
	Younghee Lee	Konkuk University
	Eunjung Lee	Kookmin University
	Jungkun Park	University of Houston
Blogs as consumers source of information: An exploratory study	Shivakumar Krishnamurti	Skyline University College
	Ruchi Agarwal	University of Modern Sciences
Optimum stimulation level, in-store experience and retail outcome: A case of Australia	Tjong Budisantoso	James Cook University
	Tang Chun Meng	James Cook University
	Adrian Bradshaw	James Cook University

Session 9.3 Beauty Business and Medical Tourism

Room: 4311

Session Chair: Ki Nam Jin, Yonsei University

Title	Name	Affiliation
Travelling to Thailand for medical care and perceptions of service quality: A content analysis of medical tourists' online testimonials	Michael Guiry	University of the Incarnate Word
The role of servicescape on customers' emotion, perceived quality and image: The medical tourism context	Sandra Maria Correia Loureiro	Instituto Universitario de Lisboa and Business Research Unit
	Eduardo Moraes Sarmiento	Universidade Lusófona and ISEG/UTL
A study on the effect of perceived risk on the perceived service quality of medical tourists	Jinjoo Kim	Yonsei University
	Ki Nam Jin	Yonsei University

Session 9.4 Wine Marketing & Management

Room: 4211

Session Chair: LECAT Benoît, Burgundy School of Business

Title	Name	Affiliation
Alcohol marketing regulation: a comparison between France & the United Kingdom	Tom Farrel	Oxford Brookes University
	Benoît Lecat	Burgundy School of Business
Wine consumption behaviour among working professionals	Jessica Sze Yin Ho	Sunway University Business School
	Afrizal Aizat Md Ariff	Sunway University Business School
	Ngan Kah Ling	Sunway University Business School
	Wong Jing Mun	Sunway University Business School
An exploratory study to develop Korean food and wine pairing criteria	Sangmi Kim	Oxford Breekes University
	Benoît Lecat	Burgundy School of Business
Hedonic asymmetry in emotional responses to wine PDO Rioja: Effects on satisfaction and expressed buying intentions	Agustín V. Ruiz Vega	University of La Rioja
	Consuelo Riaño Gil	University of La Rioja
Experience matters: Exploring the experience behavioral loyalty relationship in wine	Androniki Kavoura	Technological Educational Institute Athens
	Jean-Eric Pelet	University of Nantes
	Sharyn Rundle-Thiele	Griffith University
	Benoît Lecat	School of Wine and Spirits Business, Burgundy School of Business

Session 9.5 Industrial Marketing Track VI (B2B Services)

Room: 4111

Session Chair: Catherine Sutton-Brady, University of Sydney

Discussant: Annie Chen, University of Westminster

Title	Name	Affiliation
Role of service quality in B2B relationship performance: Scale development and B-SERVQUAL model	Sang-Lin Han	Hanyang University
	Seong-Ho Lee	Hanyang University
The impact of guanxi on opportunism and conflicts in Sino-US business relationships	Ibrahim Abosag	University of London
	Dorothy Ai-wan Yen	Brunel University
	Hsin-Hui Chou	National Cheng Kung University
Strategies and network consequences in an interactive context	Christina Öberg	Lund University
	Tommy Tsung-Ying Shih	Lund University

Session 9.6 Marketing in Russia

Room: 4011

Session Chair: Olga Tretyak, National research University Higher School of Economics, Russian Federation

Vera Rebiazina, National research University Higher School of Economics, Russian Federation

Discussant: Junyeon Moon (Hanyang University)

Title	Name	Affiliation
Value co-creation and customer involvement: Empirical analysis from Russian perspectives	Marina Doroshenko	National Research University Higher School of Economics, Russian Federation
	Irina N. Shafranskaya	National Research University Higher School of Economics, Russian Federation
Competing with free : The effect of post-release movie piracy on box-office revenue	Leontiev Dmitriy	National Research University Higher School of Economics, Russian Federation
	Eugeniy Ozhegov	National Research University Higher School of Economics, Russian Federation
Antimonopoly conduct remedies and marketing decisions of dominant companies in non-regulated industries: Russian experience	Tatiana Radchenko	Russian Presidential Academy of National Economy and Public Administration
	Svetlana Avdasheva	National research University Higher School of Economics, Russian Federation

Session 9.7 Sport Marketing and Media

Room: 4301

Session Chair: Kihan Kim, Seoul National University
Derek Ong Lai Teik, Sunway University Business School

Title	Name	Affiliation
Needs analysis and the role of engagement of commercial fitness centers in Malaysia	Derek Ong Lai Teik	Sunway University Business School
Fast and furious: Analysis of the Singapore and Korean F1 Grand Prix spectators' blogs	Weisheng Chiu	Yonsei University
	Ho Keat Leng	Nanyang Technological University
Re-enchanting the Chinese sport spectator: A postmodern perspective on sport marketing in China	David C. Cockayne	University of Huddersfield

Session 9.8 Sustainable Marketing in Asia and the World III & Marketing Education

Room: 4201

Session Chair: Ralf Schellhase, University of Applied Sciences Darmstadt

Title	Name	Affiliation
An investigation of the factors affecting consumer attitude towards organic food	Mei Mei Lau	Hong Kong Polytechnic University
	Aris Y. C. Lam	Hong Kong Polytechnic University
	Ronnie Cheung	Hong Kong Polytechnic University
Assessing consumer behavior students in Australian universities	Peter Ling	RMIT University
Case study format preferences of pre-experience and executive students: Conjoint experiment approach	Kristina Maiksteniene	ISM University of Management and Economics
Positioning of a German MBA programme in the international market	Ralf Schellhase	University of Applied Sciences Darmstadt

Session 9.9 Meet the Editors

Room: 4101

Session Chair: C. Anthony Di Benedetto, Temple University

Editor-in-Chief of Journal of Global Scholars of Marketing Science

Editors: Constantine Katsikeas (University of Leeds), Editor of Journal of International Marketing

Charles R. Taylor (Villanova University), Editor of International Journal of Advertising

John Cadogan (Loughborough University), Editor of International Marketing Review

Peter LaPlaca, Editor of Industrial Marketing Management

Drew Martin (University of Hawaii, Hilo), Senior Editor of Journal of Business Research

C. Anthony Di Benedetto (Temple University), Editor-in-Chief of Journal of Global Scholars of Marketing Science

Eunju Ko (Yonsei University), Editor-in-Chief of Journal Global Fashion Marketing

Roger Marshall (Auckland University of Technology), Editor of Australasian Marketing Journal

Xiang (Robert) Li (University of South Carolina), Guest Editor of Special Series, Journal of Travel Research

Lyndsey Dixon, Regional Journals Editorial Director, Taylor & Francis Asia Pacific

Session 9.10 New Trend of Consumer Behavior in Asia III

Room: 4001

Session Chair: Akira Shimizu, Keio University

Title	Name	Affiliation
Merchandising for old consumers at super market in Japan: A analysis of purchase history data of card members	Hiroshi Nakamura	Chuo University
Discovery of consumers companies can approach directly	Masanori Sueno	Keio University
Identifying shopping styles: Cluster analysis of shop visit patterns in an Indonesian shopping mall	Widiyani	Eindhoven University of Technology
	Aloys Borgers Widiyani	Eindhoven University of Technology
	Harry J.P. Timmermans	Eindhoven University of Technology

Conference Lunch: 13:00-14:30

- **Venue:** Room Blocks (4202-4205 & 4302-4305), Level 4, Sands Expo and Convention Centre

-Keynote Speech:

‘Research on Asia Consumer: The Five “Big” Issues’

Bernd Schmitt

(Robert D. Calkins Professor of Columbia University & Executive Director of Institute on Asian Consumer Insight hosted by Nanyang Technological University)

-Award Ceremony:

ESCP EUROPE Award

Youngone Best Conference Paper Award

GMC Best Conference Paper Award

GMC Best Reviewer Award

GMC Track Chair Award

GMC Excellent Service Award

Concurrent Session 10 14:00 ~ 15:30

Session 10.1 Service Marketing I

Room: 4312

Session Chair: Mei-Fang Chen, Tatung University

Title	Name	Affiliation
The determinants of consumer's intention to continue to use or apply for the department store co-branded credit card	Mei-Fang Chen	Tatung University
	Chih-Hao Chiang	Tatung University
Making use of tariff-choice biases – Investigating strategies to enhance intensity of flat-rate biases	Sven Heidenreich	EBS Business School
	Tobias Krämer	University of Koblenz-Landau
	Matthias Gouthier	University of Koblenz-Landau
Who is to blame? Effects of causal locus when co-production results are unsatisfactory	Matthias Handrich	EBS Business School
	Larissa Carine Braz Becker	Faculdade Meridional / Federal University of Rio Grande do Sul (UFRGS)
	Natália Araújo Pacheco	Federal University of Rio Grande do Sul (UFRGS)
Consumer emotion elicitation and post-experience behaviors	Vinicius A. Brei	Federal University of Rio Grande do Sul (UFRGS)
	Yen-Tsung Huang	Tunghai University
The impact of service brand personality on brand affect, brand trust and brand loyalty	Yi-Ju Su	Tunghai University
	Ursula Bougoure	University of Newcastle Australia, Singapore Campus
	Dominique Greer	Queensland University of Technology
	Ben Smith	Queensland University of Technology

Session 10.2 Social Media and Retail Management II

Room: 4212

Session Chair: Jungkun Park, University of Houston
Weonsang Yoo, Korea University

Title	Name	Affiliation
Identifying factors affecting social media marketing	Sradha Narendra Sheth	University of South Carolina
	Jiyeon Kim	University of South Carolina
Do advertisements on multiple social media platforms lead to positive consumer responses in India?	Rajesh Asrani	Gujarat Law Society
	Hitesh Ruparel	Gujarat Law Society
Introducing evolutionary analysis to retail assortment planning	Charalampos Saridakis	University of Leeds
	Stelios Tsafarakis	Technical University of Crete
	George Baltas	Athens University of Economics & Business
Competing or aligning? Mobile operator's pricing adaptation to the challenges from OTT	Rong Chen	Tsinghua University
	Xiaobing Xu	Tsinghua University
	Feng He	University of Science & Technology Beijing

Session 10.3 Service Innovation and Management I

Room: 4311

Session Chair: Chieko Minami, Kobe University

Title	Name	Affiliation
Marketing microcredit to youth in war affected regions	Charles Jebarajakirthy	Swinburne University of Technology
	Antonio C. Lobo	Swinburne University of Technology
	Chandana Hewege	Swinburne University of Technology
Do foreign creative industry products contribute to the promotion of products imported from the same country? Case of Japanese and Korean products in emerging economies	Wataru Uehara	Hitotsubashi University
	Yuichi Washida	Hitotsubashi University
	Takeshi Matsui	Hitotsubashi University
Does social media enhance innovation in customer relationship management?: A theoretical exploration of the effects of social CRM in service sectors	Kaede Sano	Doshisha University
How should service retailers develop store networks? Case study for Japanese school and education service	Taku Kato	Kyorin University

Session 10.4 Consumer Behavior and Luxury Consumption I

Room: 4211

Session Chair: Patrick Poon, Lingnan University

Title	Name	Affiliation
Consumer satisfaction as a suppressor variable in the consumer ethnocentrism-Repurchase intention relationship	Ahmad Daryanto	Lancaster University
	Nicholas Alexander	Lancaster University
Do brand image and country of manufacture affect consumers' perception of luxury brand after M&As?	Hsiang-Ming Lee	Chien Hsin University of Science and Technology
	Tsai Chen	Fo Guang University
	Hong-Yew Lee	Chien Hsin University of Science and Technology
Consumer recognition of business categories in Japanese department stores	Tetsuma Emmaru	Reitaku University
The Public's Perception of Luxury Consumption of the Riches	Hae-won Chon	Yonsei University
	Sang-Min Whang	Yonsei University
Developing brand personality typology for luxury products	Alexandra Karpova	Cass Business School, City University London
	George Balabanis	Cass Business School, City University London

Session 10.5 Industrial Marketing TRACK VII (Innovation in Industrial Marketers)

Room: 4111

Session Chair: Chris Medlin, University of Adelaide
 Discussant: Teck-Yong Eng, University of Southampton

Title	Name	Affiliation
The influences of internet-based collaboration and intimate interactions in buyer-supplier relationship on product innovation	Jie Wu	University of Macau
	Ze-Fu Wu	National Huaqiao University
Do exploratory and exploitative marketing capabilities really benefit from market knowledge development and external ties in new product success?	Nima Heirati	Newcastle University
	Aron O'Casey	University of Tasmania
Driving shareholder value with customer asset management: An empirical investigation in a B2B context	Suvi Nenonen	Hanken School of Economics / University of Auckland
	Kaj Storbacka	University of Auckland

Session 10.6 Hospitality and Tourism Marketing I

Room: 4011

Session Chair: Sunny Ham, Gachon University

Title	Name	Affiliation
In search of balanced market orientation: Internal marketing, external marketing and the role of culture in the tourism sector	Antonios A. Giannopoulos	Corallia Clusters Initiative
	George J. Avlonitis	Athens University of Economics and Business
South American countries' positioning on personality traits: Analysis of 10 national tourism websites	José I. Rojas-Méndez	Carleton University
	Michael J. Hine	Carleton University
	Ho-Jeong Noh	Hanyang University
A study on the determinants of franchising in Korean food service industry	Duk-Hwa Yun	Hanyang University
	Jee-In Jang	Hanyang University
	Da-Ae Jung	Hanyang University
	Min-Ho Cho	Hanyang University
A Comprehensive understanding of a paradigm of smart tourism industry: Application of R	KeumSil Lee	SejongUniversity
	Sunny Ham	Gachon University

Session 10.7 Marketing in Brazil

Theme: What companies are facing in Brazilian market?

Room: 4301

Session Chair: Suzane Strehlau, Universidade Nove de Julho

Discussant: Seong-Yeon Park, Ewha Womans University

Title	Name	Affiliation
Dose entrepreneurial marketing matter? A study on export performance	Reynaldo Dannecker Cunha	Escola Superior de Propaganda e Marketing
	Sergio Garrido Moraes	Escola Superior de Propaganda e Marketing
Luxury retailing	Suzane Strehlau	Universidade Nove de Julho
Economic crisis of 2008 and the aggregate consumption in Brazil	Cristina Helena Pinto de Mello	Pontificia Universidade Católica de São Paulo

Session 10.8 International Branding I

Room: 4201

Session Chair: George Panigyrakis, Athens University of Economics and Business

Title	Name	Affiliation
Multilevel relationships between brand-centered HRM and brand citizenship behavior: Mediating roles of person-brand fit and brand commitment	Hsu-Hsin Chiang	National Hsinchu University of Education
	Tzu-Shian Han	National Chengchi University
	David McConville	University of Portsmouth
Generation Y and its perception of cool brands – a mixed-method approach	Ana Jakić	Ludwig-Maximilians-Universität of Munich
	Maximilian Wagner	Ludwig-Maximilians-Universität of Munich
	Anton Meyer	Ludwig-Maximilians-Universität of Munich
Price deals and brand equity: The role of product involvement	Rachata Rungtrakulchai	Kasem Bundit University
	Jay Sang Ryu	Texas Christian University
The effect of product image on country image: The case of South Korea	Mikael Andéhn	Stockholm University
	Patrick L'Espoir Decosta	Stockholm University

Session 10.9 CMPPR-CS2 JOINT SYMPOSIUM

Co-Hosts: Center for Marketing & Public Policy Research, Villanova University

Center for Sustainable Culture & Service, Yonsei University

Organizers: Global Alliance of Marketing & Management Associations

Korean Scholars of Marketing Science

Room: 4101

Session Chair: John C. Kozup, Villanova University

Eunju Ko, Yonsei University

Title	Name	Affiliation
Are super bowl ads a super waste of money?: The intermediary role of customer equity on stock price	Sascha Raitzel	Ludwig-Maximilians-University
	Charles R. Taylor	Villanova University
	Stefan J. Hock	Virginia Tech University
The potential of 3D printing technology in the fashion industry	Jinghe Han	Yonsei University
	Heeju Chae	Yonsei University
	Eunju Ko	Yonsei University
Creating shared value(CSV) in fashion industry	Jaekyoung Lee	Konkuk University
International legal issues in the practice of multilevel marketing	John C. Kozup	Villanova University
	Steve Kopplisa	Villanova University

Session 10.10 Game Marketing in the Networked World

Room: 4001

Session Chair: Yuri Seo, Victoria University of Wellington

Title	Name	Affiliation
Game Marketing from Pong to League of Legends	Yuri Seo	Victoria University of Wellington
Country of origin and brand image effects on game evaluations: focusing on league of legend in Korea and China	Sang Jin Kim	Changwon National University
	Kyung Hoon Kim	Changwon National University
	Honglei Liu	Dalian University of Foreign Languages
	Chang Han Lee	Yonsei University
The effect of perceived value of mobile social network game (MSNG) on continuous usage intention in china: Focused on mediation effect of commitment	Tae-Hoon Kang	Jeju National University
	Hyoung-Gil Kim	Jeju National University
	LanLan Kong	Jeju National University
The role of the fun in MOBA game	Joonheui Bae	Kyungpook National University
	Dong-Mo Koo	Kyungpook National University

Concurrent Session 11 16:10-17:40

Session 11.1 Service Marketing II

Room: 4312

Session Chair: Nima Heirati, Newcastle University

Title	Name	Affiliation
A multilevel investigation of links between brand-specific transformational leadership and employee based brand equity: The mediating role of empowerment	Chan Hsiao	National Chiao Tung University
	Yi-Hsuan Lee	National Central University
	Shu Yin Lai	National Chiao Tung University
When do customer participation and supplier collaboration help B2B service firms offer superior performance value and relational value?	Nima Heirati	Newcastle University
	Aron O'Cass	University of Tasmania
	Klaus Schoefer	Newcastle University
Extended theory of planned behaviour in service relationships: Hedonic and utilitarian services	Anastasia Stathopoulou	Birkbeck, University of London
	George Balabanis	Cass Business School, City University London
Situational, individual, and social network determinants of negative online word-of-mouth	M S Balaji	Taylor's University
	Khong Kok Wei	Taylor's University

Session 11.2 Market Orientation and Economics in Emerging Economies I

Room: 4212

Session Chair: József Berács, Corvinus University of Budapest

Title	Name	Affiliation
Validating DART model with data from survey of Polish manufacturing and service companies	Jolanta Mazur	Warsaw School of Economics
	Piotr Zaborek	Warsaw School of Economics
	Matevž Raškovič	University of Ljubljana
Market orientation in emerging markets: New perspectives from industrial organization and economic sociology	Maria M. Smirnova	St. Petersburg State University
	Vera Rebiazina	NationalResearch University
	Maja Makovec Brenčič	University of Ljubljana
	Zhonghui Ding	University of Ljubljana
The complimentary effect of export market orientation and entrepreneurial orientation on the international performance of SMEs	Petra Došenovič Bonča	University of Ljubljana
	Florin Sabin Foltean	West University of Timisoara
	Emőke-Szidónia Feder	West University of Timisoara
Navigating the turbulent waters of transition: how Hungarian firms co-evolve with their environment in the last twenty years of economic transition?	Gábor Nagy	Corvinus University of Budapest
	József Berács	Corvinus University of Budapest

Session 11.3 Service Innovation and Management II

Room: 4311

Session Chair: Chieko Minami, Kobe University

Title	Name	Affiliation
Evaluating specific service quality dimensions which impact on customers' behavioural loyalty in high-tech internet services	Paramaporn Thaichon	Swinburne University of Technology
	Antonio Lobo	Swinburne University of Technology
	Ann Mitsis	Swinburne University of Technology
A model of creation and development of multi-sided platforms	Kotaro Sakata	Kobe University
Waiting in checkout lines: How self-checkout systems affect customers' perceptions of waiting and satisfaction	Fumikazu Morimura	Kobe University
	Kenichi Nishioka	Kansai University
	Chieko Minami	Kobe University

Session 11.4 Consumer Behavior and Luxury Consumption II

Room: 4211

Session Chair: Patrick Poon, Lingnan University

Title	Name	Affiliation
Climbing the rungs of luxury brands' ladder and social status	Thao Nguyen	City University London
	George Balabanis	City University London
Social influence on consumer purchase intention for luxury products: Research on Macau young adults' consumption culture	Katy Y. Lei	University of Macau
Consumer-generated luxury brand communication on the internet	Anita Radón	University of Borås
	Patrick Poon	Lingnan University
The impact of negative brand publicity on hotel consumers in China	Lishan Xie	Sun Yat-sen University
	Teng Gao	Sun Yat-sen University
	Yuri Seo	Victoria University of Wellington
Exploring luxury brand consumption in a multicultural marketplace	Margo-Buchanan-Oliver	University of Auckland
	Angela Cruz	University of Auckland

Session 11.5 GAMMA Business Meeting

Room: 4111

Session 11.6 Hospitality and Tourism Marketing II & Food Marketing in Asia

Room: 4011

Session Chair: Sunny Ham, GachonUniversity
Yuri Seo, Victoria University of Wellington

Title	Name	Affiliation
The effect of hobbies and lifestyle on choosing tourism destinations in Lembang, West Java, Indonesia	Emily Edmonda Putri	Institut Teknologi Bandung
	Mustika Sufiati Purwanegara	Institut Teknologi Bandung
The effect of personal value and satisfaction to the tourists' loyalty of Saung Angklung Udjo as cultural heritage tourism destination in Indonesia	Siddhiq Amarullah Ramadhan	Institut Teknologi Bandung
	Riandhita Eri Werdani	Institut Teknologi Bandung
	Fitri Aprilianty	Institut Teknologi Bandung
	Nurlia Balqish	Institut Teknologi Bandung
	Fitria Insi Aulani	Institut Teknologi Bandung
The Influence of the Japanese tea ceremony on Japanese restaurant hospitality: Implications for a theory of co-creation	Mustika Sufiati Purwanegara	Institut Teknologi Bandung
	Yoshinobu Sato	Kawasei Gakuin University
The impact of FOSHU (Food for Specified Health Uses) system on food evaluations in Japan	Mark E. Parry	University of Missouri-Kansas City
	Makoto Ono	Keio University
	Akinori Ono	Keio University

Session 11.7 2014 HIT-GAMMA JOINT SYMPOSIUM

Room: 4301

Session Chair: Guofeng Li, Harbin Institute of Technology
Yung Kyun Choi, Dongguk University

Title	Name	Affiliation
An empirical study on consumer purchase intention and iWOM based on TAM	Guofeng Li	Harbin Institute of Technology
Brand experience, brand trust and customer equity in SNS : A comparative study on nationality and brand	Xiaolei Yu	Changwon National University
	Kyung Hoon Kim	Changwon National University
Market orientation purity on new venture performance: The moderating role of market condition and technological uncertainty	Guoxin Li	Harbin Institute of Technology
Analysis of relationships among social influence, social learning and customer equity: A comparative study of China and Korea	Honglei Liu	Dalian University of Foreign Languages

Session 11.8 International Branding II

Room: 4201

Session Chair: George Panigyrakis, Athens University of Economics and Business

Title	Name	Affiliation
Exploring soccer fans' schemata regarding global vs local human brands	Anna Zarkada	Athens University of Economics and Business
	Eugenia Tzoumaka	Athens University of Economics and Business
How do multinational corporations transmit service brands to the local employees of the host country? An internal marketing mechanism approach	Chan Hsiao	National Chiao Tung University
	Yi-Hsuan Lee	National Central University
	Yuh-Ting Chih	National Central University
The impact of social network characteristics on employee based brand equity	Wisker Zazli	American University of Middle East
	Poulis Athanasios	American University of Middle East
	Panigyrakis George	Athens University of Economics and Business
	Panopoulos Anastasios	University of Macedonia
Green branding: store brands versus national brands	Machiel J. Reinders	Wageningen University and Research Centre
	Jos Bartels	VU University Amsterdam

Session 11.9 Meeting Place

Room: 4101

Session 11.10 Meeting Place

Room: 4001

July 18, 2014

Conference Ends